



Chartered Attitude and Behaviour Consultant

- Course Title** : Psychological Foundation of Attitude and Behaviour
- Course Code** : CAB 1003
- Course Criteria** : Part I, Compulsory
- Course Outline** : An attitude is a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situation with which it is related. There are many ways that individuals' behaviour could influence their attitudes. Behaviour refers to the actions and mannerisms made by organisms, systems, or artificial entities in conjunction with their environment, which includes the other systems or organisms around as well as the physical environment. It is the response of the system or organism to various stimuli or inputs, whether internal or external, conscious or subconscious, overt or covert, and voluntary or involuntary.
- Objective** : After Completing this course, candidate would be able to
1. Understand the fundamental concepts and theories of attitude and behaviour.
 2. Understand the relationship between attitudes and behavior and comprehend the similarities and differences between these two concepts
 3. Apply concept of attitude and behaviour in research and development.
 4. Acquire insight into your own attitudes and how they were influenced by your behaviour
- Synopsis** : This module introduces the latest theories on attitude and behaviour. It focuses on the fundamentals of the development of attitude and behaviour, the formation of attitude and behaviour, the validity and reliability of research on attitude and behaviour, and the various techniques used in the research of attitude and behaviour. Thus this module lays a strong

foundation that prepares candidates for further studies in the different areas of attitude and behavior.

Topics

Content :

1. Attitudes : introduction and scope
2. The structure of attitudes
3. Theories of Human Behaviour
4. The measurement of attitudes and behaviour
5. The main components of behaviour
6. The interactive influence of attitude and behaviour.
Attitudes and Their Determinants
7. Perceived Norms and Their Determinants
8. Perceived Control Behaviour and Their Determinants.
9. Attitudes, Norms and Control as Predictors of Intentions and Behaviour.
10. Belief Formation, Organisation and Change

References

Rajecki, D.W. (1982). *Attitudes and Themes And Advances*. Massachusetts: Sinauer Associates.

Albarracin, D., Johnson, B.T, Zanna, M.P. (2005). *The Handbook of Attitude*. London: Lawrence Erlbaum Associates.

Greenwald, A.G., Brock, T.C., Ostrom, T.M. (1972). *Psychological Foundation of Attitudes*. London: Academic Press.