



UNIVERSIDAD DE SONORA
Central Region Unit
School of Economic and Administrative Sciences
Economics Department
Bachelor's Degree in International Business and Trade

Identification Information

Name of the subject: Business Psychology	Formative Pillar: Specializing
Didactic unit: Course-workshop	Previous Subject Requirement:
Class Hours: 4 per week (2 theory, 2 practice)	Subsequent Subject:
Subject Type: Elective	Credits: 6

Introduction

Businesses are currently facing significant challenges. Facing these challenges requires not only intellectual ability and academic preparation, but also teamwork, verbal expression, encouraging positive behavior, accepting different personalities, to generate synergies and achieve the results required by the company.

General Objective

That students acquire tools and techniques from the area of business psychology for the understanding of human relations processes within the work sphere, so that they can later develop them in their professional life.

Specific Objectives:

Students will:

Identify the basis of organizational behavior.

Understand the various motivational theories, motivation programs in the company and the importance of being self-motivated.

Be able to identify the dominant values of the workforce in specific contexts.

Analyze the differences between a work group and a team.

Be able to identify techniques for resolving labor conflicts

Thematic Content

FOUNDATIONS OF INDIVIDUAL BEHAVIOUR

Define key biographical characteristics.

Explain the factors that determine the individual's personality.

Describe the impact of the relationship between work type and personality on job performance.

To summarize how learning theories provide knowledge about behavior change.

MOTIVATION

Framing the motivation process.

Describe the various theories of motivation.

VALUES, ATTITUDES AND JOB SATISFACTION

Describe the sources of an individual's value system.

List the dominant values in the workforce in specific contexts.

Summarize the relationship between attitudes and behavior.

Explain what determines job satisfaction.

PERCEPTION AND INDIVIDUAL DECISION MAKING

Explain how two people can see the same object and interpret it differently.

Know the determinants of attribution.

Explain how perception affects the decision-making process.

Knowing the rational decision-making model.

FUNDAMENTALS OF GROUP BEHAVIOR

Definition and classification of groups

Stages of group development

Group structure

Difference between group and team When is a team necessary?

Importance of team culture.

Warning about forming a High Performance Team.

ORGANIZATIONAL CHANGE

Describe the forces that act as stimulants for change.

Summarize the sources of individual and organizational resistance to change.

Identify innovative organizations.

List the characteristics of a learning organization.

Identify techniques to manage the image we project to others.

CONFLICT RESOLUTION

Concept

Types of conflicts

Analysis of conflict

Resolution techniques

Teaching Strategies

The learning to be promoted is the understanding of the theories and their applications to particular situations through exercises derived from reality and those proposed by the authors of the bibliography used in the course.

- 1.- Presentation of information by the teacher
- 2.- Targeted group discussions
- 3.- Oral presentations by students
- 4.- Bibliographic research by students
- 5.- Presentation of exercises by groups

Course Crediting and Evaluation methods and requirements:

- 1.- Participation in group discussions and presentations or class oral presentations. 20%
- 2.- Three midterm exams that will cover 40%
- 3.- Written assignments: questionnaires and exercises 20%
- 4.- Personality test manual 20%

Bibliography

- Davis y Newstrom. El Comportamiento Humano en el Trabajo. McGraw Hill. 2003
- Hellriegel., Slocum., Woodman. Soluciones Empresariales. Comportamiento Organizacional. Octava Edición. 1999.
- Dunnette, M., Kirchner, W. (2005). **Psicología Industrial**. México: Trillas.
- Robbins, Stephen P. (1999). Comportamiento Organizacional. México: Trillas.
- Rodríguez, M., Ramírez, P. (2004). **Psicología del mexicano en el trabajo**. México: Mc Graw Hill.
- Schein, E. **Psicología de la Organización**. Prentice Hall Hispanoamericana.

Guil, R. (2000). **Psicología del trabajo para relaciones laborales**. España: Mc Graw Hill.

Landy, F., Conte, J. (2005). **Psicología Industrial**. México: Mc Graw Hill.

Spector, P. (2002). **Psicología Industrial y organizacional**. México: Manual Moderno.

Stephen P. Robbins. **Comportamiento Organizacional Conceptos, Controversias, Aplicaciones**. Prentice Hall, Octava Edición. 1999

Desired academic profile of the teacher:

Academic:

Master's degree in Organizational Development, Psychology and Human Development or related area.

Teaching Experience:

Have worked as a teacher at the higher education level.

Professional Experience:

Have experience in the area of human resources, training.

Teaching Education:

Ease in carrying out teaching-learning tasks

Ease of communication with students as a group or individually

Ability to use technology and instructional techniques (computer, projector, videos, slides, etc.).

Complete the institution's professional development process.

Other: English language proficiency (specifically, the four basic skills).