



Economics and Management undergraduate program

**SYLLABUS**

## **SOCIAL PSYCHOLOGY (E)**

**(SC216E, ECTS 5)**

*Misija ZSEM-a je prenijeti vrijednosti, znanja i vještine potrebne studentima za dugoročan uspjeh u globaliziranom poslovnom svijetu izloženom stalnim tehnološkim i tržišnim promjenama.*

*The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalized business world undergoing constant technological and market transformations*

### **TEACHING STAFF**

**Professor: Andrijana Mušura Gabor, PhD**

**Matej Nakić, MA**

**Contact:**

E-mail: [amusura@zsem.hr](mailto:amusura@zsem.hr)  
[mnakic@zsem.hr](mailto:mnakic@zsem.hr)

**Office hours: After the class**

### **COURSE DESCRIPTION**

Social psychology is a basic course for understanding all areas of business. It examines basic knowledge of humans and human behavior in a social context. The course consists of a combination of lectures and exercises. Topics that are taught in class will be demonstrated through simulation exercises in the form of well-known experiments, workshops, quizzes, videos, etc.

## **AND LEARNING OUTCOMES**

|   | <u>General goals</u>                                                                                                 | <u>Learning outcomes</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | ZSEM students will have internalized a value system where ethics and corporate social responsibility are important.  | Students will develop ability to think critically about ethical issues. By discussing about respective topics, students will identify ethical issues of individual experiments and research methods in social psychology. Questions regarding ethics will be integrated in questions about deception during social and psychological experiments, and the importance of participant consent, and ethics of applying persuasion knowledge and cognitive biases knowledge in influencing and changing human behaviour.  |
| 2 | ZSEM students will acquire knowledge in the field of social psychology.                                              | After classes and activities, students will <b>integrate</b> the phenomena of social psychology and <b>relate</b> it to economic behavior. By conducting primary research, students will <b>explore</b> topics from social psychology, analyze the data and/or cases and suggest ways to apply the knowledge in facilitating positive behaviors and organizational outcomes. This goal will be achieved by doing a group project, group presentation and by writing individual essay.                                 |
| 3 | ZSEM students will be effective communicators and possess presentation and communication skills (written and oral).  | Students will prepare a group essay that they will prepare and orally present in class. During presentation they will be evaluated regarding the content of the presentation and the manner in which they present. Students will be given feedback after each presentation. Updated rubrics for the evaluation of the students' performance will be presented and provided to the students at the beginning of the course. Through group presentation, students will develop public speaking and presentation skills. |
| 4 | ZSEM students will have the capacity for adaptation which is necessary for doing business in the global environment. | Through discussions in classes and through questions on tests, students will be able to identify key cultural differences in the presence of certain phenomena and will be able to suggest possible adjustments in different cultural environments.                                                                                                                                                                                                                                                                   |

## **TOPICS COVERED DURING SEMESTER**

|                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------|
| Introduction <b>Chapter 1</b>                                                                                         |
| Methodology <b>Chapter 2</b>                                                                                          |
| Social cognition <b>Chapter 3</b>                                                                                     |
| Social perception <b>Chapter 4</b><br>Attitudes, Cognitive Dissonance <b>Chapters 5/6</b> Prejudice <b>Chapter 13</b> |
| Conformity (Online) <b>Chapter 7</b>                                                                                  |
| Group processes <b>Chapter 8</b>                                                                                      |

## **METHOD OF WORK AND STUDENT WORK LOAD**

| ACTIVITIES                            | WORKING HOURS          | Grading during semester | Evaluating student activity | Grading in exam terms | Evaluating student activity |
|---------------------------------------|------------------------|-------------------------|-----------------------------|-----------------------|-----------------------------|
| Lectures                              | 28 hs (2 weeks x 3 hs) | 1,1 ECTS                | Mandatory                   | 1,1 ECTS              | Mandatory                   |
| Seminars                              | 8 hs (2 weeks x 1 h)   | 0,6 ECTS                |                             | 0,6 ECTS              |                             |
| Reading and studying for tests        | 23 hs                  | 1,85 ECTS               | 70 %                        | 3 ECTS                | 70%                         |
|                                       |                        |                         |                             |                       |                             |
| Individual contribution               | 14 hs                  | 0,5 ECTS                | 10 %                        | 0,3 ECTS              | 30%                         |
| Class activity and online assignments | 16 hs                  | 0,5 ECTS                | 5 %                         |                       |                             |
| <b>Total</b>                          | <b>135 HOURS</b>       | <b>5 ECTS</b>           | <b>100 %</b>                | <b>5 ECTS</b>         | <b>100 %</b>                |

## GRADING AND EVALUATING STUDENT ACTIVITIES

Your task in this course is not only getting the best grade, but also mastering the course and materials that will be of great benefit to your professional career and private life. If you attend classes regularly and show diligence in learning and fulfilling your obligations on time, you will likely pass and finish this course with a good grade. In doing so, you will be less stressed and you will learn more in the long-term.

Participation in class is mandatory. Students need to attend 75% of classes to receive a grade and pass this course. All absences need to be excused and approved by the professor. Otherwise, the student needs to take this course again.

