

Human and His Needs

Lecturer	Batanova Mahabat Kamchybekovna
Contact Information:	The Department of Philosophy and Social Studies, room 203 070805169, 0550811005
Credits:	3
Date:	2021-2022
Purpose and objectives of discipline	The purpose of studying the discipline is theoretical comprehension of scientific knowledge about a person and his needs as a source of spiritual and cultural activities of people. The discipline "Man and his needs" is an integral part of higher education. Knowledge of human motivation, an understanding of the basic human needs, is the key to success in any business enterprise and the basis for effective usage of interpersonal relationships
Course description	<p>The discipline "Man and his needs" focuses on the implementation of the main types of professional activities of a manager (service; organizational and managerial; research, educational), its study contributes to the solution of the following typical tasks of professional activity:</p> <p>in the field of service activities: studying and ensuring the demand of the individual and other members of society in goods and services;</p> <p>in the field of organizational and managerial activities: studying the needs of society in goods and services, organizing entrepreneurial activities in the environment and increasing the competitiveness of goods and services;</p> <p>in the field of scientific research: studying the impact of organizational, economic and psychological factors on effective</p>

	affairs in the office and surrounding society and the implementation of the development of proposals for their use;
Prerequisites	The discipline "Human and his needs" refers to the basic unit; for its study, knowledge of the disciplines like "Philosophy", "Sociology", and "Psychological Practical Training" is required
Postrequisites	<p>As a result of mastering the discipline, the student must:</p> <p>Know: basic needs and psychophysiological capabilities of a person and their relationship with the social activity of the individual, the structure of the service taking into account natural and social factors;</p> <p>Be able to: evaluate the mental, physiological characteristics of a person, the social significance of consumers;</p> <p>Own: skills to ensure optimal service infrastructure, taking into account natural and social factors</p>
Competences	<p>In accordance with the objectives of the GEP and the objectives of the professional activities specified by GES of HPE must have the following competencies:</p> <p>As a result of the development of competency GC-1, the student must:</p> <p>Know the basics of the system of scientific knowledge about the world around us, able to navigate the values of life and culture.</p> <p>Be able to reveal the meaning of put forward ideas, to present considered scientific problems in development, to compare various scientific knowledge on a specific problem, note the practical value of certain scientific provisions and identify the basis on which the concept or system is based on.</p> <p>Obtain working skills with scientific sources and critical literature searching methods, organize and freely present material and methods for comparing ideas of concepts and eras, to have skills in expressing the substantiation of one's position regarding contemporary socio-philosophical problems about the world, the values of life and culture.</p> <p>As a result of mastering the competence of IC-2, a student must:</p> <p>Know the basic rules of modern English and speech culture, the characteristic properties of oral and written speech as a means of communication and information transfer.</p>

	<p>Be able to apply the basic principles of building monological texts and dialogues, be capable of expediently using knowledge of the English language, speech culture and communication skills in professional activities.</p> <p>Effectively own and creatively use the skills of competent writing and speaking, the ability to communicate in professional activities, and cultural speech for an optimal result.</p> <p>As a result of mastering the competence of SIC-3, a student must:</p> <p>Know the basic laws of the development of society, the laws and stages of the philosophical process, the essence of citizenship.</p> <p>Be able to navigate the historic-philosophical and socio-philosophical process, to analyze processes and phenomena occurring in society, to participate in civil life, based on knowledge of social and political concepts and structures of readiness for active and democratic participation.</p> <p>Own the skills of a holistic approach to the analysis of society's problems, the skills of collecting systematization and independent analysis of information about socio-political and economic processes and readiness for active and democratic participation.</p>
Policy	<p>Attendance: I ask all students to attend regular classes, this will give you the opportunity to do self-study. In addition to illness and other valid reasons, the omissions of the 3 classes will affect the assessment (negatively)</p> <p>Code of Honor: Students should come to the classes prepared. You need to read the given literature and prepare for discussions in the audience. Activity on the class and attendance of the student is noted by the teacher. Cell phones must be switched off during class. Failure to comply with this rule is a violation of ethical conduct.</p>
Methods of teaching:	<p>Through such tools as: Google classroom, AVN 37, Zoom, WhatsApp, Google Drive and Google Disk, YouTube.</p> <p>Using: PowerPoint presentations, mini discussions, case study</p>
Final Control	Exam
Law and Legal Acts:	Constitution of the Kyrgyz Republic;

