Work programme of the discipline:

Course title	**PSYCHOLOGY. PERSONALITY ANALYSIS**
Level of higher education (degree)	FIRST (BACHELOR)
Field of study	07 MANAGEMENT AND ADMINISTRATION
Major	073 MANAGEMENT
Program subject area	MANAGEMENT (ENGLISH)
Status of the discipline	Elective
Mode of studies	FULL-TIME, PART-TIME, E-LEARNING
Total number of hours/ ECTS credits	150 HOURS /5 ECTS CREDITS
Language of instruction	ENGLISH
Lecturer	KOVALKOVA TETIANA OLEKSANDRIVNA ASSOC. PROF., PH.D.
Lecturer's profile	https://www.krok.edu.ua/ua/pro-krok/pidrozdili/strukturni/upravlinnya-mizhnarodnogo-spivrobitnitstva/informatsijna-pidtrimka/360-pro-universitet/providni-vikladachi/kovalkova-tetyana-oleksandrivna
Tel. number	+380663801349
E-mail	tetianako@krok.edu.ua
Consultations	CONSULTATIONS IN MS TEAMS: FRIDAY, 11:00 A.M.-11.30 A.M. http://surl.li/mqkjxm %22%7d

1. Brief summary of the course

This course specifically examines and discusses Psychology as a scientific discipline. The main goal of this course is to obtain knowledge about the theory and methodology of Psychology as a science. As well this course aims to build the basis of professional work of a psychologist using psychological methods.

It focuses in particular on:
• role and value of emotions in psychical activity;
• relationship between sleeping and dreaming;
• role of social psychology experiments;
• key subject areas in industrial-organizational psychology;
• main gestalt principles;
• types of creative therapies;

• impact of positive psychology;
• common types of temperament and their psychological descriptions;
• character as individually-original personal property;
• abilities, inclinations and interests of personality.

Upon completion of the course, students are able to:
➢ use the methods of Psychology;
➢ know the main psychological concepts and other directions of a science;
➢ explain the relationship between sleeping and dreaming;
➢ differentiate various types of creative therapies and to define them;
➢ evaluate character as individually-original personal property;
➢ compare abilities, inclinations and interests of personality;
➢ distinguish types of emotions;
➢ solve psychological problems using psychological methods;
➢ summarise conclusions and implications;
➢ measure the effectiveness of the proposed solutions;
➢ validate the role of psychology in human life, etc.

2. Course scope

Type of class	Total number of hours/ ECTS credits -150 HOURS /5 ECTS CREDITS		
Total number of hours / mode of studies	**full-time**	**part-time**	**e-learning**
lectures	28	14	14
seminars / practical / laboratory classes	22	7	7
Individual work	100	129	129

3. Prerequisites
There are no prerequisites for this course.

4. Hardware and software
PC / laptop, Internet access, camera, microphone

5. Course policies – students must adhere to a code of academic integrity:
https://int.krok.edu.ua/images/download/code-of-academic-integrity-2025.pdf
Academic integrity is the presentation of one's own work and the proper recognition of the contribution of others.
Any violation of this principle constitutes academic dishonesty and may result in poor evaluation and disciplinary action.

Forms of academic dishonesty include:
▪ Plagiarism - presenting all or part of someone else's work as one's own in an academic exercise, such as an exam, a computer program, or a written assignment.
▪ Fraud - Using or attempting to use unauthorized materials during an exam or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) a copy of an examination or exam answers.

▪ Promoting academic dishonesty - helping others commit an act of dishonesty, such as replacing an exam or completing a task for someone else.

▪ Fabrication - modification or transfer, without permission, academic information, or records.

6. Programme of the course

Module #1

Topic 1: Emotions

Determination of emotions, nature and essence of emotions, emotions as an original form of reflection of the world, role and value of emotions in psychical activity, physiological mechanisms of emotions, forms of experiencing of feelings, personality character of emotions, activity on self-regulation of emotions, emotional properties of personality.

