

JSPH316: Managerial Psychology in Action

Faculty	Dr. Shaji Kurian
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CREDIT – 2

Course workload

Using the table below, indicate the expected student workload for this Course.

Contact Hours	Group Work/ Supervised Learning Hours	Directed Learning Hours	Total Hours
20	10	30	60

Learning Outcomes for the Course

- Apply the influencing skills for improving the leadership/selling effectiveness.
- Develop own behaviours and its impact on people- employees and consumers.
- Apply behavioural / psychological experiences for leading and managing people

TOPICS COVERED

- Creating a positive mind set for selling and people management
- Improve participants level of confidence using simulations/practice
- Understand the differences of outcome based on usage of Cialdini's Principles
- Effective use influencing principles in day today life
- Ability to understand others influencing style for effective management.
- Understanding intricacies of human behaviour in terms of Leadership and Execution
- Practically test the class room learning in market situations and make improvements/modifications in behaviour
- Gain confidence and skill to effectively deal with various stakeholders

For additional details, visit : <https://jagsom.edu.in/careertrack/>

Meet our faculty: <https://jagsom.edu.in/faculty-directory/>