

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF MANAGEMENT AND ADMINISTRATION**

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Adopted by the FC (record №12/29.04.2024)

Adopted by the DC (record №10/16.04.2024)

**ACCEPTED BY:**

**Dean:**

(Assoc. Prof. D. Dobrev, Ph.D.)

## SYLLABUS

**SUBJECT: ECONOMIC PSYCHOLOGY**

**DEGREE PROGRAMME: All programmes taught in English; BACHELOR'S DEGREE**

**YEAR OF STUDY: 2; SEMESTER: 3**

**TOTAL STUDENT WORKLOAD: 120 hours; incl. curricular 60 hours**

**CREDITS: 4**

### DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
CURRICULAR: incl.		
• LECTURES	30	2
• SEMINARS / LAB. EXERCISES	30	2
EXTRACURRICULAR	60	-

Prepared by:

1. ....  
(Assoc. Prof. St. Georgieva, PhD)

2. ....

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(Chief Assistant Prof. Dr Petya Angelova)

Head of department  
of Management and Administration: .....

(Assos. Prof. Desislava Serafimova, PhD)

## **I. ANNOTATION**

*The course in Economic Psychology aims to look at the psychological determinants of people's economic behaviour. It focuses on the basic constructs of personality psychology: self-image and self-esteem; temperament; needs and motivation; emotions and emotional regulation; the role of heredity and environment in personality formation; mental health and personal pathology; mental stress; social constructivism of the norm and the pathology.*

*The content of course provides **knowledge and understanding** regarding:*

- *the economic psyche and the economic behaviour at the individual level;*
- *the psychological aspect of economic behaviour in terms of social-psychological interactions and relationships between individuals in social groups;*
- *psychological parameters of consumer behaviour;*
- *psychological aspects of the formation and development of communication skills.*

*The acquired knowledge will aid the formation of **skills** for:*

- *analysis of the psychological parameters of individual and group behaviour as a prerequisite for successful business activity;*
- *development of psychological characteristics of different economic entities in order to unfold their full potential and to manage them effectively;*
- *self-knowledge, self-exploration and transformation in self-identification of personality;*
- *improving the quality of interpersonal and business communication.*

*The discipline builds a psychological culture for the study of personality psychology, the nature of human relationships in the business domain, interpersonal interactions.*

*The course in „Economic Psychology” gives opportunity to be acquired the following core competences: literacy competence; personal, social and learning competence; cultural awareness and expression.*

## **II. THEMATIC CONTENT**

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. INTRODUCTION TO PSYCHOLOGY		2	2	
1.1.	Psychology as a science			
1.2.	Methods of psychological research			
1.3.	Psychology of personality and human relations. Psychology of macrosocial processes, structures and communities			
1.4.	Subject and tasks of economic psychology			
Theme 2. PERSONALITY IN ECONOMIC ACTIVITY		2	6	
2.1.	Domain of personality psychology			
2.2.	Personality theories. Social and political aspects of the personality sciences			
2.3.	Individual personality differences - temperament, introversion and extraversion, cognitive styles, localization of control			
2.4.	Characterological features of the personality (integral character portrait)			
2.5.	Tools to systematize and reflect individual differences			
Theme 3. ECONOMIC BEHAVIOR		2	2	
3.1.	"Prosocial" behaviour. The emergence of organizations - major factors and psychological determinants			
3.2.	Work behaviour - a prerequisite for economic behaviour			
3.3.	Types of work ethic and change in attitude towards work			

