

*Man and His Needsu код:*

<b>Lecturer</b>	Kalankhodzkhaeva Umida Rustamovna
<b>Contact Information:</b>	The Department of Philosophy and Social Studies, room 204
<b>Credits:</b>	2
<b>Date:</b>	2019-2020
<b>Purpose and objectives of discipline</b>	<p>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</p>
<b>Course description</b>	<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><b>in the field of service activities:</b> studying and ensuring the demand of the individual and other members of society in goods and services;</p> <p><b>in the field of organizational and managerial activities:</b> 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><b>in the field of scientific research:</b> 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;
<b>Prerequisites</b>	The discipline "Man and his needs" refers to the basic unit; for its study, knowledge of the disciplines like "Philosophy", "Sociology", and "Psychological Practical Training" is required
<b>Postrequisites</b>	<p><b>As a result of mastering the discipline, the student must:</b></p> <p><b>Know:</b> 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><b>Be able to:</b> evaluate the mental, physiological characteristics of a person, the social significance of consumers;</p> <p><b>Own:</b> skills to ensure optimal service infrastructure, taking into account natural and social factors</p>
<b>Competences</b>	<ul style="list-style-type: none"> <li>• possession of the culture of thinking, the ability to generalize, analyze, perception of information, setting goals and choosing ways to achieve it;</li> <li>• the ability to understand and analyze ideological, socially and personally significant philosophical problems, show diligence, patriotism and civil responsibility;</li> <li>• readiness to comply with ethical and legal norms governing the relationship of a person with a person, society and the environment;</li> <li>• readiness for cooperation with colleagues, conflict-free work in a team, to be tolerant to ethnic, national, racial and religious differences, to the perception of the culture and customs of countries and peoples;</li> <li>• striving for constant self-development, increasing his/her qualifications and skills; willingness to critically evaluate their strengths and weaknesses, identify ways and choose the means of their development or elimination;</li> <li>• ability to realize the social significance of their future profession, to show motivation to perform professional activities;</li> </ul>

<b>Policy</b>	<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>
<b>Methods of teaching:</b>	mini discussion, problem lecture, case study
<b>Final Control</b>	<b>Exam</b>
<b>Law and Legal Acts:</b>	<p>Constitution Of the Kyrgyz Republic;</p> <p>Convention on Basic Human Rights;</p>
<b>Main Literature:</b>	<ol style="list-style-type: none"> <li>1. Berezhnoy N. M. Man and his needs. - M.: Forum, 2013.</li> <li>2. Blackwell D., Miniard P., Angel J. Consumer Behavior. - SPb.: Peter, 2010.</li> <li>3. Glazkov V.N. Man and his needs. - M.: Infra-M, 2012.</li> <li>4. Karpova I. P. Consumption as a socio-cultural process. - Novosibirsk: NSU, 2010.</li> <li>5. Kotler, F., Bowen, J., Makeens, J. Marketing. Hospitality. Tourism. - M.: Unity-Dana, 2013.</li> </ol>
<b>Additional Literature</b>	<ol style="list-style-type: none"> <li>1. Averchenko L.K., Udaltsova M.V. Serviceology. The man and his needs. - Novosibirsk: Siberian Agreement, 2011.</li> <li>2. Aleshina, I. V. Consumer behavior. - M.: Fair-press, 2010.</li> <li>3. Vasiliev G. A. Consumer behavior. - M.: University textbook, 2011.</li> </ol>

