



# PERIYAR UNIVERSITY SALEM-636 011

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## Syllabus for B.Sc. Psychology (From 2021-22 Batch & Onwards)

The syllabus for **B.Sc. Psychology** degree, semester scheme has been developed to impart and disseminate the knowledge of psychology among the prospective students who ultimately serve to the society at large. The general objective of the syllabus is to give a scientific frame work for understanding the human behaviour in its various manifestations. The syllabus has been structured in a manner that encompasses theoretical and practical, modern and classical aspects of human behaviour. The detailed version of the syllabus can be found in the enclosure.

### REGULATIONS

#### 1. CANDIDATE FOR ADMISSION

A candidate who has passed Higher Secondary Examinations or Pre-University of Tamil Nadu State Government or Any other State Government accepted by the syndicate as equivalent shall be permitted to appear and qualify for the B. Sc. Psychology. Preference will be given to the candidate with Psychology as one subject in their qualifying Examination of HSC or Pre-University.

#### 2. ELIGIBILITY FOR THE AWARD OF DEGREE

A candidate shall be eligible for the award of the degree only if He/ She undergoes the prescribed course of study in the University (Periyar University, Salem-11) or in the college affiliated to the University for a period of not less than three academic years, passed the examination of all the six semesters prescribed, earning minimum 40% of marks and fulfilled such conditions as have been prescribed thereafter.

#### 3. DURATION OF THE COURSE

The course of the degree of Bachelor of Science in Psychology shall consist of three academic years, consisting of six semesters. The course of study shall be based on the CBCS pattern with internal assessment. For this purpose each academic year shall be divided into two semesters. First, Third and Fifth Semester from July to November and Second, Fourth and Sixth Semester from December to April.

#### 4. TOTAL NUMBER OF SEATS --- 40

#### 5. EXAMINATION

There shall be six examinations. First, Third and Fifth examination at the middle of the First, Second and Third Academic year and the Second, Fourth and Sixth Semester examination at the end of the First, Second and Third academic year. 75% of attendance is **MUST** for the Semester Examinations.

## 6. COURSES

A UG degree programme consists of a number of courses. The term course is used to indicate a logical part of subject matter of the programme. The details of credits are enclosed.

## 7. REQUIREMENT FOR PROCEEDING TO SUBSEQUENT SEMESTER

1. Candidates shall register their names for the first semester examination after the admission in the UG course.
2. Candidates shall be permitted to proceed from the first semester up to final semester irrespective of their failure in any of the Semester Examinations subject to the condition that the candidates should register for all arrear subjects of earlier semesters along with current (subsequent) semester subjects.

## 8. PASSING MINIMUM

A candidate shall be declared to have passed in each paper wherever prescribed if he/she obtains NOT LESS THAN 40% OF MARKS prescribed for the examination. He/ She shall be declared to have passed the whole examination, if he/she passes in all papers wherever prescribed/ as per scheme of examination earning 140 credits.

## 9. CLASSIFICATION OF SUCCESSFUL CANDIDATE

Candidate who secured not less than 60% of the aggregate in the whole examination shall be declared to have passed the examination with **FIRST CLASS**

All other successful candidates shall be declared to have passed with second class.

Candidates who obtained 75% of the marks in aggregate shall be deemed to have passed the examination in **FIRST CLASS WITH DISTINCTION**, provided they passed all the examinations prescribed for the course in the first appearance.

## 10. RANKING

Candidate who passed all the examinations prescribed for the course in the **FIRST ATTEMPT ONLY** is eligible for Classification/ Ranking/ Distinction

## 11. PATTERN OF QUESTION PAPER

Time: 3 Hours

Maximum Marks: 75

**SECTION A (15 X 1 = 15)**

**SECTION B (2 X 5 = 10)**

**SECTION C (5 X 10 = 50)**

## 12. PRACTICALS EVALUATION

### COMPONENT OF INTERNAL ASSESSMENT (CA)

COMPONENTS	DETAILS	Marks
RECORD	Record Writing	15
TESTS	One Model test	25
	<b>Total</b>	<b>40</b>

### COMPONENT OF EXTERNAL ASSESSMENT (EA)

Time: 3 Hours

Maximum Marks: 60

- |                                  |          |
|----------------------------------|----------|
| 1. Materials Selection           | 10 Marks |
| 2. Aim, Procedure and Conduction | 15 Marks |
| 3. Table                         | 05 Marks |
| 4. Results and Discussion        | 10 Marks |
| 5. Conclusion                    | 05 Marks |
| 6. Viva                          | 15 Marks |

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Total **60 Marks**  
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## 13. PROJECT EVALUATION

1. Report - 80
2. Viva - 20

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Total - **100 Marks**  
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**B.Sc. Psychology Programme: Syllabus**  
**[Under Choice Based Credit System]**  
**For students admitted from 2021-2022 onwards**

<b>Semester I</b>							
<b>Part</b>	<b>Study component s</b>	<b>Courses</b>	<b>Hours/ Week</b>	<b>Credit</b>	<b>Internal Mark s</b>	<b>External Marks</b>	<b>Total Marks</b>
Part-I	Languages	Tamil or any other language – I	6	3	25	75	100
Part-II	Languages	English - I	6	3	25	75	100
Part –III	Core – I	General Psychology-I	5	4	25	75	100
	Core – II	Biological Psychology - I	5	4	25	75	100
	Allied - I	Principles of Management	5	4	25	75	100
Part –IV		Value Education	2	2	25	75	100
		Professional English-I	3	4	25	75	100
<b>Semester II</b>							
Part-I	Languages	Tamil or any other language – II	6	3	25	75	100
Part-II	Languages	English – II	4	3	25	75	100
II	NMSDC	Language Proficiency for Employability -EffectiveEnglish	2	2	25	75	100
Part –III	Core – III	General Psychology-II	5	4	25	75	100
	Core – IV	Biological Psychology - II	5	4	25	75	100
	Allied - II	Human Resource Management	5	4	25	75	100
Part –IV		Environmental Studies	2	2	25	75	100
		Professional English-I	3	4	25	75	100
<b>Semester III</b>							
Part-I	Languages	Tamil or any other language – III	6	3	25	75	100
Part-II	Languages	English – III	6	3	25	75	100
Part – III	Core – V	Developmental Psychology- I	5	4	25	75	100
	Core – VI	Introduction to Theories of Personality	5	4	25	75	100
	Core – VII	Statistics inPsychology	5	4			
	Allied - III	Business Communication	5	4	25	75	100

