

SEMESTER: V

COURSE TITLE: Measurement and Statistics in Psychology.

COURSE OBJECTIVES.

This course is designed to make students familiar with the concepts and methods used in the statistical analysis.

COURSE CONTENTS

UNIT-I

Statistics: meaning and its role in psychological research. Concepts relevant to psychological measurement- scores, frequency, continuous and discrete series. Graphical representation- histogram, frequency polygon and ogives.

Measures of Central tendency- Computing mean, median and mode and their merits and demerits.

UNIT-II

Measures of Variability- computing Mean Deviation and Standard Deviation and Quartile Deviation (grouped data), Percentile and Percentile rank, Correlation- meaning, uses. Computing product moment co-efficient of co-relation from Ungrouped data (Raw score method, Deviation Score Method and Rank Difference method).

UNIT-III

Psychological Testing: Definition, uses and criteria of a good test.

Reliability & Validity: Concepts and types.

UNIT-IV

Concept of Population- Samples and its types. Design and control of experiments. Locating and simplifying problems. Formulation of Hypothesis. Independent and dependent variables. Control and Experimental groups with examples.

UNIT-V

Measurement scales- Nominal, Ordinal, Interval and Ratio scales. Sources of error in measurement.

Scaling techniques- Rating scales, Method of Paired comparisons. Differential Scales (Thurstone), Summated scales (Likert).

BOOKS RECOMMENDED

Howitt, D., & Cramer, D. (2011). *Introduction to Research Methods in Psychology*. 3/e. U.K: Pearson Limited.

Kaltenbach, H-M, (2012). *A Concise Guide to Statistics*. New York: Springer.

Kerlinger, F.N. (1983). *Foundation of Behavioral Research New Delhi*: Surjeet Publication.

Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age International (P) Ltd., Publishers.

Verma, L.K. and Sharma, N.K. (2000). *Advanced Statistics in Education and Psychology*. Jalundhar: Narendra Publishing House.

SEMESTER- VI

COURSE TITLE: SOCIAL PSYCHOLOGY

COURSE OBJECTIVES:

This course aims at enabling students understand the social behavior and the social influences on behavior.

COURSE CONTENTS.

UNIT-I

Social Psychology: Nature, scope and importance.

Methods: Interview, Field survey, Questionnaire, Observation method and Sociometric, Relationship between Social Psychology and Psychology, Anthropology, Economics and Media.

Unit-II

Groups and Crowd: Nature, types (Primary and Secondary, Formal and Informal, In-group and Out-group) & Functions of a group.

Crowd Behavior: Meaning, Characteristics, Distinction between group and crowd.

Leadership: Concept, Characteristics and Functions, Trait and Behavioral theories of leadership.

UNIT-III

Attitudes: Nature, Formation and Determinants. Measurement: Method of Equal appearing interval, (Thurstone). Method of Summated Rating (Likert), Social Distance Scale (Bogardus), Semantic Differential.

Public Opinion: Meaning, Characteristics and Formation. Methods of measuring Public Opinion.

UNIT-IV

Prejudice: Nature, Types and Formation. Methods of reducing Prejudice.

Stereotypes: Nature, Formation, Kinds and Advantages and Disadvantages.

Propaganda: Nature, Kinds, Techniques, Propaganda and Advertisement, Propaganda and Suggestions.

UNIT-V

Socialization: Meaning and Process, Stages of Socialization- Infancy, Childhood and Adolescence. Theories of Socialization: Cooley (Social interaction theory), Freud (Psychoanalytic theory), Behavioristic Theory.

Social Interaction: Nature, Types & Process: Communication, Cooperation, Competition, Conformity, Compliance and Social facilitation.

BOOKS RECOMMENDED

Baron, R. A., & Branscombe, N.R. (2012). *Social Psychology*. 13/e. New Jersey: Pearson Education Limited.

Baron, R.A. & Byrne, D. (2003). *Social Psychology*. (10th Ed.). New Delhi: Pearson Education.

