



Diploma Plus!
Specialist Diploma in
Applied Business
Psychology

What is Diploma Plus?

- Designed for students with interest and aptitude to pursue more than 1 area of specialization in their years in Polytechnic
- Graduate with 2 Diplomas instead of 1



Why Applied Business Psychology?

- To enable bright SB students to acquire relevant knowledge of psychology that is useful for improving their people management skills
- To enhance their personal lives and overall career performance
- To enhance employability of graduates



5 Modules

Module 1:

Introduction to Psychology

Module 2:

Applied Psychology in Building Effective Work Relationship Skills

Module 3:

Work Group Dynamics and Social Psychology

Module 4:

Applied Psychology in Career Development and Business

Module 5:

Applied Psychology Paper

Module 1: Introduction to Psychology



- **Developmental Psychology**
- **Learning and Conditioning**
- **Memory and Perception**
- **Neuro-Linguistic Programming (NLP)**

Module 2:

Applied Psychology in Building Effective Work Relationship Skills

- Basic counselling theories and techniques**
- Basic psychotherapy theories and techniques**
- Application of the knowledge in the business context**



Module 3:

Work Group Dynamics and Social Psychology



- **Psychological aspects group process**
- **Social psychology**
- **Conflict management in work group context**
- **Abnormal psychological disorders**
- **Impact of group and social influences on the business operation**

Module 4: Applied Psychology in Career Development and Business



- **Employee selection**
- **Career development**
- **Employee motivation**
- **Occupational health**
- **Consumer behaviour**
- **Product design and marketing**

Module 5: Applied Psychology Paper



- In-depth independent study on a business-related psychological topic of your choice
- Either based on an experimental project conducted, or be a research paper on any of the areas covered in the previous modules

Entry Requirements/ Course Details

- ✦ **Open to School of Business Year 2 students for Academic year 2007/08**
- ✦ **Min GPA of 3.0 in Year 1, Min GCE "O" Level English of C6**
- ✦ **Total cost \$1500 for 3 semesters**
- ✦ **Course duration:**
 - Year 2 Sem 1: 1 module
 - Year 2 Sem 2: 2 modules
 - Year 3 Sem 1: 1 module and Paper
- ✦ **Timing of classes: 5.30-8.30pm, Media room**

Application Process

- ✦ **Complete and submit application form to SB Office by 15 December 2006 (Friday), 5pm**
- ✦ **Attach Semester 1 results and “O” level results**
- ✦ **Any questions please call:**
 - **Mr Ng Eng Poh (6772-1847)**
 - **Ms Wang Pheck Hoon (6870-4802)**
 - **Ms Tan Yen Yen (6870-7958)**
 - **Mr Lee Ee Tat (6772-1145)**