Part – IV	NMEC - I	Psychology for Effective Living *	2	2	25	75	100
IV	NMSDC	Digital Skill for Employability - Microsoft Office Essentials	2	2	25	75	100

\* NMEC to be offered to other department students by the Dept. of Psychology.  
Psychology students to choose from other department/s

### Semester IV

Part	Study components	Courses	Hours/ Week	Credit	Internal Marks	External Marks	Total Marks
Part-I	Languages	Tamil or any other language – IV	6	3	25	75	100
Part-II	Languages	English – IV	6	3	25	75	100
Part –III	Core – VIII	Developmental Psychology – II	5	4	25	75	100
3	Core – IX	Health Psychology	5	4	25	75	100
	Core – X	Experimental Psychology-I ( Practical )	5	4			
	Allied - IV	Marketing Management	5	4	25	75	100
Part –IV	NMEC - II	Personality Development *	2	2	25	75	100
	<b>NMSDC</b>	<b>Employability Skills-Microsoft</b>	<b>2</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>

\* NMEC to be offered to other department students by the Dept. of Psychology.  
Psychology students to choose from other department/s

Semester V							
Part – III	Core – XI	Abnormal Psychology-I	5	4	25	75	100
	Core – XII	Social Psychology-I	5	4	25	75	100
	Core – XIII	Introduction to Research Methodology	5	4	25	75	100
	Core – XIV	Experimental Psychology-II ( Practical )	8	4	40	60	100
Part –IV	NMSDC	Marketing and Design Tolls – Digital Marketing	2	2	25	75	100
	SBEC - IV	Communicative Skills	2	2	25	75	100
Semester VI							
Part – III	Core – XV	Abnormal Psychology-II	5	4	25	75	100
	Core – XVI	Social Psychology-II	5	4	25	75	100
	Core- XVII	Guidance and Counselling Psychology	8	4	40	60	100
	Core- XVIII	Project work	-	10	-	-	100
Part –IV	SBEC - V	Psychology of Adjustment	2	2	25	75	100
	NMSDC	Innovative & Creative Skills for Employability- Content Writing & Digital Marketing	2	2	25	75	100
	Extension Activities			1			
TOTAL CREDITS				147			

## SEMESTER- I

### Core-I: GENERAL PSYCHOLOGY – I

#### UNIT I: INTRODUCTION AND METHODS

**What is Psychology?** Definition – Goals – What is not psychology? Pseudo psychology. The History of Psychology – Schools - Modern Perspectives – Psychology in India – **Psychology:** The Science – **Methods:** Introspection – Observation – Survey – Experiment – Case Study – Correlation Research – **Scope of Psychology:** Branches of basic Psychology – Branches of applied Psychology

#### UNIT II: SENSATION, PERCEPTION AND ATTENTION

**Sensation:** Meaning – Psychophysics -Thresholds – Weber's Law – Adaptation – **Basic sensation:** Vision – Hearing – Touch and other Skin senses – Olfaction- Gustation – **Proprioception:** Kinesthetic sense – Vestibular sense – **Perception:** Meaning– Organizing principles of perception – Constancies-Pattern perception, Distance perception- Errors in Perception - Illusion – Types; Hallucinations – Types; Extra Sensory Perception. - Factors that influence perception – Depth perception **Attention:** Meaning – Types – Determinants.

#### UNIT III: CONSCIOUSNESS

**States of Consciousness:** Consciousness – Definition – Two Major Types – **Natural State of Consciousness:** Biological Rhythms – Circadian Rhythms; Waking States of Consciousness – Sleep – Functions – Stages – Sleep Disorders – Dream – Theories. **Altered States of Consciousness:** meaning – Hypnosis – Use of Drugs – Meditation – Other Altered States. **Sensory deprivation:** Near death Experience- Lucid dreaming.

#### UNIT IV: LEARNING

**Learning:** Definition – Nature- **Association Learning:** Classical Conditioning – Basic Principles; Operant Conditioning – Basic Principles – Reinforcement – Types – Punishment – Types. Schedules of Reinforcement – Shaping – Learned Helplessness; Similarities and Differences between Classical Conditioning and Operant Conditioning. **Social and Cognitive Learning:** Latent Learning – Insight Learning – Observational Learning.

#### UNIT V: MEMORY AND FORGETTING

**Memory:** Definition –**Memory Process:** Encoding – Storage – Retrieval – The information processing model – Sensory memory – Short term memory – Long term memory – **Forgetting:** Meaning – Forgetting curve-Theories of forgetting - Causes – Memory and Brain – Improving memory.

#### Textbook

1. Cicarelli, K. S., Meyer, E. G. & Misra, G. (2008). *General psychology*. New Delhi, India: Pearson India Education Services Pvt Ltd.

#### Reference

1. Baron, R. A. (2010). *Psychology* (5th ed.). New Delhi, India: Pearson India Education Services Pvt Ltd.

## Core-II: BIOLOGICAL PSYCHOLOGY - I

### UNIT I: BIOLOGICAL FOUNDATIONS OF BEHAVIOUR

**Introduction:** Meaning of Biological Psychology- Viewpoints to explore Biology of Behaviour – Approaches that relate brain and behaviour – Levels of analysis - Correlating brain anatomy with behaviour - Recording brain activity - Effects of brain damage - Effects of brain stimulation

### UNIT II: NEURONS- BASIC UNIT OF NERVOUS SYSTEM

**Basic features of the Nervous System:** An overview, Meninges, Ventricular system and production of cerebrospinal fluid. **Cells of the Nervous System:** Neurons, Supporting cells, The blood-brain barrier – **Neural Communication:** An overview, Measuring electrical potentials of axons. **The Membrane Potential:** Balance of two forces, The Action Potential, Conduction of the action potential.

