

20668 - Psychology and Business

Teaching Guide Information

Academic Course:	2020/21
Academic Center:	304 - Faculty of Law and Economics 332 - Faculty of Economic and Business Sciences
Study:	3041 - Double bachelor's degree programme in Law and Business Management and Administration / Economics 3324 - Bachelor's degree in Business Management and Administration
Subject:	20668 - Psychology and Business
Credits:	5.0
Course:	418 - Bachelor's degree in Economics: 4 412 - Bachelor's degree in Business Sciences: 4 418 - Bachelor's degree in Economics: 3 412 - Bachelor's degree in Business Sciences: 3 417 - Bachelor's degree in Business Management and Administration: 3 417 - Bachelor's degree in Business Management and Administration: 4 523 - Double bachelor's degree programme in Law and Business Management and Administration / Economics: 6
Teaching languages:	Theory: Group 1: English Seminar: Group 101: English Group 102: English Group 103: English
Teachers:	Mikhail Sergeevic Spektor
Teaching Period:	Second term
Schedule:	Go to Timetable query

Presentation

Psychology & Business

Degree/study: Bachelor degree in Business Management and Administration (ADE), Business Sciences (BS), Economics (E), Double degree in Law and Business Management and Administration/Economics (DD), International Business Economics (IBE), Global Studies (GS), Philosophy, Politics and Economics (PPE)

Year of study: 3 and 4

Term: 2

Number of ECTS credits: 5

Course codes: 20668 (ADE, E, BS, & DD), 22836 (IBE), 24201 (GS), 23902 (PPE)

Language: English

Professor: Mikhail Spektor

PLEASE READ THIS SYLLABUS CAREFULLY AND CONSULT IT BEFORE RAISING ANY QUESTIONS ABOUT THE COURSE.

Communication

If you have a question regarding the course, **please consult this syllabus**. If the question is not answered by the syllabus, please check the **online forum** for this course on Aula Global. If the question is not answered by the online forum, please don't hesitate to ask your questions on the online forum, after the teaching sessions, or send me an email. Please note that all communication regarding the course will be addressed to your student email address from UPF. Please check this email account regularly or automatically forward it to an address that you check regularly. If you are an exchange student, you will also be assigned a UPF email address, which will be the email used for communicating all information regarding the course.

Time and location of sessions

- Theory Sessions:**
Mondays and Tuesdays, 19:00-20:30 (online via Zoom or Collaborate, link provided on Aula Global)

- Seminars:**
- Group 101: Wednesdays, 14:30-16:00 (in person or online, TBD)
- Group 102: Wednesdays, 16:30-18:00 (in person or online, TBD)
- Group 103: Wednesdays, 18:30-20:00 (in person or online, TBD)

- Seminar dates:**
Feb 3, Feb 10, Feb 17, Feb 24, Mar 3, & Mar 10
- Exam date:**
April 7, from 09:00-11:00 (regular exam)
April 24, 15:00-17:00 (resit exam, see below)

Course description

This course offers the latest psychological perspectives on some of the biggest challenges leaders, managers, and entrepreneurs face when trying to climb the corporate ladder or run a successful business: making the right decisions, managing emotional situations, working in teams, negotiating with business partners, solving conflicts, and working with people from different cultural backgrounds.

Learning outcomes

The course aims to enable you to become more effective in business situations (and beyond) by leveraging psychological research findings and insights. By the end of the course you should:

- Recognize (and name) predictable decision and negotiation traps and thus avoid serious mistakes.
- Be aware of your own decision and negotiation styles and tendencies.
- Efficiently work in teams.
- Think strategically in competitive contexts and execute deals that others might overlook.

Achieve superior results in a vast array of competitive environments, including those that entail uncertainty, conflict, and emotions.

Contents

Potential topics:

- Heuristics
- Attention and perception
- Emotions
- Influence and group decision making
- Negotiation

Teaching Methods

This course consists of a combination of theory and seminar sessions. Theory sessions will cover the core theoretical concepts by presenting central constructs, discussing important theoretical frameworks, and revisiting seminal research studies.

