

Behavioral Psychology: Understanding Human Behavior

Duration: 16 Hours

Course Overview:

In this course we will explore how we learn to **adopt behaviors**, why we **react and behave** in certain ways, we will discover **patterns** in our actions. Everything you will learn in this course will help you **predict** how humans behave, it will help you **shape future behavior**, and build better habits.

Course Outline:

Module 1: Introduction to Behavioral Psychology

- Define Self-Leadership: What it is and why it matters
- Definition & scope of behavioral psychology
- Historical foundations: Watson, Skinner, Pavlov
- Key concepts: Behaviorism, stimulus-response, reinforcement
- Comparison with cognitive psychology

Module 2: Classical & Operant Conditioning

- Classical conditioning (Pavlov) — associative learning
- Operant conditioning (Skinner) — reinforcement & punishment
- Schedules of reinforcement (fixed vs. variable)
- Applications in habit formation and behavioral change
- Implications of classical conditioning

Module 3: Behavioral Modification Techniques

- Behavior shaping and successive approximations
- Token economies and reward systems
- Positive behavior support systems (PBS)
- Extinction, overcorrection, and behavior contracts

Module 4: Behavior in Organizations and Teams

- Behavioral psychology at work: motivation, performance, accountability
- Behavior-based interviewing & performance feedback
- Leadership behaviors and modeling
- Culture and behavioral norms in organizations

Module 5: Self Control

- Self-control

- How can we become better at exercising self-control?
- Self-control strategies
- How is our behavior affected by our social environment?

Module 6: Social & Observational Learning

- Bandura's Social Learning Theory
- Modeling, imitation, and vicarious reinforcement
- Role of media, environment, and culture in behavior shaping