### UNIT III: COMMUNICATION BETWEEN NEURONS–SYNAPTIC TRANSMISSION

**Communication between Neurons:** Structure of synapses, **Neurotransmitter:** meaning- types, **Release of the Neurotransmitter:** Activation of receptors- Postsynaptic potentials- Termination of postsynaptic potentials.

### UNIT IV: STRUCTURE & DIVISIONS OF THE NERVOUS SYSTEM

**Nervous System:** Development of the central nervous system, **Brain:** The forebrain, The hind brain, midbrain & forebrain, **Division of Nervous System:** Central Nervous System, The Peripheral Nervous System- Spinal nerves, Cranial nerves, The Autonomic Nervous system – Sympathetic and Parasympathetic.

### UNIT V: HORMONES AND THE BRAIN

**Hormonal actions-** General principles of hormonal actions, Hormonal action on cellular mechanisms- Hormonal influence on growth and activity, Feedback control mechanisms in regulating secretion of hormones, **Endocrine glands and its specific hormones:** Pituitary- Pineal- Thyroid- Parathyroid-Pancreas- Adrenal- Gonads

#### Text books

1. Carlson, N.R. (2007). *Foundations of physiological psychology* (6th ed.). New Delhi, India: Pearson India Education Services Pvt Ltd.
2. Kalat, J.W. (2011). *Biopsychology*. Delhi, India: Cengage Learning India Private Limited.

#### Reference

1. Pinel, J. (2007). *Biopsychology* (6th ed.). New Delhi, India: Pearson India Education Services Pvt Ltd.
2. Purves, D., Brannon, E., Huettel, S.A., Labar, K.S., Platt, M.L., & Woldorff, G.M. (2008). *Principles of cognitive neurosciences*. Sunderland, MA: Sinauer Associates, Inc. Publishers.



## **Allied-I PRINCIPLES OF MANAGEMENT**

### **UNIT I: MANAGEMENT: AN INTRODUCTION**

Management – Definition – Importance – Nature – Scope and Functions – Principles of Management. Evolution of Management Thoughts – Contributions of F.W. Taylor - Henry Fayol – Elton Mayo – Hawthorne Experiment.

### **UNIT II: PLANNING AND DECISION MAKING**

Planning – Importance – Advantage – Steps in planning – Types of Plans – Management by Objectives (MBO) – Process – Merits – Limitations. Decision Making – Definition – Types of decision – Process of decision making.

### **UNIT III: ORGANISATION**

Organisation – Need for Organisation – Process – Organisational Structure – Line Functional, Line & Staff Organisation. Span of Management – Delegation – Centralisation and Decentralisation – Staffing – Nature & Purpose of Staffing.

### **UNIT IV: LEADERSHIP AND MOTIVATION**

Directing – Meaning, Importance, Principles – Leadership – Styles of Leadership – Qualities for effective leadership. Motivation – Theories of motivation – Maslow's need hierarchy theory, Herzberg's two factor theory and their comparison

### **UNIT V: COORDINATION AND CONTROL**

Coordinating – need – Principles – Approaches to achieve effective Coordination. Controlling – Meaning – Elements and significance – Steps in control process – control techniques.

### **Text Books**

1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.
2. L.M. Prasad, Principles of Management, Sultan Chand & Sons.

### **Reference**

1. DingarPagare, Business Management, Sulthan Chand & Sons
2. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH
3. Bhusan Y.K. Business Organization and Management, McGraw Hill
4. Koontz and O.Donnel, Essentials of Management, McGraw Hill
5. Ramasamy. T, Principles of Management, Macmillan India Ltd.,
6. Basu, Organisation & Management, S. Chand
7. M.C. Shukla, Business Organisation and Management, S.Chand
8. RustomDavar, Management Process, Progressive Corporation Pvt., Ltd
9. J. Jayashankar, Principal of Management, Margham Publications.
10. RupaGunaseelan & Kulandaisamy, Vikas Pub. House, S. Chand & Sons.
11. Dr.V.R.Palanivelu, Principles of Management, Himalaya Pub. House, Mumbai
12. Dr.S.Karhtick, Principles of Management, Shanlax Publication.

## SEMESTER -II

### Core-III: GENERAL PSYCHOLOGY – II

#### UNIT I: COGNITION

Meaning – Cognitive Psychology- Types of cognition: – Mental Imagery – Concept, **Problem solving**- Steps- Barriers to Effective problem solving- Strategies of problem solving: Algorithms, Heuristic, **Decision making** – Step, **Reasoning** – Inductive and Deductive reasoning, **Language**: Nature - Main Components of Language – Phonemes- Morphemes – Syntax - Semantics – Pragmatics.

#### UNIT II: MOTIVATION

**Motivation**: Definition – Needs – Biological Needs – Social Needs - Psychological Needs , **Theories of Motivation**: Instincts – Drive-reduction theory – Arousal – Incentive – Opponent-Process – Cognitive theories – Social cognitive theory – Need theories, **Classification of Motives**: Physiological motives – Psychological motives, **Conflict**: Meaning- Types. **Frustration**: Meaning- Causes.

#### UNIT III: EMOTION AND STRESS

**Emotion**: Meaning – Basic emotions- Components - Physiology of emotion - Expression of emotion – Theories of Emotions, **Stress**: Definition – Four variations - Stressors – Effects – General Adaptation Syndrome – Individual differences - Coping mechanism.

#### UNIT IV: INTELLIGENCE AND CREATIVITY

**Intelligence**: Definition - Concept of IQ - Individual differences in Intelligence –Mental retardation – Mentally gifted – Assessment of Intelligence, **Emotional Intelligence**: Meaning – Characteristics, **Creativity**: Definition- Nature – Steps - Characteristics of creative people – Creativity tests.

