

**Far Western University**  
**Faculty of Management**



**Bachelor of Business Administration (BBA) Program**

**Syllabus: BBA Third Semester**

*(Effective from the admission batch of 2023 and onward)*

PSY 231: Fundamentals of Psychology	3 Credit
ENG 232: Business Communications	3 Credit
STT 233: Business Statistics	3 Credit
ACC 234: Financial Accounting II	3 Credit
MKT 235: Fundamentals of Marketing	3 Credit
PRC 236: Practicum in Business Communication	1 Credit

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

<b>Course Title:</b>	<b><i>Fundamentals of Psychology</i></b>	<b>Course Code:</b>	<b><i>PSY 231</i></b>
<b>Year:</b>	<b><i>Second</i></b>	<b>Level:</b>	<b><i>Undergraduate</i></b>
<b>Semester:</b>	<b><i>III</i></b>	<b>Program:</b>	<b><i>BBA</i></b>
<b>Credits hours:</b>	<b><i>3</i></b>	<b>Lecture hours:</b>	<b><i>48</i></b>

### Course Description

This course introduces fundamental concepts of human psychology and their practical applications within business organizations. It examines key psychological principles, including sensation, perception, social behavior, learning, memory, cognition, intelligence, motivation, emotion, stress, and personality. Students will explore psychological theories and processes, focusing on their implications for solving organizational problems, enhancing decision-making, leadership, and evaluating employee performance. Additionally, the course emphasizes how psychological insights contribute to understanding human behavior, improving management strategies, and fostering workplace well-being and productivity.

### Course Objectives

The course aims to equip BBA students with a comprehensive understanding of human psychology and its practical applications in business management. It seeks to familiarize students with key psychological theories, concepts, and approaches while emphasizing their relevance in shaping organizational behavior. Students will analyze processes such as sensation, perception, learning, and memory to enhance decision-making, interpersonal skills, and behavior modification strategies. Additionally, the course explores cognition, motivation, emotion, and stress management techniques to foster workplace well-being and productivity. By examining personality traits and their impact on job performance and leadership, students will learn to apply psychological principles to address organizational challenges and improve leadership and management.

### Learning Outcomes

By the end of this course, students will be able to:

- Understand the core psychological concepts, theories, and approaches and their significance in business organizational contexts.
- Analyze sensation, perception, and social behavior processes to enhance decision-making, interpersonal skills, and workplace interactions.
- Apply learning models, memory strategies, and cognitive principles to improve knowledge retention, behavior modification, and performance in organizations.
- Evaluate motivation, emotion, and stress management techniques to foster employee engagement, resilience, and workplace productivity.
- Assess the impact of personality traits, intelligence, and social influences on leadership, teamwork, and organizational behavior.
- Integrate psychological theories into practical business strategies to address challenges, enhance management effectiveness, and promote workplace well-being.

### Course Content

#### **Unit 1: Introduction to Human Psychology** **LH 5**

- 1.1 Concept and nature of human psychology
- 1.2 Approaches/schools of human psychology (brief concept of structuralism, functionalism, psychodynamic, behaviorism, cognitive and socio-cultural)
- 1.3 Psychology as an applied science
- 1.4 Application of psychological approaches in solving business and organizational problems

#### **Unit 2: Sensation, Perception, Social Thought and Behaviour** **LH 8**

- 2.1 Sensation: Concept, importance, sensory threshold, habituation and adaptation; Types of sensory experiences, structure and functions of visual and auditory sensation
- 2.2 Perception: Concept of perception and factors influencing perception; perceptual organization; constancies and illusions; person's perception: concept, Kelly's attribution theory, impression formation and biases