Course Title	Society and Human Behavior		Course Code		BST 12132		
Year	1	Semester	2	Credits	02	Theory (hr)	20
						Practical (hr)	20
						Independent Learning (hr)	

Aim of the Course:

To provide an introduction to the social and cultural dimensions of human behavior with special reference to the role of technology in shaping the workings of human beings in traditional and modern societies

Intended Learning Outcomes:

After completion of this course, the learner should be able to:
- Explain the key terms and concepts used in the study of society and human behavior.
- Compare and contrast the difference between any given aspect related to human behavior, society and culture.
- Assess the role of human in the traditional and modern societies towards effective utilization of technological advances aiming sustainable development.

Course Capsule:

Theory
Introduction to the society: 'What is' and 'Why' society is important? Characteristics of society: How does society function? Traditional vs. Modern society: Characteristics, Differences, Role of technology; Role of Customs, Rituals, Rules and Regulations, Legal system; What is human behavior; Types of human behavior; Classification of human behavior (Conscious vs. Unconscious; Overt vs. Covert; Rational vs. Irrational; Voluntary vs, Involuntary; Simple vs. Complex); Personality and its influence on human behavior; Self Image; Leadership; Understanding the culture; Characteristics and components of culture; How culture influence human behavior; Ethics, morals & values and Attitudes & Perceptions: Importance and differences; Eco-centralism vs. Techno-centralism; Consumerism

Practical
Conceptualization of the society – importance / characteristics (*Group Work*); Real world examples of traditional vs. modern society: characteristics; differences; role of technology; role of customs, rituals, rules and regulations, legal system; Human behavior with respect to personality and leadership types and classifications; Characteristics and components of culture (*Poster-based Presentations Assigned to Specific Groups*); Traditional vs. Modern society; Consumerism (*Picture-based Presentations Assigned to Specific Groups*); Eco-centralism vs. Techno-centralism (*Student Debate*)

Assessment:

Continuous assessment: 50%
End semester assessment: 50%