The final grade in Social psychology course will consist of the following elements:

- Group assignment 14 points
  - Individual report 11 points
  - In-class activity 5 points
  - The success achieved during the midterm tests:
    - Preliminary exam I 35 points
    - Preliminary exam II 35 points
- 100 points**

## GRADE COMPONENTS

**TESTS:** During the semester, there will be two written preliminary examinations, each worth **35 points (70 points total)**. The performance on each test needs to be at least 50%. **Test attendance is mandatory, makeup test only if the other test is min 50% correct.** Students who will miss out a test are obligated to send a notice within a week from the date of the test. The makeup test will be organized in Week 8.

**CLASS ACTIVITY AND ONLINE ASSIGNMENTS:** You are expected to **regularly attend** and participate in lectures and exercises. Knowledge of the material in lectures is necessary for successful participation in the exercises. Positive activity in class (discussions, exercises, consultations...) can be extra rewarded with 5 points, as

well as negative activity (using the cell phone inappropriately, talking, interfering with classes...) can be punished with negative 5 points. Learning of this course will be conducted through careful reading of materials and discussions about read materials and through group work, exercises, demonstrations and videos. Records of

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student presence in class will be collected during **all** lectures and exercises. There will be some online assignments given to students, required to be solved and uploaded to Loomen before specific class.

**GROUP ASSIGNMENT:** By the second week of classes, topics for group seminars will be offered and posted on Moodle. Groups of **not more than 4** students should register for one topic. Each group should prepare a 15-minute PowerPoint presentation and individual report. The presentation needs to be e-mailed to your professor at least one day before the date of the presentation in the class (min 24 hours). Individual reports need to be submitted within one week after presenting. Presentations will be graded according to grade rubrics. **Group work and individual report are requirement for a final grade during the semester, and points can be achieved only if the group presents their work during the semester.** Groups that do not present their work on the agreed date **will have 15% points penalty**. Students, who do not present with their group, will not receive the points. Details and instructions will be available on Loomen.

Students who choose to access the final exam are obliged to take the written and oral exam, which carries a maximum of 70 points and covers the entire course material. **In order to pass the written part of the exam and to qualify for the oral, students need to solve 60% of the exam. The test points are combined with the points that student has achieved during the semester (max 30 points).** If student has no group assignment or individual essay, **it is mandatory to read the book Kahneman: Thinking fast and slow, which will be discussed during oral part of the exam.** Final grade for students who take the final exam will consist of the following elements:

- Class attendance mandatory
- Written and oral exam 70 points
- Activity during semester/Additional book 30 points

**100 points**

Grade formation:

| Range of points | Grade |
|-----------------|-------|
| 89 - 100        | 5     |
| 76 - 88,5       | 4     |
| 63 - 75,5       | 3     |
| 51 - 62,5       | 2     |
| 0 - 50          | 1     |

## OBLIGATIONS OF STUDENTS DURING THE SEMESTER

All students are expected to listen to presentations and discussions of their colleagues and are encouraged to communicate with their fellow students. We are always open for questions, discussions, proposals, and suggestions from students during the class, and through other forms of communication: e-mail, phone, and consultations. Furthermore, students need to be prepared for the possibility that they will be called on to answer questions by the

professor. In order for this course to be successful for students and us, professors and teaching assistants, we invite you to freely discuss and question everything you find interesting, be active, and creative, volunteer to answer and of course enjoy interesting exercises and phenomena of social psychology.

## **RULES OF EXAM APPLICATION, CANCELLATION AND GRADE INPUT**

APPLICATION: To get the grade signed in, student needs at least three working days before the date of the exam to enroll in exam term through studomat (Force). CANCELLATION: at least two working days before the exam date, through Loomen (Studomat), otherwise is missing the exam and earning 0%. If a student fails three times on the final exam, the student needs to take the oral commission exam before the three-member board. If this exam

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is also failed, the student must enroll in the course again. **If the student refuses the grade earned on the exam, he is obliged to contact the lecturer about his decision and take the course again (grade can be refused only once).**

**GENERAL NOTE:** Some of the elements of the syllabus may change as a result of unexpected circumstances, progress or setbacks in the work of a group or by mutual agreement between the lecturer and students. Any violation of the code prescribed by the School will be appropriately punished. A student who is behaving inappropriately on the exam will be removed from the exam and points will be annulled. Loomen is the official bulletin board for students. Your task and obligation is to monitor information that is announced there and also to get acquainted with the contents of Loomen during the Social psychology course. This page contains lectures, assignments, review questions, etc.

## **LITERATURE**

E. Aronson, T.D. Wilson, R.M. Akert (2017.) *Social psychology*, Pearson **(CHAPTERS 1, 2, 3, 4, 6, 7, 8, 9 and 13)**

### **Additional literature:**

Kenrick, D., Neuberg, S.L. & Cialdini, R. Social psychology: Goals in interaction. New York: Pearson

Cialdini, R. (2006). Influence: The psychology of persuasion. Harper Business

Kahneman, D. (2013). Thinking fast and slow. Farrar, Straus and Giroux

Paese, A. (2014). Body language. Manjul Publishing House

Web:

[www.psychologytoday.com](http://www.psychologytoday.com)

<https://www.socialpsychology.org/>

<https://www.sciencedaily.com/>

<https://hbr.org/topic/psychology>

<https://www.frontiersin.org/journals/psychology>

<http://behavioralscientist.org/>

<https://thedecisionlab.com/>

<https://medium.com/>