#### UNIT V: PERSONALITY

**Personality**: Definition - Theories – Psychoanalytic - Neo Freudian: Jung –Adler - Karen Horney – Erikson - Behavioristic view – Social Cognitive view - Humanism and Personality: Roger"s theory – Maslow"s theory - Trait Theories Psychology – Allport – Cattell - The Big Five Factors. Assessment of Personality, Uses of Personality tests,

#### Textbook

1. Cicarelli, K. S., Meyer, E. G. & Misra. (2008) *General psychology*. New Delhi, India: Dorling Kingsley (India) Private Limited

#### Reference

1. Baron, R. A. (2010) *Psychology* (5th ed.). New Delhi, India: Pearson India Education Services Pvt Ltd.

## Core-IV: BIOLOGICAL PSYCHOLOGY - II

### UNIT I: CIRCADIAN RHYTHMS, SLEEP AND DREAMING

**Rhythms of waking and sleeping:** Endogenous cycles- Setting and resetting the biological clock- Mechanisms of the biological clock, **Sleep and brain mechanisms:** Sleep and other interruptions of consciousness, the onset of sleep and hypnagogic hallucinations, stages of sleep. Paradoxical or REM sleep, **Brain mechanisms of wakefulness and arousal:** Brain functions in REM sleep- Functions of sleep, **Dreaming:** REM sleep and dreaming. Biological perspectives on dreaming.

### UNIT II: BRAIN DEVELOPMENT AND PLASTICITY

**Development of the brain-** Maturation of the vertebrate brain, Growth and development of neurons -New neurons later in life- Path finding by axons, Determinants of neuronal survival, **Neural plasticity:** Meaning- Plasticity after brain damage.

### UNIT III: BIOLOGICAL BASIS OF THIRST AND HUNGER

**Thirst:** Mechanisms of water regulation- Osmotic thirst- Hypovolemic thirst and sodium specific hunger, **Hunger:** Digestion and food selection-Short and long term regulation of feeding-Brain mechanisms - Eating Disorders.

### UNIT IV: BIOLOGICAL BASIS OF EMOTIONS

**Emotions:** Introduction, **Emotions and Autonomic arousal:** James-Lange theory, Brain areas associated with emotions- The functions of emotions. **Attack and Escape Behaviours:** Attack behaviours - Escape - Fear and anxiety- Stress and Health

### UNIT V: BIOLOGICAL BASIS OF LEARNING AND MEMORY

**Memory:** Localized representations of memory- Types of memory- The hippocampus-Theories on the function of the hippocampus- Other types of amnesia: Korsakoff's syndrome, Alzheimer's Disease- The role of the other brain areas.

#### Text books

1. Carlson, N. R. (2007). *Foundations of physiological psychology* (6th ed.). New Delhi, India: Pearson India Education Services Pvt Ltd.
2. Kalat, J.W. (2011). *Biopsychology*. Delhi, India: Cengage Learning India Private Limited.

#### Reference

1. Pinel, J. (2007). *Biopsychology* (6th ed.). New Delhi, India: Pearson India Education Services Pvt Ltd.
2. Purves, D., Brannon, E., Huettel, S.A., Labar, K.S., Platt, M.L., & Woldorff, G.M. (2008). *Principles of cognitive neurosciences*. Sunderland, MA: Sinauer Associates, Inc. Publishers.

## **Allied-II HUMAN RESOURCE MANAGEMENT**

### **UNIT I: HRM: AN INTRODUCTION**

Human Resource Management – Definition – Objectives – Scope – Functions of HRM. Job analysis – Process of job analysis, Team analysis – Employee Empowerment.

### **UNIT II: HR PLANNING AND SELECTION**

Human Resource Planning – Objectives – Process of HRP– Recruitment – Sources of recruitment. Selection Procedure - Test and Interview - Types – reference check – final selection -Placement – Induction (orientation).

### **UNIT III: HRD AND CAREER PLANNING**

HRD – Need – Functions – Training – Methods – Executive Development – Differences between Training and Development. Career Planning – Process – Succession Planning - Concept of Quality of Work Life (QWL).

### **UNIT IV: PERFORMANCE APPRAISAL AND JOB EVALUATION**

Performance appraisal – Process – Techniques – Difference between Performance appraisal and Job Evaluation. Job Evaluation – Process – potential appraisal.

### **UNIT V: PROMOTION AND ABSENTEEISM**

Promotion – Criteria – Benefits of effective promotion policy, Transfer – Purpose of transfer. Absenteeism – Causes – Measures - Labour Turnover – separation – VRS - retirement – dismissal.

### **Text Book**

1. S.S. Khanka, Human Resource Management, SulthanChand& Sons, New Delhi.

### **Reference**

1. C.B. Mamoria, Personnel Management – Humalaya publications house.
2. J. Jayasankar, Human Resource management, Margham Pub., Chennai.
3. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
4. Kaushal Kumar, Human Resources Management – ABD Publishers.
5. Keith Davis, Human Relations at work – TMH.
6. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.
7. Dr.K.Ramesh, “Human Resource Management”, Mithila Publications.

**SEMESTER -III**  
**Core-V: DEVELOPMENTAL PSYCHOLOGY - I**

**UNIT I: CONCEPTION THROUGH BIRTH**

Meaning of developmental changes – Significant facts about development – Developmental stages – Developmental Issues – Conception of Age.

Characteristics of the Prenatal Period – How Life begins – Importance of Conception – Periods of Conception – Periods of Prenatal development – Stages of child Birth - Types of childbirth – Attitudes of significant people - Prenatal hazards & complications of low birth weight.

**UNIT II: INFANCY**

Characteristics of Infancy, developmental tasks- Major adjustment of Infancy – Conditions influencing adjustment to Postnatal life – Characteristics of the Infant – Hazards of Infancy.

**UNIT III: BABYHOOD**

Characteristics of Babyhood – Developmental tasks of babyhood – Physical development – Physiological development – Muscle Control – Speech development – Emotional behaviour – Socialization – Interest in Play – Development of Understanding – Beginnings of Morality – Beginnings of Sex-Role typing – Family Relationships – Personality development – Hazards and Happiness.