Kassin, S., Fein, S., & Markus, H.R. (2011). *Social Psychology*. 8/e Wadsworth, cengage Learning.

Worchel, S.; Cooper, J.; Goethals, G.R & Olson, J.M. (2000). *Social Psychology*. NJ: Wadsworth Thomson Learning.

SEMESTER-V

COURSE TITLE: PSYCHOLOGY IN EDUCATION.

COURSE CODE: UPSYPSS01

Total Marks: 100

Credits: 04*

Internal Marks: 20

Duration of exam: 3 hours

External Marks: 80.

OBJECTIVE: To understand how the principles of psychology can be applied in the area of education.

UNIT-1: INTRODUCTION

Concept of educational psychology: nature, scope and relevance of educational psychology, relationship between education and psychology.

Methods of studying human behavior- Introspection, Experimental and Observation method.

UNIT-2: ADJUSTMENT AND MENTAL HYGINE.

Adjustment- meaning, areas, measurement and method of adjustment, maladjustment.

Mental Hygiene- meaning, characteristics, causes, role of teacher in developing mental health among students.

UNIT-3: HUMAN DIVERSITY AND EDUCATION.

Thinking, reasoning, problem-solving-nature and type.

Intelligence and creativity- nature and type.

UNIT-4: LEARNING AND MOTIVATION.

Learning- nature, factors effecting learning, laws of learning.

Motivation- nature, motivation cycle, role of motivation.

SUGGESTED READINGS

Woolfolk Anita & Woolfolk hoy Anita (2008) Educational Psychology, Pearson New Delhi.

SantrockJhon W. (2010) Educational Psychology, Inwin professional publisher, Delhi.

INTERNET SURFING REQUIRED:

Students will be highly encouraged to find out the relevant material through INTERNET surfing.

*One credit is one hour duration for fifteen working days (periods) or 23 periods of 40 minutes duration.

SEMESTER-V

COURSE TITLE: Industrial/Organizational Behavior

COURSE CODE: UPSYPS502.

Total Marks: 100

CREDITS: 04*

Internal Marks: 20.

DURATION OF EXAM: 3 HOURS

External Marks: 80

COURSE OBJECTIVE: To introduce the basic concepts of industrial/organizational psychology and to understand the application of industrial/organizational psychology at the workplace.

UNIT-I

Introduction: Concept of Industrial Psychology and Organizational behavior. Scope of Industrial psychology and organizational behavior. Contributing disciplines to the industrial field (sociology, psychology and social psychology).

UNIT-II

Communication- meaning of communication, role of communication in effective management and administration.

Methods of communication, barriers to effective communication.

UNIT-III

WORK MOTIVATION, MORALE AND PRODUCTIVITY: concept of motivation, types.

Theories of motivation- Maslow's need hierarchy theory, Alderfer's ERG theory, and McClelland's need based motivational model, equity theory and expectancy theory.

UNIT-IV

Leadership: concept, characteristics and functions of leader.

Theories- behavioral theory, contingency theory, leadership styles: general approaches to leadership.

UNIT-V

JOB SATISFACTION AND INDUSTRIAL FATIGUE: meaning, factors influencing job satisfaction, consequences of job satisfaction, creating job satisfaction.

Fatigue: meaning, causes, fatigue and work efficiency, ways for reducing fatigue.

SUGGESTED READINGS

Chadha, N.K. (2007). Organizational Behavior. Galgotia Publishers: New Delhi.

George, J.M. & Jones, G.R. (2012). Understanding and Managing Organizational Behavior (6th Ed.) New Delhi: Prentice Hall Greenberg, J. & Baron, R.A. (2007). Behavior in Organizations (9th Ed.). India: Dorling Kindersley.

Lewis, S. (2011). Positive Psychology at work: How positive leadership and appreciative inquiry create inspring organizations. UK: Wiley-BlackwellLuthans, F. (2009). Organizational Behavior. New Delhi: McGraw Hill.

Robbins, S.P. (2009). Organizational Behavior (14th Ed.). New Delhi: Prentice- Hall of India Private Limited.