	Convention on Basic Human Rights;
Main Literature:	<ol style="list-style-type: none"> 1. Berezhnoy N. M. Man and his needs. - M .: Forum, 2013. 2. Blackwell D., Miniard P., Angel J. Consumer Behavior. - SPb .: Peter, 2010. 3. Glazkov V.N. Man and his needs. - M .: Infra-M, 2012. 4. Karpova I. P. Consumption as a socio-cultural process. - Novosibirsk: NSU, 2010. 5. Kotler, F., Bowen, J., Makeens, J. Marketing. Hospitality. Tourism. - M .: Unity-Dana, 2013.
Additional Literature	<ol style="list-style-type: none"> 1. Averchenko L.K., Udaltsova M.V. Serviceology. The man and his needs. - Novosibirsk: Siberian Agreement, 2011. 2. Aleshina, I. V. Consumer behavior. - M .: Fair-press, 2010. 3. Vasiliev G. A. Consumer behavior. - M .: University textbook, 2011. 4. Granovskaya R.M. Elements of practical psychology. - SPb .: Speech, 2010. 5. Dolgin A.B. Pragmatics of culture. - M .: Higher School, 2011. 6. Druker PF Tasks of management in the XXI century. - M .: Williams, 2010. 7. Ilyin E.P. Motivation and motives. - SPb .: Peter, 2011. 8. Karnaukhova V. K., Krakovskaya T. A. Service activities. - M .: Mart, 2010. 9. Craig G. Psychology of development. - SPb .: Peter, 2011. 10. Maslow A. Motivation and personality. - SPb .: Peter, 2011. 11. Marchenko, T.A. Need as a social phenomenon. - M .: Higher School, 2010. 12. Melikyan, O. M. Consumer behavior. - M.: Dashkov and Co., 2010.

	<p>14. Myasnikova L. A., Frid M. I. Postmodern Commerce (Transformation of Commerce in Modern Society). - SPb .: Business press, 2012.</p> <p>15. Videos and video lectures from different teaching sources.</p>
Additional sources	<ol style="list-style-type: none"> 1. Interactive videos from Educational Sources and YouTube educational channels; 2. BBC's and National Geographic's documentaries and online games;
Websites	<ol style="list-style-type: none"> 1. http://scholar.google.com 2. http://citeseerx.ist.psu.edu 3. http://www.getcited.org/ 4. http://academic.research.microsoft.com/ 5. http://www.bioline.org.br/ 6. http://www.plosone.org/ 7. http://www.bioone.org/ 8. https://www.pnas.org/
ISR (CPC)	<ol style="list-style-type: none"> 1. Read the text on the topic: "Human Needs: Exploration then and now". Make a chart and be ready for discussion on the Basic Human Needs. What are the differences between human needs in the past and in the future? Do we have the same needs or not? 2. Write an essay on the topic "Will is a conscious regulation of behavior", 3. Write an essay on the topic "What is the meaning of human life?" 4. Make a literature review on the problems of studying a person and his needs (at least 15 sources). 5. Prepare a speech on the concepts of human needs in the teachings of philosophers (to choose). 6. Vroom's expectancy Theory. 7. Adam's equity Theory. 8. Locke's Goal Setting Theory.

Calendar-thematic plan for the distribution of hours indicating the week and the topic

№	Date	Topic	Hours	Literature	Module Preparatory Questions
1	16.09.21 - 21.09.21	Needs and Its Classification	4	1. Berezhnoy N. M. Man and his needs. - M.: Forum, 2013. 2. Blackwell D., Miniard P., Angel J. Consumer Behavior. - SPb.: Peter, 2010.	1. What is Need? 2. Classification of needs (any author you prefer) 3. What are basic needs? 4. What are secondary needs?
2	28.09.21 - 05.10.21	Hierarchy of Needs	6	3. Glazkov V.N. Man and his needs. - M.: Infra-M, 2012. 5. Kotler, F., Bowen, J., Makeens, J. Marketing. Hospitality. Tourism. - M.: Unity-Dana, 2013.	1. Draw and explain Maslow's hierarchy of needs. 2. What is self-actualization in Maslow's Theory
3	12.10.20 - 14.10.20	Motives and Motivation	4	6. Articles on each topic 7. Videos from YouTube and different teaching streams.	1. What is Motivation? 2. What types of motivation do you know? 3. Provide an explanation of Content Theories. 4. Provide an explanation of Process Theories.
4	19.10.21 - 28.10.21	Main approaches to	6		1. What is Behaviorism?

		the study of consumer motivation: behaviorism, psychoanalytic approach.		8. Interactive videos for each topic.	2. How does behaviorism influences on consumers' motivation? 3. What is psychoanalytic approach? 4. Provide an example of psychoanalytic approach use.
5	02.11.21 - 09.11.21	Ways to motivate consumers	4		1. How customers can be motivated? 2. What is employee engagement? 3. Explain AIDA model.
6	11.11.21	Customers behavior	2		1. What is benefit segmentation? 2. write 6 stages of Consumer buying process. 3. Compulsive and Impulsive shopping: differences and examples.
7	16.11.20 – 25.11.20	Shopping Value Orientation	6		1. Provide the definitions of “personality” and “value”.

					2. What is deference between Value scales of Rokeach, Schawrtz?
8	30.11.21 – 09.12.21	VALS Life Style Concept	6		1. What is VALS? 2. What is Psychographics? 3. VALS: consumer types
9	14.12.21 – 28.12.21	Culture as a system of values	7		1. What is cultural value system? 2. Explain Hofstede's dimensions of national culture. 3. What are the main issues in workplace culture?
10		Total	45 h		

The schedule of Independent Students' Research.

N	Weeks Months	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total points
		September				October				November				December				
1	Midterm	-																40
2	Deadline of ISR	05.10.2019				30.10.2019				30.11.2019				30.12.2019				40

* ISR - independent students' research.

Note: The schedule for the midterm and final control is set by the Training Department.