2.3 Social behavior: Persuasion, attitudes, prejudices and techniques to reduce it, prosocial behavior, Social influences (Conformity, compliance and obedience; Milgram's experiment)

2.4 Implication of Sensation, Perception and Social Behaviour in the management of business organization

Unit 3: Learning and Memory   LH 11

3.1 Learning: Concept of learning, importance of learning

3.2 Models of learning: Behavioral models (classical and operant conditioning), shaping behavior - positive reinforcement, negative reinforcement, and punishment, schedule of reinforcement, behavior modification; Cognitive model: Social/ observational learning

3.3 Memory: Concept of memory, basic memory processes (encoding, storage and retrieval),

3.4 Memory System: Sensory memory, short-term memory, long-term memory (Atkinson and Shiffrin model)

3.5 Contemporary approaches to memory: working memory, long-term memory modules: declarative memory (semantic memory and episodic memory,) and procedural memory

3.6 Forgetting: concept, nature and causes of forgetting,

3.7 Implication of learning and memory in business management

Unit 4: Cognition (Thinking and Intelligence)   LH 8

4.1 Thinking: Concept and nature of thinking, component of thought (mental images, concepts, prototypes) and reasoning, thought and brain; Problem solving and decision making (preparation, production and judgment): obstacles in problem solving thinking and decision making; Creativity;

4.2 Intelligence: Concept and nature of intelligence, types, and determinants of intelligence, Intelligence tests and concept of IQ; Individual differences in intelligence.

4.3 Implication of thinking and intelligence in business management

Unit 5: Motivation, Emotion and Stress   LH 10

5.1 Motivation: Concept of motivation, intrinsic and extrinsic motivation, achievement motivation;

5.2 Theories of motivation - Drive theory, Arousal theory, Expectancy theory, Goal setting theory and Maslow's Hierarchy of need theory

5.3 Emotion: Concept, types and functions of emotion; theories of emotion (James-Lange, Cannon Bard, and Schachter-Singer's theory) emotion and health, subjective well-being

5.4 Stress: Concept of stress, individual difference in stress, general adaptation syndrome model, psychoneuroimmunology of stress, coping stress, style and learned helplessness, social support

5.5 Implication of motivation, emotion, and stress in business management

Unit 6: Human Personality   LH 6

6.1 Concept and determinants of personality

6.2 Theories of personality: Freud's psychoanalytic theory, Trait theories of personality (Allport's trait theory and Cattell's trait theory), McCrae & Costa's Big-five factor theory and Bandura's social cognitive theory, Personality type (Type A and Type B), Relation of Personality with Job Performance and Workplace Aggression.

6.3 Assessment of personality: Self-report measures and projective techniques

6.4 Implication of personality in business management

Basic Textbooks

Baron, R. A. (2003). *Psychology* (6th ed.). India: Prentice Hall of India Pvt. Ltd.

Ciccarelli, S. K., & Meyer, C. E. (2009). *Psychology* (2nd ed.). New Delhi: Pearson Education.

Reference Books

Niraula, S. (2011). *General psychology* (1st ed.). Buddha Academic Publishers and Distributors.

Passer, M. W. & Smith, R. E. (2007). *Psychology: The science of mind and behavior*. New York: McGraw Hill.

Zimbardo, P. G., Johnson, R. L., & McCann, V. (2012). *Psychology: Core concepts* (7th ed.). USA: Pearson Education.

Far Western University
Faculty of Management
Syllabus (BBA: Third Semester)

Course Title:	*Business Communication*	*Course Code: ENG 232*	
Year:	*Second*	*Level: Undergraduate*	
Semester:	*III*	*Program: BBA*	
Credits hours:	*3*	*Lecture hours: 48*	

Course Description

This course is designed for BBA third-semester students to develop essential professional communication skills required for success in today's business environment. It provides an in-depth understanding of business communication concepts, focusing on both oral and written communication, while emphasizing the use of specialized business vocabulary. The course equips students with practical tools for effective workplace communication, such as managing meetings, delivering impactful presentations, and handling professional correspondence. Students will also explore the cultural nuances of communication, preparing them to thrive in diverse and multicultural business settings.

Course Objectives

The course aims to equip students with the knowledge and skills necessary for effective business communication in professional settings. Students will learn to conduct productive meetings, engage in negotiations, and manage crises effectively. The course emphasizes the development of presentation skills, enabling students to deliver impactful and persuasive presentations. Additionally, students will gain proficiency in writing various types of business correspondence, including letters, emails, and memos, and preparing structured reports and proposals. Finally, the course prepares students to excel in job interviews and workplace interactions, promoting confidence and professionalism in their communication practices.

Learning Outcomes

On the completion of the course students will be able to:

- Discuss the key theories of effective communication in business settings.
- Understand the concept, process, and barriers of persuasion and its role in effective business communication.
- Organize and conduct meetings, negotiations, and crisis management with professional etiquette.
- Prepare and deliver structured and compelling presentations to diverse audiences.
- Write clear and impactful business correspondence, including letters, emails, memos, and notices.
- Develop well-structured reports and proposals for professional purposes.
- Demonstrate confidence and competence in job interviews and workplace interactions.

Course Contents

Unit 1: Introduction to Business Communication   LH 9

    1.1 Defining communication and communication process
    1.2 Characteristics of effective communication
    1.3 Goals of communication
    1.4 Methods of communication
    1.5 Barriers to communication
    1.6 Theories of business communication (Attribution Theory, Argumentation Theory, Classic Rhetoric Theory, Contagion Theory, Language Expectancy Theory and Enactment Theory)
    1.7 Interpersonal communication (definition, principle and barriers)

Unit 2: The Language of Persuasion and Communication in a Diverse Environment   LH 8

    2.1 Defining persuasion
    2.2 The process of persuasion
    2.3 Barriers to persuasion