INTERNET SURFING REQUIRED:

Students will be highly encouraged to find out the relevant material through INTERNET surfing.

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SEMESTER-V (DISCIPLINE SPECIFIC)

Course Title: Community Psychology.

Course code: UPSYPS504

Total Marks: 100

Credits: 04*

Internal Marks: 20.

Duration of exam: 3 hours.

External Marks: 80.

Course Objective: To learn the link between individuals and communities and deal with social issues more effectively with people's participation.

UNIT-1: INTRODUCTION TO COMMUNITY PSYCHOLOGY.

Concept of community psychology, a sense of community, current status of community psychology, scientific research. Methods to study community psychology- correlation research, experimental research, quasi-experimental research.

UNIT-2: COMMUNITY MENTAL HEALTH.

Stress-meaning, physical response to stress, psychological response to stress.

Factors influencing adjustment and coping: coping strategies.

UNIT-III: SOCIAL ISSUES IN COMMUNITY PSYCHOLOGY.

Meaning of social services, causes and prevention of child maltreatment and teenage pregnancy.

Homelessness –causes and solutions to problem, elderly problem issues.

UNIT-IV: HEALTH CARE SYSTEM.

Public health model, causes of premature death – smoking and seat belt use.

HIV/AIDS- concept, characteristics of people with HIV/AIDS and preventive measures.

UNIT-V: COMMUNITY ORGANIZATIONAL PSYCHOLOGY.

Deinstitutionalization: Rehabilitation of the mentally disturbed people.

Care-home, day care, half homes, vocational rehabilitation.

SUGGESTED READINGS

Klocks B. Hill, J Thomas, Wandersman A, Elias M.J. & Dalton J.H. (2012). Community Psychology: Linking Individuals and Communities, Wadsworth cengage Learning.

McKenzine, J.F. Pinger, R. R. &Kotecki, J.E. (2005). An Introduction to Community Health. United States: Jones and Bartlett Publishers.

Misra, G. (Ed.). (2010) Psychology in Indian Council of Social Science Research Dorling Kindersley (India) PVT Ltd. Pearson Education.

Poland, B. D., Green, L.W. &Rootman, I. (2000) Setting for Health Promotion: Linking Theory and Practice, Sage Publication, New Delhi.

INTERNET SURFING REQUIRED:

Students will be highly encouraged to find out the relevant material through INTERNET surfing.

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SEMESTER-V (GENERIC)

COURSE TITLE: PSYCHOLOGY FOR LIVING.

Course Code: UPSYPS505.

Total Marks: 100

Credits: 06*

Internal Marks: 20

Duration of Exam: 3 hours

External Marks: 80.

COURSE OBJECTIVE: To learn the application of psychological principles in everyday living.

UNIT-I: INTRODUCTION: What is psychology, relevance of psychology, mind-body relationship, psychological factors and physical illness, body image, lifestyle interventions.

UNIT-II: SELF AND RELATIONSHIPS: Importance of family and peer groups in one's life, importance of emotional intelligence, role of culture, orientation of emotional intelligence scale.

UNIT-III: SELF IN DISINTEGRATIVE EXPERIENCES: anxiety, stress, depression, coping. Orientation of depression anxiety stress scale (DASS).

UNIT-IV: GROWTH AND ACTUALIZING SELF: self-direction, subjective well-being, hope, optimism, resilience. Orientation of subjective wellbeing scale and psychological capital scale.

UNIT-V: RELAXATION TECHNIQUE: Yoga, deep breathing, meditation, physical exercise.

SUGGESTED READINGS

Atwater, E. & Grover, D. & Karen (1999). Psychology for Living: Adjustment, Growth and Behavior Today. Prentice Hall.

Carr, A. (2004). Positive Psychology: The Science of Happiness and Human Strength. UK: Routledge.

INTERNET SURFING REQUIRED:

Students will be highly encouraged to find out the relevant material through INTERNET surfing.