Topic 2: Sleeping and Dreaming

Key concepts: content of dreams, dreamwork, Freud's theory of dreaming, stages of sleep, REM sleep, factors affecting how rhythms work, evaluating factors affecting bodily rhythms, sleep disorders, insomnia, narcolepsy.

Topic 3: Social Psychology Experiments

Famous social psychology experiments, Robbers cave experiment, the 'violinist in the metro' experiment, the piano stairs experiment, the marshmallow test experiment, the smoky room experiment, Carlsberg social experiment, halo effect experiment, false consensus experiment.

Topic 4: Industrial and organizational psychology

Employee motivation, employee testing, leadership, product design, workplace diversity, workplace performance, important people in industrial-organizational psychology history, careers in industrial-organizational psychology.

Module #2

Topic 5: Principles of Gestalt Psychology

Gestalt principles, the figure-ground principle, similarity principle, proximity, common region, continuity, closure, focal point.

Topic 6: Art Therapy

Types of creative therapies, techniques, benefits of art therapy, effectiveness of art therapy.

Topic 7: Positive Psychology

Major aims of positive psychology, impact of positive psychology, potential pitfalls, history of positive psychology.

Topic 8: Temperament

Temperament and its physiological bases, types of temperament and their psychological descriptions, methods of temperament diagnostics, the role of temperament in labour and educational activity of a man, temperament and individual style of activity, ways of adaptation of temperament to the requirements of activity.

Topic 9: Character

General description of character as individually-original personal property; biological and social in the character structure; psychological structure of character; character and temperament; ways of education and

self-education of character; properties, expressing attitude of personality toward a moral; properties, expressing attitude toward a collective, separate people; properties, expressing attitude toward labour and results; properties, expressing attitude toward to itself.

Topic 10: Abilities

Ability concept; historical and public conditionality of human abilities; abilities and making; criticism of biological ability theories; interconnection and originality of abilities and knowledge; abilities and skills; criticism of sociological theories; abilities, inclinations and interests of personality; basic tasks of modern psychology.

7. Course scheme

Topic	Number of hours									Control form
	Full-time part			Part-time study			E -learning			
	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	
Module # 1										
Topic 1. Emotions	2	2	7	2	1	6	2	1	10	IA, S, T, CS, P, E
Topic 2. Sleeping and Dreaming	4	2	10	2	1	11	2	1	10	IA, S, T, CS, P, E
Topic 3. Social Psychology Experiments	4	2	10	2	1	13	2	1	13	IA, S, T, CS, P, E
Topic 4. Industrial and organizational psychology	4	2	11	2	1	13	2	1	10	IA, S, T, CS, P, E
Module #2										
Topic 5. Principles of Gestalt Psychology	2	2	16	2	1	6	2	1	6	IA, S, T, CA, CS, P, E
Topic 6. Art Therapy	2	2	16			8			8	IA, S, T, CA, CS, P, E
Topic 7. Positive Psychology	2	2	6	2	1	16	2	1	16	IA, S, T, CA, CS, P, E
Topic 8. Temperament	2	2	6	2	1	16	2	1	16	S, T, CS, E
Topic 9. Character	2	2	6			18			18	IA, S, T, CA, CS, P, E
Topic 10. Abilities	4	4	12			22			22	IA, S, T, CS, P, E
Total hours	**28**	**22**	**100**	**14**	**7**	**129**	**14**	**7**	**129**	-
FINAL CONTROL/ Credit										-
TOTAL	**150**			**150**			**150**			-

Control form:
W – workshop
P – oral presentation

CS – solving case-studies
IA – individual assignments

8. Individual tasks

Individual tasks are an integral part of the educational process, as they contribute to the development of analytical skills, creative thinking and independence of students.