**UNIT IV: EARLY CHILDHOOD**

Characteristics of Early Childhood – Developmental tasks – Physical development – Physiological habits – Skills of Early Childhood – Improvement in Speech – Emotions – Socialization – Play – Development of Understanding – Moral development – Common Interests – Sex-role Typing – Family Relationship – Personality development – Hazards and Happiness.

**UNIT V: LATE CHILDHOOD**

Characteristics of Late Childhood – Developmental tasks – Physical development – Skills – Speech improvement – Emotions and Emotional Expressions – Social groupings and Social behaviour – Play interest and activities – Increase in Understanding – Moral attitudes and behaviour – Interests – Sex-role Typing – Changes in Family relationships – Personality Changes – Hazards and Happiness.

**Text Books**

1. Hurlock, E. (1980). *Developmental psychology*. New Delhi, India: Tata McGraw Hill Publishing Co.
2. Santrock, J. W. (1999). *Life span development* (7th ed.). New York, NY: McGraw Hill.

**Reference**

1. Berndt, T.J. (1997). *Child development* (2nd ed.). Madison, WI: Brown & Benchmark Publishers.
2. Papalia, D.E., & Olds, S.W. (1994). *Human development* (5th ed.). New York, NY: Tata McGraw Hill.
3. Berk, C. L. (1996). *Child development* (3rd ed.). New Delhi, India: Prentice- Hall of India (Pvt) Ltd.

## Core-VI: INTRODUCTION TO THEORIES OF PERSONALITY

### UNIT I: CONCEPT, ASSESSMENT, MEASUREMENT AND RESEARCH METHODS

**Personality:** Definition, Meaning & Nature - Individual Uniqueness - Gender - Culture - Formal Theories - Personal Theories - Subjectivity in Personality Theories - Self-Report **Measure:** Biological Measures - Behavioral Assessment - Projective Techniques - Clinical Interviews - Online and Social Media Analysis.

### UNIT II: PSYCHOANALYTIC THEORIES

**Sigmund Freud:** Classical Psychoanalysis - Instincts - Structure of Mind - Psychosexual Development - Therapeutics Techniques - Free Association - Catharsis - Dream Analysis; **Carl Jung:** Analytical Psychology - Psychological Types - Collective Unconscious; **Alfred Adler:** Individual Psychology - Inferiority Feelings - Role of Birth Order.

### UNIT III: LIFE-SPAN AND TRAIT PERSPECTIVES ON PERSONALITY

**Erik Erikson:** Identity Formation - Ego Crises - Approaches to Trait: Lexical - Statistical - Theoretical; **Gordon Allport:** Culture - Functional Equivalence - Personal Dispositions, **Eysenck's:** Hierarchical Model of Personality, **Cattell's Taxonomy:** The 16 Personality Factor System

### UNIT IV: EXISTENTIAL - HUMANISTIC PERSPECTIVES ON PERSONALITY

Roots in Gestalt - Kurt Lewin's Field; **Martin E. P. Seligman:** Learned Helplessness and the Optimistic/ Pessimistic Explanatory Style, **Rotter:** Locus of Control theory **Maslow:** Hierarchy of Needs - Self-Actualization , **Rogers:** Growth - Inner Control - Becoming One's Self.

### UNIT V: BEHAVIORAL, COGNITIVE AND SOCIAL PERSPECTIVE ON PERSONALITY

**Albert Bandura:** Social-Cognitive Learning Theory- Self- System, **Skinner:** Operant Conditioning; Cognitive Style - Perceptual Mechanisms - Schema Theory - Kelly's Personal Construct Theory

#### Text Books:

1. Hall, C.S., Lindzey, G., & Campbell, J.B. (2007). *Theories of personality* (4th ed.). Bengaluru, India: Wiley India Private Limited.
2. Schultz, P. D., Schultz, S. E., & Schultz, S. (2012). *Theories of personality* (10th ed.). Delhi, India: Cengage Learning.

#### References:

1. Friedman, H. S., & Schustack, M. W. (2016). *Personality: Classic theories and modern research* (6th ed.). Boston, MA: Pearson/Allyn and Bacon.
2. Larsen, R. J., & Buss, D. M. (2018). *Personality psychology: Domains of knowledge about human nature* (6th ed.). Boston, MA: McGraw-Hill.
3. Rao, K., Paranjpe, A. C., & Dalal, A. K. (2008). *Handbook of Indian psychology*. Chennai, India: Cambridge University Press India/Foundation Books.

## Core-VII: STATISTICS IN PSYCHOLOGY

### UNIT I: INTRODUCTION TO THE STATISTICS

Meaning of statistics-Importance of Statistics in Psychology –Parameters and Estimates-Descriptive Statistics- Inferential Statistics-Variables and their types; **Levels of measurement:** Nominal Scale- Ordinal Scale- Interval Scale- Ratio Scale; **Frequency tables:** Making a Frequency Table -Frequency tables for Nominal Variables- Grouped Frequency Tables, **Frequency Graphs:** Histogram, Frequency Polygon.

### UNIT II: CENTRAL TENDENCY AND VARIABILITY

**Central Tendency:** The Mean- from Frequency Distributions - Assumed Mean Method-Properties of Mean. Median – Calculation of Median from Ungrouped data- Calculation of Median from a Frequency Distribution. The Mode- Calculation of Mode in a Frequency Distribution. Comparison of Mean, Median and Mode- Guidelines for the Use of Central Tendencies.

**Variability:** the Range- Calculation of Range- the Average Deviation- Calculation of the Average Deviation. The Semi Interquartile Range- Calculation of Q1, Q3 and Quartile Deviation. The variance and the Standard Deviation- Methods of Calculating the Variance and the Standard Deviation from Ungrouped data- Calculation of Standard Deviation from Grouped data- Calculation of Standard Deviation from Assumed Mean.

### UNIT III: THE NORMAL DISTRIBUTION AND CORRELATION

**The Normal Distribution:** Properties of the Normal Curve- Areas under the Normal Curve-Importance of Normal Distribution- Skewness- Kurtosis- Importance of measures of Skewness and Kurtosis. **The Correlation:** the Concept of Correlation- the Scatter Plot- the Product Moment Correlation- Calculation of Product Moment Correlation- Spearman"s Rank- Difference Correlation Co-efficient- Properties of Correlation Co-efficient.

