Bachelor of Business Administration (B.B.A)

Teacher name: Dr Bharti, Paper 1 Semester 3rd

October 2020

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| Understanding Human Behaviour: Nature, Meaning; Approaches for studying Human Behaviour: Behavioral Approach, Cognitive Approach, Psychoanalytic Approach Personality-Nature and Meaning, |

November 2020

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| Theories of personality- Trait Theory, Psychoanalytic Theory, Social learning Theory.  Emotions-Nature and Meaning, Physiological responses in emotions, |

December 2020

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| Theories of emotions. Motivation-Nature and Meaning, Theories of motivation-Maslow’s hierarchy of needs, Theory X and Y, Two Factor Theory. |

January2021

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| Perception-Nature and Meaning, Laws of Perceptual Organization, Attention and  Perception; |

February 2021

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| Learning-Nature and Meaning, Theories of learning-Classical conditioning, Operant conditioning, Memory and Forgetting |