Content of an individual educational and research task (educational project)
The individual task consists of three types of questions, task options posted on the moodle platform: 1. Open question: o Requires a detailed, detailed answer based on theoretical knowledge and analysis of additional information. o Tests your understanding of the topic, ability to formulate your own opinions and argue your position. 2. Calculation task: o Involves performing certain calculations using formulas or economic models. o Tests knowledge of economic methods and the ability to apply them in practice. 3. Situational task: o Presents a real economic problem or case that needs to be analyzed and a solution proposed. o Tests your ability to apply theoretical knowledge to solve practical problems and make informed decisions. Requirements for completing the task: • Clear structure: Answers should be logically structured, contain an introduction, main body and conclusions. • Argumentation: Each statement must be supported by arguments and references to sources. • Accuracy of calculations: When performing calculations, it is necessary to observe accuracy and use appropriate units of measurement. • Originality: Answers must be your own and contain no plagiarism. • Design: The work must be designed in accordance with the requirements specified on the moodle platform.

9. Teaching methods

In the process of studying the discipline "Entrepreneurship and starting a company", various types of educational activities, teaching methods and technologies are used.
Types of educational activities:
1. Lectures: classes where the teacher presents theoretical and practical guidance material, analyzing the main concepts and tools of marketing.
2. Seminars: interactive sessions in which students discuss topics, analyze case studies, and participate in group discussions that contribute to a deeper understanding of the material.
3. Practical classes: focus on the application of Entrepreneurship tools.
Teaching methods and technologies:
1. Presentations and multimedia materials: the use of slides, videos and graphs, which facilitate the perception of information and make the educational process more visual.
2. Active learning methods: include group projects, discussions, role-playing games, and brainstorming sessions that promote active student involvement in the process.
3. Case method: analysis of real business situations, which allows students to practically apply theoretical knowledge, develop critical thinking and decision-making skills.
Use of information technologies: interactive platforms for learning

10. Control methods

Control measures are used to determine the success of training. Control measures include mid-term tests (2) and final control.
Mid-term tests are carried out during practical (seminar) classes and is aimed at checking the level of preparedness of the student to perform a specific task.
The final control is carried out to evaluate the learning results after the end of the study of the discipline (semester control) or modules separated according to the working curriculum.
During the study of this course, the following forms of current control are used: a mid-term tests.
When studying this course, the following form of semester control is used: credit.

11. Distribution of points received by students

Evaluation of student learning results is carried out according to the University scale (0-100, taking into account optional tasks - 120 points) and the national scale.

General course evaluation system: Participation in the work during the semester / exam – 70%/30%

All tasks must be written independently, plagiarism is prohibited, no references or citations are required. The quality and originality of your arguments are evaluated. The assignments should be presented in Moodle.

12.1. Scoring scheme for the course

Type of educational activity	Max score	Max total score
Oral Presentations (5 x 5 points)	25	
Workshops (5 x 5 points)	25	
Individual work (1 x 10 points)	10	
Total	**60**	
Semester-module control work		**40**
Total for the course		**100**

12.2. Conditions for awarding points

1. Solving case-studies (Maximum Score – 5 Points)

 - Completeness of the Solution (2 Points): All stages of the problem-solving process are correctly presented, and all formulas and methods are justified.
 - Accuracy of Answers (2 Points): All numerical data and calculation results must be accurate.
 - Clarity of Presentation (1 Point): Logical structure of the work, clear presentation of solutions, and correct terminology.

2. Calculation assignments (Maximum Score – 2,5 Points)

 - Completeness of the Solution (1 Point): All stages of the problem-solving process are correctly presented, and all formulas and methods are justified.
 - Accuracy of Answers (1 Point): All numerical data and calculation results must be accurate.
 - Clarity of Presentation (0,5 Point): Logical structure of the work, clear presentation of solutions, and correct terminology.

3. Tests (Maximum Score – 5 Points)

 - Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 20).