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SEMESTER-VI (SKILL ENHANCEMENT)

COURSE TITLE: MANAGING HUMAN RESOURCE (SKILL ENHANCEMENT)

Course Code: UPSYTS601

Total Marks: 100

Credits: 04*

Internal Marks: 20

Duration of the Exam: 3 hours

External Marks: 80

COURSE OBJECTIVE: To understand the concepts related to human resource management and learn related techniques.

UNIT-I: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT (HRM).

Nature, objectives and functions of HRM.

International HRM: concept, Functions and cross-cultural issues.

UNIT-2: HUMAN RESOURCE (HRM) PLANNING.

Purpose and process of HR planning.

Factors affecting HR planning, Barriers to HR Planning.

UNIT-3: RECRUITMENT AND SELECTION.

Importance, sources and factors affecting Recruitment.

Purpose, process and methods of selection.

UNIT-4: HRM IN INDIA.

Introduction, changing role of HR in India.

Globalization- meaning and definition, impact of globalization in HR.

SUGGESTED READINGS

Armstrong. M. & Taylor, S. (2012). Armstrong's Handbook of Human Resource Management Practice (12 ed.). New Delhi: Kogan Page Publishers.

Arora, V. & Arora, S. (2011). Human Resource Management. New Delhi: Global Publishing House.

Aswathappa, K. (2010). Human Resource Management: Text and Cases. New Delhi: The McGraw-Hill Companies.

INTERNET SURFING REQUIRED:

Students will be highly encouraged to find out the relevant material through INTERNET surfing.

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SEMESTER-VI

COURSE TITLE: HEALTH AND WELL BEING

Course Code: UPSYTE604

Total Marks: 100

Credits: 04*

Internal Marks: 20

Duration of the Exam: 3 hours

External Marks: 80

OBJECTIVE: To develop an understanding of health and how to maintain health and well-being.

UNIT-1: INTRODUCTION TO HEALTH PSYCHOLOGY.

Concept of health psychology, relationship between health and psychology, mind and body relationship, significance of health psychology.

Progress in Health Psychology, application of health psychology in different field.

UNIT-2: HEALTH PROTECTIVE BEHAVIOR

Concept of health habit, practicing and changing health behavior an overview.

Theories of health protective behavior-health belief model, theory of planned behavior.

UNIT-3: HEALTH ENHANCING BEHAVIORS.

Exercise- benefits, determinants of regular exercise, characteristics of intervention.

Maintaining a healthy diet, importance and intervention to modify diet.

UNIT-4: USING HEALTH SERVICES

Factors affecting health care services, factors affecting adherence.

Quality of life- component of well-being and life satisfaction.

UNIT-5: HEALTH COMPROMISING BEHAVIOR.

Characteristics of health, compromising behavior, causes and health consequence.

Prevention- Application of psychological principles, behavioral change approach, community development.

SUGGESTED READINGS

DiMatteo, M.R. and Martin, L.R.(2002). Health Psychology. New Delhi: Pearson.

Sarafino, E.P. (2002). Health Psychology Interactions (4th Ed.). NY: Wiley.

Snyder, C.R., & Lopez, S.J. (2007). *Positive Psychology: The Scientific and Practical Explorations of Human strengths*. Thousand Oaks, CA: Sage.

Taylor, S.E., (2006). *Health Psychology (6th Ed.)*. New York: Tata McGraw Hill.

INTERNET SURFING REQUIRED:

Students will be highly encouraged to find out the relevant material through INTERNET surfing.

*One credit is one hour duration for fifteen working days (periods) or 23 periods of 40 minutes duration.

SEMESTER-VI

COURSE TITLE: COUNSELLING PSYCHOLOGY.

Course Code: UPSYTE606

Total Marks: 100

Credits: 04*

Internal Marks: 20

Duration of the Exam: 3 hours

External Marks: 80

OBJECTIVE: To develop an understanding of basic concepts, approaches, processes and applications of counseling.

UNIT-I: INTRODUCTION.

Counseling Psychology: Meaning, definition, characteristics.

Relationship between Guidance and Counseling: counseling and Psychotherapy.

UNIT-2: APPROACHES AND COUNSELING PROCESS.