The aim of the seminar sessions is to apply these theoretical concepts to cases and real-life examples, and to allow students to engage with the course material on a more experiential basis. To meet this aim, the seminar sessions will be based on a variety of different formats including the analysis of case studies, practical exercises, role play, and/or group discussions of issues of current societal relevance as they relate to the course content.

Theory and seminar sessions complement each other and attending and participating in both the theory sessions and seminar sessions is critical to properly follow the course and master its material and content.

Evaluation

The **final grade** will be the weighted average of the following components (see below for more details):

- Continuous evaluation (60%):
 - Group project (40%)
 - Attendance to seminars and assignments (20%)
- Final exam (40%)

1. Group project (40%)

General information. As part of this course, you will be asked to complete **one group project**. You will be asked to form study groups of 5-7 students. The size of your **group cannot exceed 7 people**. You are responsible for making the groups and for making sure you are in a group! A word of caution: I am expecting **very high quality group projects**, so please make sure you start working on them early enough!

The Project. The goal is to consolidate the lessons in long-term memory by applying the concepts from the course in a creative, intelligent, and original way to a specific problem or question. The content of the project is open-ended; the only requirements are that 1) it must relate to the content the course, and 2) it must result in a presentation in front of the class (**max. 10 minutes**). If it is unclear whether your project fits these requirements, **please check with me in advance** of developing your work. Some ideas that might make for good projects are:

- Select a business situation in the real world or in a movie and analyze it to illustrate some of the concepts from the course;
- Create a class activity to illustrate some of the concepts from the course;
- Use language and concepts from the course to write a story, a song, or a short movie;
- Develop an ad campaign targeted to UPF students to provide decision-making aid for job search, exams, and other student-related issues;
- Run an experiment to illustrate a concept from the course;
- You may follow one of the suggestions, or do something completely different.

Groups will present their projects during at the end of the term (March 8 & March 9). Please prepare a 1-page executive summary of the project including the key points and the full name of each group members. You will have **10 minutes** and you will be responsible for your presentation. **Make sure, in advance, that that everything works fine** (audios, videos,...). If it does not work, you will be losing time and won't be able to finish your presentation.

The grade for the group project will be **based only on the presentation**. While the grading is subjective, the following are the evaluation criteria: (1) creativity of ideas, (2) evidence of serious thinking and/or hard work, (3) theoretical soundness, and (4) quality of the oral presentation. Each group member will receive the same grade for the project.

!!! **ATTENTION !!!**

As the name indicates, the group project is a **GROUP** assignment. Every group member gets the same score as long as **all members make a substantial contribution to the final result**. However, because I know that this is, unfortunately, not always the case, a peer-evaluation system will be in place. You will be required to evaluate your team members' (except for your own) performance/contribution to the group project at the end of the semester, and this will be used to adjust individual team members' group project grade. The peer evaluation form will be posted on Aula Global. If you do not complete it, I will just assume that you consider all group members' contribution to the group work to have been equal.

A note on plagiarism. All group projects need to be original and unpublished. Any plagiarism will be sanctioned by a grade of 0 on the project and will be reported to the Dean's office.

2. Final exam (40%)

The final exam will be a TRUE or FALSE featuring questions encompassing the totality of the content covered in the theory sessions and seminars.

Knowledge is knowing what you know and what you don't know! Therefore, the grading scheme for the final exam will be based on **certainty-based marking (CBM)**, a method that uses the your certainty of your answers as a moderating factor in your final mark. Experiments making use of confidence judgments in marking tests have repeatedly shown that this method stimulates more careful thinking and learning than simple (right/wrong) marking, and to provide more reliable assessment of your true knowledge of the course.

How does it work concretely?

