

Course Title	:	Introduction to Behavioral Science
Course Code	:	BEH103
Recommended Study Year	:	First or Second Year
No. of Credits/Term	:	3
Mode of Tuition	:	Lecture-Tutorial
Class Contact Hours	:	3 hours per week
Category in Major Prog.	:	Required – Behavioral Science; Free elective
Disciplines	:	Psychology, Social Psychology, Health Psychology, Medical Sociology, Behavior Economics
Prerequisite	:	Nil

Brief Course Description :

As the 21st century begins, the study of behavioral science is growing. This foundation course introduces students behavior-based knowledge and principles in studying the behavior of individuals, groups, and societies. This course surveys knowledge stemming from disciplines of psychology, social psychology, health psychology, medical sociology, and economics. A number of topics that are of broad interest and importance are selected, and they are viewed as fundamental issues for behavioral scientists: interpersonal relationships, behavior at work, and health and illness.

Aims :

The aims of the course are (1) to study basic knowledge and principles stemming from disciplines of psychology, social psychology, health psychology, and medical sociology, and (2) to examine behavior of the individual, interpersonal relationships, behavior at work, health and illness behavior.

Learning Outcomes :

On completion of this course students should be able to:

1. Grasp basic knowledge about behavioral science
2. Appreciate the value of behavioral sciences in modern life
3. Acquire “how to” discussions that address everyday problems.
4. Develop critical thinking with logical reasoning and approach fundamental issues of health by multi-perspectives
5. Show empathy to others and concern the health and well-being of others.

Indicative Content :

- I. Introduction
 - a. Methods used in behavioral sciences
- II. Behavior of the Individual

- a. Nature/nurture debate
- b. Behaviorism and learning theories
- c. Behavior Modification
- III. Science of Relationships
 - a. Non-verbal communication
 - b. Interpersonal relationships
 - c. Friendship and Love
- IV. Behavior at Work
 - a. Adjustment to Work
 - b. Motivation at work
 - c. Group dynamics
 - d. Decision-making
- V. Health and Illness behavior
 - a. Determinants of health
 - b. Psychopathology
 - c. Stress, coping
 - d. Healthy lifestyles
- VI. Economic Naturalist I
 - a. Economic of product design
 - b. Supply and demand in action
- VII. Economic Naturalist II
 - a. Why equally talented workers often earn different salaries
 - b. Why some buyers pay more than others: the economics of discount pricing
 - c. Decoding market place signals
 - d. Informal market for personal relationship
- VIII. Discrimination and Corruption
 - a. Are Emily and Brendan more employable than Lakisha and Jamal
 - b. Testing theories of discrimination: The *Weakest Link*
 - c. Eight questions about corruption
 - d. The value of political connection
- IX. Psychology meets Economics: Heuristics and Biases
 - a. Heuristics of Representativeness
 - b. Heuristics of Availability
 - c. Heuristics of Anchoring and Adjustment
 - d. Overconfidence and Overoptimism
 - e. Information Illusion and Illusion of Expertise
 - f. Gambler's Fallacy
 - g. Self-Attribution
 - h. Wishful Thinking

Teaching Method :

Lectures combined with tutorials. Students are encouraged to choose topics relating to individual and group behavior of Chinese people for presentation during tutorials. Audio-visual aids such as videos will be supplemented during lectures and tutorials.

Measurement of Learning Outcomes :

- Students' comprehension and synthesis of knowledge from disciplines in behavioral science can be assessed in term paper and examination
- Students' communication skills can be assessed by their presentations in class, and the way they handle Q & A.
- Students' critical thinking can be assessed by doing critics on a chosen journal articles, evaluating the strengths and weaknesses of an empirical study.
- Students' abilities to turn to the world wide web on the internet for searching information

Assessment :

Continuous Assessment	50% (mid-term test-20%, tutorial presentation-30%)
Examination	50%

Required/Essential Readings :

Weiten, W., & Lloyd, M. A. , *Psychology Applied to Modern Life: Adjustment to the Turn of the Century*. 8th ed., Wadsworth, 2006.

Recommended/Supplementary Readings :

Aboud, F. E., *Health Psychology in Global Perspective*, Thousand Oaks: Sage, 1998.

Bond, M. H. (ed.), *The Handbook of Chinese Psychology*, Hong Kong; Oxford; New York: Oxford University Press, 1996.

Cockerham, W. C., *Medical Sociology*, 8th ed., Upper Saddle River, N.J.: Prentice-Hall, 2001.

Cowling, A. G., Stanworth, M. J. K., Bennett, R. D., Curran, I., & Lyons, P., *Behavioral Sciences for Managers*, 2nd ed., London: Arnold, 1988.

Fadem, B., *Behavioral Science*, 2nd ed., Baltimore: Harwal Publishing, 1994.

Frank, Robert: *The Economic Naturalist: In Search of Explanations for Everyday Enigmas*, Basic Books, 2007

Gerrig, R. J., & Zimbardo, P. G., *Psychology and Life*, 18th ed., Boston: Pearson Education Inc., 2008.

Hanna, S.L., Suggett, R., Radtke, D., and Person to Person, New Jersey:

Pearson-Prentice Hall, 2nd Ed., 2008.

Ishaq, W. (ed.), *Human Behavior in Today's World*, New York: Praeger, 1991.

Krug, R. S., & Cass, A. R., *Behavioral Sciences*, 3rd ed., New York, Hong Kong: Springer-Verlag, 1992.

Steven Levitt and Stephen Dubner, 2005. *Freakonomics*. Penguin Books.

Myers, D. G., *Exploring Psychology*, 6th Ed., New York: Worth Publishers, 2004.

Nevid, J. S., Rathus, S. A., Rubenstein, H. R., *Health in the New Millennium*, New York: Worth Publishers, 1998

Sarafino, E. P., *Health Psychology: Biopsychosocial Interactions*, 3rd ed., New York: John Wiley & Sons, Inc., 1998

Taylor, S. E., Peplau, L. A., & Sears, D. O., *Social Psychology*, 10th ed., New Jersey, Upper Saddle River: Prentice Hall, 2000.

Weiss, G. L., & Lonquist, L. E., *The Sociology of Health, Healing, and Illness*, 2nd ed., Englewood Cliffs, NJ: Prentice-Hall, 1997.