	<p>4. Granovskaya R.M. Elements of practical psychology. - SPb .: Speech, 2010.</p> <p>5. Dolgin A.B. Pragmatics of culture. - M .: Higher School, 2011.</p> <p>6. Druker PF Tasks of management in the XXI century. - M .: Williams, 2010.</p> <p>7. Ilyin E.P. Motivation and motives. - SPb .: Peter, 2011.</p> <p>8. Karnaukhova V. K., Krakovskaya T. A. Service activities. - M .: Mart, 2010.</p> <p>9. Craig G. Psychology of development. - SPb .: Peter, 2011.</p> <p>10. Maslow A. Motivation and personality. - SPb .: Peter, 2011.</p> <p>11. Marchenko, T.A. Need as a social phenomenon. - M .: Higher School, 2010.</p> <p>12. Melikyan, O. M. Consumer behavior. - M.: Dashkov and Co., 2010.</p> <p>14. Myasnikova L. A., Frid M. I. Postmodern Commerce (Transformation of Commerce in Modern Society). - SPb .: Business press, 2012.</p>
<b>ISR (CPC)</b>	<p>1. Write an essay on the topic: “Influence of needs on personal self-development”,</p> <p>2. Write an essay on the topic “Will is a conscious regulation of behavior”,</p> <p>3. Write an essay on the topic “What is the meaning of human life?”</p> <p>4. Make a literature review on the problems of studying a person and his needs (at least 15 sources).</p> <p>5. Prepare a speech on the concepts of human needs in the teachings of philosophers (to choose).</p> <p>6. Vroom’s expectancy Theory.</p> <p>7. Adam’s equity Theory.</p>

	8. Locke's Goal Setting Theory.
<b>Примечание</b>	

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

<b>№</b>	<b>Date</b>	<b>Topic</b>	<b>hours</b>	<b>Literature</b>	<b>Module Preparatory Questions</b>
1	02.09.19 - 09.09.19	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	13.09.19 - 23.09.19	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.:	1. Draw and explain Maslow's hierarchy of needs.  2. What is self-actualization in Maslow's Theory
3	27.09.19 - 30.09.19	Motives and Motivation	4	Makeens, J. Marketing. Hospitality. Tourism. - M.:	1. What is Motivation?  2. What types of motivation do you know?

				Unity-Dana, 2013. 6. Articles on each topic	3. Provide an explanation of Content Theories. 4. Provide an explanation of Process Theories.
<b>4</b>	<b>07.10.19 – 14.10.19</b>	<b>Main approaches to the study of consumer motivation: behaviorism, psychoanalytic approach.</b>	<b>6</b>		1. What is Behaviorism? 2. How does behaviorism influences on consumers' motivation? <b>2.</b> What is psychoanalytic approach? 3. Provide an example of psychoanalytic approach use.
<b>5</b>	<b>21.10.19 - 25.10.19</b>	<b>Ways to motivate consumers</b>	<b>4</b>		1. How customers can be motivated? 2. What is employee engagement? <b>3.</b> Explain AIDA model.
<b>6</b>	<b>28.10.19</b>	<b>Customers behavior</b>	<b>2</b>		<b>1.</b> What is benefit segmentation? 2. write 6 stages of Consumer buying process. 3. Compulsive and Impulsive

					shopping: differences and examples.
<b>7</b>	<b>04.11.19</b> – <b>11.11.19</b>	<b>Shopping Value Orientation</b>	<b>6</b>		<ol style="list-style-type: none"> <li>1. Provide the definitions of “personality” and “value”.</li> <li>2. What is difference between Value scales of Rokeach, Schwartz?</li> </ol>
<b>8</b>	<b>18.11.19</b> – <b>02.12.19</b>	<b>VALS Life Style Concept</b>	<b>8</b>		<ol style="list-style-type: none"> <li>1. What is VALS?</li> <li>2. What is Psychographics?</li> <li>3. VALS: consumer types</li> </ol>
<b>9</b>	<b>06.12.19</b> – <b>23.12.19</b>	<b>Culture as a system of values</b>	<b>7</b>		<ol style="list-style-type: none"> <li>1. What is cultural value system?</li> <li>2. Explain Hofstede’s dimensions of national culture.</li> <li>3. What are the main issues in workplace culture?</li> </ol>
<b>10</b>		<b>Total</b>	<b>45 h</b>		

### The schedule of Independent Students' Research.

№	Weeks Months	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total points
		October				November				December								
1	Current Control					-												20
2	Deadline of IWS					-												20

\*СРС – самостоятельная работа студентов.

*Примечание:* График проведения рубежного и итогового контроля устанавливается Учебным отделом.