

**Programme: Integrated MBA Hospitality, Travel and Tourism**

**Course Code:** BBON031

**Number of Credits:** 2

**Title of the Course:** Psychology

**Objective:**

At the end of the subject, the student will be able to

Understand the basic principle of Psychology- every individual is different (individual differences)

Understand oneself & others in terms of the Psychological processes that influence behavior

Apply the understanding of his/her behavior to various situations of life especially in the workplace

**Contents:**

Biology of Behavior,

1. Learning effects of conditioning on behaviour; behaviour that culture encourages, factors that affect transfer of learning;

2. Memory - memory retention, strategies to improve memory,

different factors which influence retention of information in memory, mechanics of memory, role that memories play in behavior, interrupted task v/s completed task;

3. Sensation - individual differences in the degree of vividness of images belonging to different senses