



# Indian Institute of Management Indore

## INTEGRATED PROGRAMME IN MANAGEMENT (IPM) TERM: VI

**TITLE OF THE COURSE:** Psychology 3: Behaviour in Social Context  
**CREDITS:** 3

---

### COURSE DESCRIPTION

Human beings are social animals. Our thoughts and actions are often guided by the social environment in which we are embedded and seek to thrive. This course is guided by the foundation of social psychology, the scientific study of thought and behaviour in response to the social world will enable the learning of basic psychological principles that shape the ways we make sense of ourselves, other people, and the world. It also explores how human thinking and behaviours are influenced by various social contexts, from group membership and interpersonal relationships to society and culture. The course highlights the role of an individual in the society. It also sheds light on the impact of individual and the organisation on societal concerns, explained and demonstrated by the social psychology phenomenon.

### COURSE OBJECTIVES

- 1) Develop an understanding of the individual in relation to the society
- 2) Cultivate critical, reflective and reflexive thinking by enabling students to understand an interplay of individual behaviour and community
- 3) To understand why and how individual behaviour differs in presence of others
- 4) Introduce students to the realm of social influence, as to how individuals think, feel and behave in social situations
- 5) To become familiar with the various psychological and social factors on individual's behaviour
- 6) Apply principle and theories of social psychology to social issues and problems as manifested in individuals, groups, societies, and/or internationally

\*\*\*\*\*