3.4.	Organizational socialization of the individual. Aspects of self-assessment in economic activity			
<b>Theme 4. INDIVIDUAL PARAMETERS OF WORK BEHAVIOR</b>		<b>4</b>	<b>4</b>	
4.1.	Abilities and intelligence. Types of intelligence			
4.2.	Professional fit			
4.3.	Types of emotions and emotional states. Emotions theories			
4.4.	Values, value system and value orientation. Value typology (instrumental and terminal values)			
4.5.	Personality and behaviour self (Self-image: self-knowledge - self-esteem - behaviour)			
4.6.	Self-concept and identity			
<b>Theme 5. EFFECTIVE BEHAVIOR AND MOTIVATION</b>		<b>2</b>	<b>2</b>	
5.1.	Motivation as a theoretically applied phenomenon. Dimensions of motivation in individual and group behaviour			
5.2.	Classical motivational theories. Integrative trends, models and approaches			
5.3.	Social comparison and social exchange in work			
5.4.	Psychological contract and motivation. Models for interaction between professional domain and personal life			
<b>Theme 6. CONSUMER PSYCHOLOGY</b>		<b>2</b>	<b>2</b>	
6.1.	Consumer society theory. Consumer behaviour and culture			
6.2.	Psychological factors affecting the consumer behaviour. I-concept and symbolic consumption			
6.3.	Prestige as a motive for consumption (demonstrative, status and prestigious consumption)			
6.4.	Cognitive and emotional components of consumer behaviour. Psychology of the mass consumer			
<b>Theme 7. PSYCHOLOGY OF ADVERTISING</b>		<b>2</b>	<b>2</b>	
7.1.	Influence of the basic psychological directions and theories on the development of advertising communications			
7.2.	Advertising-psychological models for impact on audiences. Choosing a basic advertising-psychological model			
7.3.	Psychological impact (cognitive, affective, suggestive, behavioural, sensory) of the advertising messages. Colour psychology in advertising			
7.4.	Moral and legal regulation of advertising			
<b>Theme 8. SOCIAL PSYCHOLOGY OF GROUPS</b>		<b>2</b>	<b>2</b>	
8.1.	Psychological determinants of association ("social facilitation"; conformance to social influences; need for social comparison). The phenomenon of group mentality			
8.2.	Definition and specificity of the term group. Types of groups			
8.3.	The small group as a socio-psychological category. Cultural differences in work groups and their effectiveness			
8.4.	Mass socio-psychological phenomena and mass psychic phenomena (large social groups; crowd; panic; rumours, etc.)			
<b>Theme 9. LEADERSHIP PSYCHOLOGY</b>		<b>2</b>	<b>2</b>	
9.1.	Management and leadership challenges. Leaders and managers - differentiation of concepts			
9.2.	Leadership theories. Leadership - managing through influence			
9.3.	Psychodynamic characteristics of the leader. Narcissism and leadership			
9.4.	Leadership and management styles (nature, distinction and dimensions)			

<b>Theme 10. ORGANIZATIONAL CONFLICTS AND STRESS MANAGEMENT</b>		<b>4</b>	<b>2</b>	
10.1.	The conflict in the organization. Types of conflicts (intergroup, interpersonal, intrapersonal)			
10.2.	Psychological approaches and styles for managing conflict situations			
10.3.	Mental stress in the organization - aspects and stages of development			
10.4.	Sources of stress and prevention			
10.5.	Models for the study of mental stress in an organizational setting			
<b>Theme 11. PSYCHOLOGY OF INTERPERSONAL RELATIONS AND COMMUNICATIONS</b>		<b>4</b>	<b>4</b>	
11.1.	Communication as a social-psychic phenomenon			
11.2.	Communication as an exchange of information (verbal, non-verbal and persuasive communication)			
11.3.	The nature and specificity of business communication. Main aspects - communicative (exchange of information), interactive (interaction and collaboration) and perceptive (perception and understanding)			
11.4.	Applied dimensions of business communication - communication barriers; effects in interpersonal relationships; types of interlocutors and tactics of behaviour			
11.5.	Intuition and non-verbal signals in decision-making and negotiation			
<b>Total:</b>		<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Test	<b>1</b>	<b>10</b>
1.2.	Project (on a predefined theme)	<b>1</b>	<b>10</b>
1.3.	Self-Assessment Test	<b>1</b>	<b>10</b>
<b>Total midterm control:</b>		<b>3</b>	<b>30</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>30</b>
<b>Total final term control:</b>		<b>1</b>	<b>30</b>
<b>Total for all types of control:</b>		<b>4</b>	<b>60</b>

#### **IV. LITERATURE**

##### **REQUIRED (BASIC) LITERATURE:**

1. Ranyard, R. (2017). *Economic Psychology*, First Edition. John Wiley & Sons.
2. Takemura, K. (2019). *Foundations of Economic Psychology*. Singapore: Springer.

##### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Brandstätter, H., GÜth, W. (Ed.). (1994). *Essays on Economic Psychology*. Berlin, Heidelberg: Springer.
2. Garai, L. (2017). *Reconsidering Identity Economics*. New York: Palgrave Macmillan.
3. Kirchler, E., Hoelzl, E. (2018). *Economic Psychology*. Hoboken, NJ: Wiley.
4. Kocher, M., Schulz-Hardt, S. (2016). The Journal of Economic Psychology: Challenges and opportunities for the next five years. *Journal of Economic Psychology*, Volume 52, Pages A1-A3.
5. Lewis, A. (Ed.). (2018). *The Cambridge Handbook of Psychology and Economic Behaviour (Cambridge Handbooks in Psychology)*. Cambridge: Cambridge University Press.
6. Rabin, M. (2013). An Approach to Incorporating Psychology into Economics. *The American Economic Review*, 103(3), 617-622.
7. Van Raaij, W., Van Veldhoven, G., & Wärneryd, K. (2010). *Handbook of Economic Psychology*. Dordrecht: Springer Netherlands.
8. You, Y. (2019). New Orientation of Study on Economic Psychology and Behaviour. *Translational neuroscience*, 10, 87–92.