In CBM, you select both an answer and a level of confidence: you score full marks for knowing that you know the correct answer, some credit for a tentative correct answer but are penalized if you believe you know the answer but get it wrong. Here is the scoring scheme that will be used for the final exam:

If you think your answer has a probability of being correct of...	You should select a Confidence level of...	if your answer is correct you will score ...	if your answer is wrong you will score ...
less than 67%,	1 (Low)	1 point	0 point
67-80%	2 (Medium)	2 points	-2 points
greater than 80%	3 (High)	3 points	-6 points

You are strongly encouraged to try out CBM for yourself before the exam! This can be achieved on the website <http://www.ucl.ac.uk/lapt> using a range of exercises in different fields. I recommend completing the economics exercises module at <http://www.ucl.ac.uk/lapt/laptline/sys/run.htm?kaplan> or one of the other exercise sets. Additionally, I will occasionally present example questions at the beginning of the theory sessions so that you get acquainted with the type of questions and can train using the CBM answer system.

3. Bonus Points

In order to learn, remember, and be able to practically apply what you learn, it is important to actively engage with the class content and to connect it to your own experience and prior knowledge. Accordingly, this course will provide ample opportunities to actively participate and practically try out different techniques. This is especially true for the seminar sessions. To provide an optimal learning experience, it is important that every student participates actively and engages in the discussions. That not only means joining the seminar sessions and participating in the exercises but also sharing your thoughts, experiences, and insights with your fellow students. In case I feel that a student or a handful of students participate excellently during these discussions, I will award bonus points towards your final grade.

4. Recovering a failing grade

Under some conditions, students who failed the course will be authorized to take an additional evaluation. The additional evaluation will be a written exam taken during the third trimester of the academic year.

Only students that have participated in the course and the evaluations activities will be authorized to take the additional evaluation, as stated in the following article of the agreement of the government council (Article 11.4.2):

"Podran concórrer al procés de recuperació tots els estudiants que, havent participat a les activitats d'aprenentatge i avaluació durant el trimestre, hagin obtingut la qualificació de suspens de l'assignatura corresponent en l'avaluació trimestral. No hi podran concórrer els que no hagin participat en les activitats d'aprenentatge i avaluació o hagin renunciat a l'avaluació."

More concretely: to be **eligible** to take the recovery evaluation, students must meet ALL the following conditions:

- The student has attended at least 4 seminar sessions (out of 6).
- The student has completed the group project.
- The student has taken the final exam.

Since, as it is stated in the above mentioned article, only those students who have failed the whole subject may participate in the process of recuperation, there will be no opportunity to participate for improving the grade if initially it is equal to or higher than 5.0.

If the student obtains a grade of 5.0 or higher, the student will pass the course. If the student obtains a grade lower than 5.0, the student will fail the course. Provided that the student is eligible to take the recovery examination, the **grade obtained at the recovery evaluation will replace the final-exam grade**, whatever the initial exam grade was. This implies that the group component of grade (project), and the continuous evaluation points will be kept. So a piece of advice based on previous students' experiences: don't neglect the group project!

For students who will participate in exchange programs recognized by the faculty in the third trimester and therefore cannot attend the additional examination at the above-mentioned dates, special arrangement will be made between me and the student. Students that fall in this category should let me know within 7 days of their grade being posted on Campus Global.

Bibliography and information resources

This course is not based on a single textbook but instead uses a careful selection of articles, business examples, and research findings. There are no compulsory readings and students will only be required to know what has been mentioned in theory sessions and seminars.

Important notes, policies, and procedures

- The slides presented to each lecture will be posted on "Aula Global" shortly after every theory session.
- The penalty for cheating or plagiarism in this class is failing the course. You commit cheating when, during the exam, you communicate with other persons (for example, in person, via telephone or chat) or look up course material. You commit plagiarism when you copy an author's material without referencing it. If in doubt, please consult me.
- Attendance to seminar sessions is required, and so is arriving on time. Absences and late arrivals will be penalized by deducting points from the class participation grade.
- Don't miss class. Watching recordings is a poor second choice!
- Although I will try to maintain the class schedule and objectives, unforeseen circumstances may force us to make adjustments.

DUE TO THE CURRENT GLOBAL HEALTH SITUATION, THINGS MIGHT HAVE TO BE ADJUSTED. THE ANNOUNCEMENTS ON AULA GLOBAL **OVERRIDE** INFORMATION PROVIDED HERE.