



Curtin Mauritius

GRADUATE CERTIFICATE IN PSYCHOLOGY OF BUSINESS AND MANAGEMENT

OVERVIEW

The Curtin University, Graduate Certificate in Psychology of Business and Management offers a contemporary, cross-disciplinary, advanced learning experience to those aspiring to achieve leadership positions within a public or private business organization.

This course will help you develop the knowledge and skills required to use psychology theory and practices to develop your leadership skills, improve workplace climate and your overall business productivity.

The course is taught by a team of experts in various aspects of workplace psychology, who have a passion for applied research and sharing their knowledge.

LEARNING OUTCOMES

- How to apply psychological knowledge to evidence-informed business practice
- How to apply psychological knowledge to specific business and managerial problems
- How to generate effective solutions through critical analysis, reflective practice and professional reasoning
- How to critically appraise information and apply it to contemporary business psychology theory and practice

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Perth, Mauritius, Dubai, Singapore and Malaysia. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in The Academic Ranking of World Universities (ARWU) 2020 and has received a five star rating in the QS Stars University Ranking 2019.

The university is ranked below 100 worldwide in the following 7 areas:

Mining and Mineral Engineering, Hospitality and Tourism Management, Earth Sciences, Chemical Engineering, Nursing, Remote sensing and Education.

Make tomorrow better.

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UNIT OVERVIEW

CONSUMER PSYCHOLOGY:

This unit focuses on developing the knowledge required to understand consumer's attitudes and their consumption behaviors. Fundamental psychological processes are explained, analysed and applied in managing consumer behaviors: Principles of perception, attention and learning, decision-making, heuristics and biases, motivation and personality, opinion leadership, psychological market segmentation, impact of physical context on consumers, the role of culture and contemporary issues in consumer behaviours.

ORGANISATIONAL CULTURE:

This unit addresses the role of culture in business and management. Students begin by considering two well-known models of culture proposed by Hofstede and Trompenaars and Hampden-Turner and their implications for business and management. Students explore cultural influences in the context of organisational behaviour, and in particular work motivation, the relationship between the individual and the organization, negotiation and disputes, teams and leadership.

PSYCHOLOGY LEADERSHIP:

This unit addresses what constitutes effective leadership and how leadership skills might be improved with a special focus on psychological processes. The following 8 modules are delivered: Leadership Styles, Social influences and leadership, Groups & Effective Leadership, Psychology, Power & Leadership, Gender & Leadership, Organisations and Change, Positive Psychology, Emotional Intelligence & Leadership.

SYSTEMATIC REVIEW IN BUSINESS PSYCHOLOGY:

When working in business, it is important to use evidence-based practices so that the information is based upon scientific principles rather than on anecdotes and tradition. Students will learn how to apply rigorous and systematic methods to obtain appropriate research findings within a real life business environment. Students will undertake a research project to answer a question about a specific area of business psychology.

COURSE STRUCTURE

To qualify for the Graduate Certificate in Psychology of Business and Management awarded by Curtin University, students must complete the following 4 units of study:

| UNITS | UNIT CODE |
|---|-----------|
| Consumer Psychology: Better understand consumer's attitudes and their consumption behaviors. | PSYC5016 |
| Organisational Culture: Gain valuable insights into the psychological dynamics influencing organizational culture. | PSYC5017 |
| Psychology of Leadership: Understand the different leadership styles that exist and the psychological drivers contributing to effective leadership. | PSYC5018 |
| Systematic Reviews in Business Psychology: Acquire knowledge and skills related to evidence and informed practice to understand psychology-base issues . | PSYC5019 |

ENTRY REQUIREMENTS

- Applicants require a bachelor degree or equivalent qualification.
- Credit for Recognised Learning (CRL) is assessed on individual merit and is awarded for different types of learning, for example, studies you have previously completed or for relevant work experience.
- Applicants without an undergraduate degree will be considered on the basis of significant work experience (at least eight years) at a recognisable level of responsibility

Teaching approach:- Face to face learning

Duration:- Minimum six months

Intake:- March, June, August, November

For more information:

curtinmauritius.ac.mu

PLEASE CONTACT THE
FUTURE STUDENTS CENTRE

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Disclaimer: Please note that Curtin Mauritius reserves the right to change the content and method of assessment, to change or alter tuition fees and any unit of study, to withdraw any unit enrolment in any unit or program and/ or to vary arrangements for any programme

Course Structure Disclaimer: Curtin University reserves the right to alter the internal composition of any course to ensure learning outcomes retain maximum relevance. Any changes to the internal composition of a course will protect the right of students to complete the course within the normal time frame and will not result in additional cost to students through a requirement to undertake additional units.

Note: To qualify for the Graduate Certificate, 100 Credits (or 4 study units) must be obtained within the appropriate combination of study units as prescribed in the curriculum. No exit certificate is awarded.

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