Psychodynamic approach, Behavioral approach, client- centered approach, cognitive-Behavioral approach, E-counselling.

Counseling process- concept and principles, Types- directives, non-directives, elective.

UNIT-3: COUNSELING PROCESS.

Counseling process: concept, Negotiating Expectations, Assessment, Establishing a working Alliance, Ending Counseling.

Middle Part of Counseling: Assimilation of Problematic Experiences, Change Events, using structured Exercises and interventions.

UNIT-4: APPLICATIONS

Family counseling, school counseling, career counseling, counseling with economically Disadvantaged people, HIV-AIDS counseling, Crisis intervention.

UNIT-5: COUNSELOR ETHICS

Counselor: counselor as a therapeutic person, Becoming an effective counselor, issues faced by beginning therapists.

Ethics: Ethical decision making, Right to informed consent, Dimensions of confidentiality.

SUGGESTED READINGS

Gladding, S.T. (2012). Counseling: A Comprehensive Profession. (7th Ed.). Pearson. McLeod, J. (2003). An Introduction to Counseling. (3rd Ed.). McGraw Hill Education.

Rao, S.N. & Sahajpal, P. (2013) Counseling and Guidance. New Delhi: Tata McGraw Hill.
Seligman, L. & Reichenberg. L.W. (2010). Theories of Counseling and Psychotherapy: Systems, Strategies and Skills. 3rd Ed. Indian Reprint: Pearson.

INTERNET SURFING REQUIRED:

Students will be highly encouraged to find out the relevant material through INTERNET surfing.

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SEMESTER-VI (GENERIC ELECTIVE)

COURSE TITLE: CONSUMER PSYCHOLOGY.

Course Code: UPSYTE607

Total Marks: 100

Credits: 04*

Internal Marks: 20

Duration of the Exam: 3 hours

External Marks: 80

UNIT-1: INTRODUCTION: Meaning and definition of Consumer Behavior. Current trends in consumer behavior. Approaches to study consumer behavior, Managerial VS Holistic approaches. Model of consumer behavior.

UNIT-2: CONSUMER NEEDS AND MOTIVATION: Motives, classification of motive, theories of motivation: Maslow, Trio of needs, Personality and consumer Behavior: Definition, Nature, Theories: Jung, Myers, Briggs.

UNIT-3: CONSUMER PERCEPTION: Perceptual selection, Perceptual organization, Perceptual interpretations, Product positioning, consumer attitude: concept, measurement, strategies of attitude change.

UNIT-4: CONSUMER AND LEARNING: Principles of conditioning, stimulus generalization, stimulus discrimination and reinforcement, Habit formation, learning and Brand loyalty.

UNIT-5: CULTURAL INFLUENCE ON CONSUMER BEHAVIOR: Introduction, characteristics of culture, sub-culture, cross culture; value, ritual, belief influence on consumption. Family influence on consumer behavior-family life cycle and decision making.

SUGGESTED READINGS

David L.L and Della Batia A.J. 2nd Ed. (1984): Consumer Behavior Concepts and Applications, McGraw Hill, New York.

Eli P. Cox III (1979): Marketing Research- Information for Decision Making, Harper and Row, New York.

Kassarjian H.K. Petroschive S. M. 3rd Ed. (1981): Perspective in Consumer Behavior, Scott Foreman III, (1977).

Kenneth E. R. : Consumer Behavior and The Practice Of marketing, Charles E. Merrill Publishing Company, New Delhi.

Sengupta, S. (1998) Brand Positioning: Strategies for Competitive Advantage. ND Tata McGraw Hill London, D.L. and Delle- Bitta, A. (1984). Consumer Behavior: Concepts and Applications. NY: McGraw Hill.

Mahajan B.M. (1980). Consumer Behavior in India and Economic Study. Concept Publishing Company, New Delhi.

INTERNET SURFING REQUIRED:

Students will be highly encouraged to find out the relevant material through INTERNET surfing.

*One credit is one hour duration for fifteen working days (periods) or 23 periods of 40 minutes duration.