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Code	Subject Title	Cr. Hrs	Semester
BBA-104	Introduction to Psychology (BBA)	3	II
Year	Discipline		
1	Business Administration		

- Man studies himself
- The biological basis of behavior
- The development of behavior
- Clinical approaches to a personality
- Psychometric approaches to personality
- Defining and measuring learning and retention
- The management of learning and retention
- Knowing the world
- Observation and action
- Thinking and deciding
- Motivation and drive
- Emotion
- Reactions to frustration
- Mental health and therapy
- The individual and the group
- Communication and persuasion