### UNIT IV: THE HYPOTHESIS TESTING AND THE INFERENTIAL STATISTICS

**Hypothesis Testing:** the Core logic of Hypothesis Testing –the Hypothesis Testing Process- One Tailed and Two Tailed Hypothesis Tests. Decision Errors: Type I Error- Type II Error, **Inferential Statistics:** t' Tests- the t" test for a Single Sample- the t" test for a Dependent Means- Assumptions of Single Sample and the t" Test for a Dependent Means. The t" test for Independent Means: the Distribution of Differences between Means- Hypothesis Testing with a „t" test for Independent Means.

### UNIT V: NON-PARAMETRIC METHODS

**The Chi-Square:** Degrees of Freedom- Test of the Hypothesis of Normality- Calculation of the Chi-Square for 2x2 tables- Yates" Correction for Continuity- Assumptions of the Chi Square test, **The Non-parametric Methods:** Sign test- Assumptions and Uses of Sign Test- the Median Test- Run Test- the Kolmogrov and Smirnov Two Sample test- Precautions of the use of the Non-parametric tests.

**Text Book**

Howell, D. (2012). *Statistical method for psychology* (8th ed.). Delhi, India: Cengage Learning.

**Reference**

1. Agresti, A., & Finlay, B. (2013). *Statistical methods for the social sciences*. Hoboken, NJ: Pearson Education
2. Aron, A., Aron, E. N., & Coups, E. J. (2006). *Statistics for psychology* (4th ed.). New Delhi, India: Pearson India Education Services Pvt Ltd.
3. Heiman, G. (2013). *Basic statistics for the behavioral sciences* (7th ed.). Belmont, CA: Cengage Learning.
4. Bear, G., King, B.M., & Minium, E. W. (2008). *Statistical reasoning in psychology and education*. Bengaluru, India: Wiley India Private Limited.
5. Gupta, S.P. (1999). *Statistical methods* (3rd ed.). New Delhi, India: Sultan Chand & Sons
6. Garrett, H. E. (2006): *Statistics in psychology and education*. New Delhi, India: Paragon International Publishers.



## **Allied-III BUSINESS COMMUNICATION**

### **UNIT I: COMMUNICATION: AN INTRODUCTION**

Communication – meaning – objectives – process – media of communication – types of communication – barriers to communication – principles of effective communication.

### **UNIT II: BUSINESS LETTERS**

Business letters – layout of Business letters – types – Business enquires and replies – offers – quotations – orders – complaints and adjustments – collection letters – circular letters – status enquires.

### **UNIT III: BANK CORRESPONDENCE**

Bank correspondence – insurance correspondence – agency correspondence – letters to the editors – applications for appointment.

### **UNIT IV: COMPANY CORRESPONDENCE**

Company correspondence – Duties of Secretary – correspondence with directors, Shareholders, government departments and others.

### **UNIT V: REPORT**

Report – meaning – importance – characteristics of a good report – preparing report – report by individuals – report by committees – speeches – characteristics of good speech – planning to speak.

### **Text Book**

Rajendrapal & Koralahalli J.S. Essentials of Business Communication.  
Sulthan Chand & Sons.

### **Reference**

1. Ramesh M.S. & Pattan Shetty, Effective Business English & Correspondence RC Publications.
2. Balasubramanian, Business Communication, Vikas Pub. House (P) Ltd.,
3. US Rai, SM Rai, Business Communication, HPH
4. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management.
5. Rashunathan and Santhanam, Business Communication, Margham Pub.
6. Chanturvedi, Business Communication Concepts, Case and Applications, Pearson Education.

**NMEC-I PSYCHOLOGY FOR EFFECTIVE LIVING**

(Offered to the Other Department Students)

**UNIT I: SEEKING SELFHOOD**

Self concept – core characteristics of self concept – self consistency, self esteem, self enhancement and self verification – self concept and personal growth.

At the end of the unit the students will be given exercise on self image and ideal self.

**UNIT II: A HEALTHIER YOU**

Body image – psychological factors and physical illness – coping with illness.

At the end of the unit the students will be given exercise on rating health habits.

**UNIT III: TAKING CHARGE OF YOUR LIFE**

Mastery and personal control – resolve and decision making – decisions and personal growth.

At the end of the unit the students will be given test to measure “how much control you think you have?”

**UNIT IV: YOUR FRIENDS AND YOU**

Meeting people – impression, interpersonal attraction – friendship, self disclosure, loneliness

At the end of the unit the students will be given test to measure “How shy are you?”

**UNIT V: LOVE AND COMMITMENT**

Love and intimacy – Commitment – adjusting to intimate relationships – divorce and its consequences

At the end of the unit the students will be given exercise on “Marital Myths”.

**Reference**

Duffy G K, Atwater E (2008). Psychology for Living- Adjustment, growth and Behaviour today. India. Person Education Inc.

## SEMESTER -IV

### Core-VIII: DEVELOPMENTAL PSYCHOLOGY - II

#### UNIT I: PUBERTY

Meaning - Characteristics – Criteria – Causes – Age – Growth spurt – Body changes – Effects of puberty changes – Hazards & Happiness.

#### UNIT II: ADOLESCENCE

Characteristics – Developmental tasks – Physical change – Emotional changes – Social change – Interest – Morality – Sex interest and Behaviour – Family relationships – Personality change – Hazards & Happiness.

#### UNIT III: YOUNG ADULTHOOD

Characteristics – Developmental tasks – Changes in interest – Social Mobility – Sex role adjustments – Vocational adjustments – Marital Adjustments – Adjustment to parenthood – Adjustment to singlehood - Hazards of vocational and Marital adjustments – Success of Adjustment to adulthood.

#### UNIT IV: MIDDLE AGE

Characteristics – Developmental tasks – Adjustment to physical changes and mental changes – Social Adjustment – Vocational Adjustment – Adjustment to changed family patterns – Being single – loss of a spouse – Adjustment to approaching retirement – Vocational and Marital Hazards - Adjustment to approaching old age.

