

| | | |
|-------------------------|---|---|
| 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 various disciplines of psychology, (e.g. social psychology, health psychology) as well as other disciplines, including 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, 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, medical sociology, and behavioral economics and (2) to examine behavior of the individual, interpersonal relationships, health and illness behavior.

Learning Outcomes :

Knowledge:

K1). To grasp basic knowledge and important theoretical questions within the domain of behavioral sciences

K2). To understand barriers and challenge that might influence the health and well-being as well as the ability of decision making

Skills:

S1). To acquire “how to” discussions that address everyday problems

S2). To develop critical thinking with logical reasoning and approach fundamental issues of behavioral science by multi-perspectives

Values

V1). To appreciate the differences of individuals in modern life

Indicative Content :

- I. Introduction
 - a. Major school of thoughts of psychology
 - b. Research methods used in behavioral science
- II. Behavior of the Individuals
 - a. Nature/nurture debate
 - b. Behaviorism and learning theories
 - c. Behavior Modification
- III. Personality
 - a. Theoretical perspectives on personality
 - b. The “Big-Five” personality approach
- IV. Science of Relationships
 - a. Non-verbal communication
 - b. Interpersonal relationships
 - c. Friendship and love
- V. Health and Illness behavior
 - a. Determinants of health
 - b. Depression, anxiety, and eating disorder
 - c. Stress, coping
 - d. Healthy lifestyles
- VI. Decision Making under Risk: The Prospect Theory
 - a. Risk Aversion and Expected Utility Theory
 - b. Framing Effects
 - c. Endowment Effects, Loss Aversion, and Status Quo Bias
 - d. Mental Accounting
 - e. Stress of Financial Investment
 - f. Irrationality in Behavioral Economics? An Introduction.

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 examinations (K1, K2 & V1)
- Students’ communication skills and critical analysis on the behavioral science issue can be assessed by their presentations in class, and the way they handle question and answer that reflect their priorities/values in modern life(S1, S2 & V1)
- Students’ abilities to turn to the world wide web on the internet for searching

information (S1)

Assessment :

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

Examination 50%

Required/Essential Readings :

Weiten, W., Lloyd, M. A., Dunn, D. S., & Hammer, E. Y , *Psychology Applied to Modern Life: Adjustment to the Turn of the Century*. 9th ed., Wadsworth, 2009.

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.

Kahneman, D. and Tversky, A., *Choice, Values, and Frames*, New York: Oxford University Press, 2009 (the 10th Printing).

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

Important Note:

Students shall be aware of the University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations

According to Lingnan University and Social Sciences Programme policy, plagiarism is "presentation of another person's work without proper acknowledgment of the source". Plagiarism (unattributed copying) will be heavily penalized and may attract a zero mark and disciplinary action.