4. Survey (Maximum Score – 5 Points)

 - Correctness of Answers (3 Points): Answers to questions must be accurate and correct.
 - Coverage of the Topic (2 Points): Answers should demonstrate knowledge of all key aspects of the topic.

5. Oral presentation (Maximum Score – 5 Points)

 - Substance (2 Points): Completeness and depth of topic coverage, inclusion of relevant data and examples.
 - Visual Presentation (2 Points): Quality of slides, use of graphics, clarity, and aesthetics.
 - Communication Skills (1 Point): Ability to convey information to the audience, respond to questions, and engage listeners.

6. Individual Work (Maximum Score – 10 Points)

 - Depth of Research (3 Points): Quality of topic analysis, use of various sources of information and literature.
 - Structure and Formatting (2 Points): Adherence to formatting requirements, logical structure of the work, correctness of citations.
 - Originality and Creativity (2 Points): Presence of personal conclusions, recommendations, and interesting ideas.
 - Responses to Questions (3 Points): Engagement in presenting work results, participation in discussions, and feedback.

7. Mid-term tests (Maximum Score – 7,5 Points)

 - Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 30).

12.3. Final assessment criteria

University scale	Ukrainian Grade
90 and higher	excellent
70–89	good
50–69	satisfactory
1–49	unsatisfactory

13. Methodological provision

Attention students: all educational and methodological materials (lecture plans and videos, presentations/seminar assignments/case-studies, etc.) are submitted in Moodle Course: Entrepreneurship and starting a company (Olena Oleksandrivna Naumova): https://dist.krok.edu.ua/course/view.php?id=93

14. Recommended literature

Basic

1. Haslam, N., Smillie, L., & Song, J. (2017). An Introduction to Personality, Individual Differences and Intelligence (2nd ed.). New York: Sage Publications.

Additional

2. Ashton, M. C. (2022). Individual Differences and Personality (4th ed.). San Diego, CA: Academic Press.
3. Burger, J. M. (2019). Personality (10th ed.). Boston, MA: Cengage Learning.
4. Carver, C. S., & Scheier, M. F. (2017). Perspectives on Personality (8th ed.). New York: Pearson Education.
5. Cervone, D., & Pervin, L. A. (2019). Personality: Theory and Research (14th ed.). Hoboken, NJ: John Wiley & Sons.
6. Cooper, C. (2020). Individual Differences and Personality (4th ed.). New York: Routledge.
7. Frager, R., & Fadiman, J. (2013). Personality and Personal Growth (7th ed.). Boston, MA: Pearson Education.
8. Funder, D. (2019). The Personality Puzzle (8th ed.). New York: W.W. Norton.
9. Larsen, R.J., & Buss, D. M. (2018). Personality Psychology: Domains of Knowledge About Human Nature (6th ed.). New York: McGraw-Hill Education.
10. Matthews, G., Deary, I. J., & Whiteman, M. C. (2009). Personality Traits (3rd ed.). New York: Cambridge University Press.
11. Mayer, J. D. (2018). Personality: A Systems Approach (2nd ed.). Lanham, MD: Rowman and Littlefield.
12. McAdams, D. P. (2008). The Person: An Introduction to the Science of Personality Psychology (5th ed.). New York: John Wiley & Sons.
13. Mischel, W., Shoda, Y., & Ayduk, O. (2008). Introduction to Personality: Toward an Integrative Science of the Person (8th ed.). Hoboken, NJ: John Wiley & Sons.
14. Miserandino, M. (2011). Personality Psychology: Foundations and Findings. Boston, MA: Pearson/Allyn and Bacon.

15. Additional information on the discipline (educational component)

Certificates of completion for distance or online courses on the relevant topics may be credited provided that the requirements outlined in the corresponding regulation are met.

Work programme of the discipline:

Compiled by: Associate Professor of the Department of International Business, PhD in Pedagogical Sciences, Associate Professor Tetiana Kovalkova.

Approved: at the meeting of the Department of International Business (Protocol No. 2 dated September 17, 2024).