#### UNIT V: OLD AGE

Characteristics – Developmental tasks – Adjustment to physical changes – Change in motor and mental abilities -Changes in interests – Vocational Adjustment – Retirement – Changes in family life – loss of a spouse – Living arrangement for elderly hazards.

#### Text Books

1. Hurlock, E. (1980). *Developmental Psychology*. New Delhi: Tata McGraw Hill Publishing Co.
2. Santrock, J. W. (1999). *Life span Development* (7th ed.). McGraw Hill.

#### Reference

1. Berndt, T.J. (1997). *Child development* (2nd ed.). Madison, WI: Brown & Benchmark Pub.
2. Papalia, D. E., Olds, S. W. (1994). *Child development* (5th ed.). New York, NY: Tata McGraw Hill.
3. Berk, L. C. (1996). *Child development* (3rd ed.). Delhi, India: Prentice-Hall of India (Pvt) Ltd.

## Core-IX: HEALTH PSYCHOLOGY

### UNIT I: INTRODUCTION TO HEALTH PSYCHOLOGY- HEALTH BEHAVIOUR

**Health psychology:** Definition and Need-The biopsychosocial model- Patient Practitioner relationship- Training for a career in health psychology, Introduction to health behaviour- Factors influencing the practice of health behaviour

### UNIT II: MODELS OF HEALTH BEHAVIOUR

**Changing health habits using theoretical models:** Health belief model, Theory of planned behaviour, Cognitive behavioural approaches to change health behaviour, Trans theoretical model of behaviour change, Avenues for health habit modification

### UNIT III: CHRONIC ILLNESS AND PAIN

**Illness Factors:** Onset, Progression, Types of Symptoms, Quality of Life, Personal issues in chronic illness, Coping with chronic illness, Co management of chronic illness, Psychosocial Interventions, **Pain:** definition, types of pain, Pain control techniques, Pain management

### UNIT IV: STRESS AND COPING

**Stress:** definition, dimensions of stress- sources of chronic stress- **Theoretical contributions:** Lazarus's Appraisal Model, Flight or fight response, General adaptation Syndrome- Tending and Befriending Model- Coping with stress- Sources of stress.

### UNIT V: PROMOTING HEALTH BEHAVIOUR

**Smoking:** Effects of smoking- reasons for smoking, **Alcoholism:** effects- reasons - Interventions for reducing smoking - changing problem drinking, Management of Overweight & obesity- effects of dieting & physical activity.

#### Text Books

1. Boyer, B., & Paharia, I. (2008). *Comprehensive handbook of clinical health psychology*. Edison, NJ: John Wiley & Sons.
2. Sarafino, E. (1994). *Health psychology*. Edison, NJ: John Wiley & Sons.
3. Taylor, S. (1995). *Health psychology* (6th ed.). Toronto, Canada: McGraw-Hill Ryerson.

#### Reference

1. Marks, D., Murray, M., Evans, B., Willig, C., Woodall, C., & Sykes, C.M. (2008). *Health psychology: Theory, research and practice* (2nd ed.). New Delhi, India: Sage Publications.
2. Branmon, L., & Frist, J. (2010). *Introduction to health psychology*; New Delhi, India: Cengage Learning India Pvt Ltd.

**Core-X: EXPERIMENTAL PSYCHOLOGY I**  
**(PRACTICAL)**

**Concepts:**

1. Attention
2. Perception
3. Learning
4. Motivation & Emotion
5. Psychomotor abilities
6. Intelligence tests

- A minimum of 10 experiments should be conducted per semester
- At least one experiment from each concept should be chosen

## **Allied-IV MARKETING MANAGEMENT**

### **UNIT I: MARKETTING AND ITS FACTORS**

Marketing – Definition – Scope – Importance –changing Concepts of marketing – modern marketing concept. Marketing Environment – micro environmental factors – macro environmental factors.

### **UNIT II: CONSUEMR BEHAVIOUR AND MARKET SEGMENTATION**

Consumer Behaviour – Factors influencing buying behaviour – consumer buying decision process – Buying motives - influences. Market segmentation – criteria - Bases of segmentation – benefits.

### **UNIT III: MARKETING MIX**

Marketing Mix – Elements – Product mix – classifications of product – New product Development – Product Life cycle. Pricing mix - Pricing policies – kinds of pricing.

### **UNIT IV: CHANNELS OF DISTRIBUTION AND PROMOTION**

Channels of distribution – Types of middlemen – factors influencing channel selection. Promotion mix – Advertising – objectives - characteristics of Effective Advertising sales promotion – methods (levels) of sales promotion.

### **UNIT V: PERSONNEL SELLING AND E-BUSINESS**

Personnel Selling. – Kinds of salesmanship – Qualities of successful sales person - publicity. Recent trend in marketing – e-business– Telemarketing – Relationship marketing – Virtual Advertising.

### **Text Book**

1. N. Rajan Nair , Marketing Management, Sultan Chand & Sons.

### **Reference**

1. Philip Kotler, Marketing Managemetn, Millennium Edition, PHI.
2. Ramasamy & Namakumary. Handbook of Marketing Management, Macmillan.
3. Rajagopal, Marketing Management, Vikas Publishing House Pvt., Ltd.,
4. S. Jayachandran, Marketing Management, Excel Books.
5. RajanSaxena, Marketing Management, TMH.
6. Sherlakar, S.A., Marketing Management, HPH.
7. R.S.N. Pillai, Marketing Management, Sulthan Chand & Sons, New Delhi.
8. Dr.R.Murugesan, Marketing Management, MargamPublication,Chennai.

## **NMEC-II PERSONALITY DEVELOPMENT**

(Offered to the Other Department Students)

### **UNIT – I: MEANING AND NATURE OF PERSONALITY**

Personality: Definitions, Meanings, Elements of personality, Types of Personality, Determinants of personality, Personality SWOT Analysis

### **UNIT – II: PERSONALITY ENRICHMENT**

Self esteem, Self concept, Advantages of high self esteem, Characteristics of people with high and low self esteem, Steps to building positive self esteem, Attitude, Factors that determine our attitude., Benefits of a positive attitude and consequences of a negative attitude, Steps to building a positive attitude.

### **UNIT – III: MOTIVATION**

Motivation: Meaning and nature, The difference between inspiration and motivation, Motivation redefined, External motivation vs. Internal motivation, Achievement motivation

### **UNIT – IV: SUCCESS**

Defining success-Real or imagined obstacles to success, Qualities that make a person successful, Reasons for failure – Interpersonal skills, Dealing with seniors, colleagues, juniors, customers, suppliers at the workplace.

### **UNIT – V: POSITIVE RELATIONSHIPS & PERSONALITY**

Positive Relationships – Factors that prevent building and maintaining positive relationships, the difference between ego and pride, the difference between selfishness and self interest, Steps for building a positive personality, Body language: understanding body language, Projecting positive body language.

### **Reference**

1. Nathan Dorman (2004). Personality Development. Abishek Publication, New Delhi.
2. Jafar Mahmud (2004). Introduction to Psychology. APH Publishing Corporation, New Delhi.
3. Zig Ziglar (2000). See You at the Top. Magna Publishing Co. Ltd., Mumbai.
4. Shiv Khera (1998). You can win. MacMillan India Ltd., New Delhi.
5. Walter Doyle Staples (2000). Think Like a Winner. Magna Publishing co. Ltd., Mumbai.

## SEMESTER -V

### Core XI: ABNORMAL PSYCHOLOGY- 1

#### UNIT I: INTRODUCTION AND THEORETICAL PERSPECTIVE.

Defining Abnormal Behavior - Causes of Abnormal Behavior: Necessary, Predisposing, Precipitating and Reinforcing causes, Historical views of abnormal behaviour- Brief note on DSM 5 and ICD 11 classification system.

#### UNIT II: MODELS OF ABNORMALITY

Biological – Psychodynamic – Behaviour – Cognitive – Humanistic - Existential, Interpersonal perspective - Bio-cultural.

#### UNIT III: NEURODEVELOPMENT DISORDERS

**Intellectual disability:** Definition, Clinical types and Causal factor, **Autism Spectrum disorder:** Clinical Picture and Causal Factors, **Specific Learning disorder:** Clinical Picture and Causal factors, Attention Deficit /Hyperactivity disorder, Conduct Disorder, Neuro cognitive Disorder.

#### UNIT IV: ANXIETY RELATED DISORDERS

Meaning- Types - Brief description with Causal factors and Treatment: Generalized Anxiety Disorders - Phobic Disorder –Post Traumatic Stress Disorder - Obsessive Compulsive Disorder - Panic Disorders

#### UNIT V: SOMATIC DISORDER AND DISSOCIATIVE DISORDER

**Somatic Symptoms and related disorders (SSD):** Complex Somatic Symptom Disorder- Illness Anxiety Disorder- Functional Neurological Disorder, **Dissociative Disorders:** Dissociative Amnesia, Dissociative Identity Disorder, Depersonalization and Derealization Disorder –Causal factors and Treatment.

#### Text Books

1. Butcher, J.N., Hooley, J. M., Mineka, S., Dwivedi, C.B. (2017). *Abnormal psychology* (16th ed.). New Delhi, India: Pearson India Education Services Private Limited.
2. Barlow, D. (2017). *Abnormal psychology and casebook in abnormal psychology* (5th ed.). Belmont, CA: Wadsworth.
3. Comer, R. (2018). *Fundamentals of abnormal psychology*. New York, NY: Worth Publishers.

#### Reference

1. Davison, G.C., Neale, J.M & Kring, A. M. (2004). *Abnormal psychology*. (9th ed.). Marblehead, MA: John Wiley& Sons Inc.
2. Alloy, L. B., Riskind, J. H., & Manos, M.J. (2005). *Abnormal psychology*. New Delhi, India: Tata McGraw Hill pubg Co
3. Cutting, J. (1997). *Principles of psychopathology*. New York, NY: Oxford University Press



## Core XII: SOCIAL PSYCHOLOGY – I

### UNIT 1 INTRODUCTION

Definition of Social Psychology – Nature of Social Psychology- Brief History- Principles of Social Psychology - Social Psychology and Human Values- Social Psychology and Common Sense- Research Methods.

### UNIT II THE SELF

**Self-Presentation:** Self-Other accuracy in predicting behaviour- Self-Presentation tactics, **Self-Knowledge:** Introspection, the self from the observer's standpoint, **Personal identity versus social identity:** the importance of the social context and others' treatment

**Social Comparison:** Self-serving biases and unrealistic optimism, **Self-esteem:** the measurement of self-esteem - the impact of migration on self-esteem - gender differences and self-esteem, **Self as a target of prejudice:** concealing one's identity and its impact on well-being - overcoming the effects of stereotype threat.

### UNIT III SOCIAL BELIEFS AND JUDGEMENTS

**Judging the social world:** Perceiving the social world - Explaining the social world– Importance of social beliefs- Self-fulfilling prophecy, Cognitive social psychology, **Behaviour and Attitudes:** Conditions When Attitudes Determine Behaviour – Conditions When Behaviour Determines Attitudes- Explaining Why Behaviour Affect Attitudes, **Self presentation:** Impression Management, **Self justification:** Cognitive Dissonance- **Self perception:** Comparing the theories.

### UNIT IV CONFORMITY, COMPLIANCE AND OBEDIENCE

**Conformity:** Definitions- Classic Studies on Conformity- Compliance & Obedience- Factors Predicting Conformity- Reasons for Conformity- Characteristics of people who conform- Resisting social pressures to conform, **Compliance:** Principles of compliance, Effectiveness of compliance strategies, **Obedience:** Causes & resisting the effects of destructive obedience.

### UNIT V HELPING BEHAVIOR

**Altruism and pro-social behaviour:** Theoretical perspectives- By Stander Effect, **Helping:** Reasons for Helping – Conditions Governing Helping – Characteristics of People Who Help – Increasing Helping Behaviour.

### Text Books

1. Myers, D.G. & Twenge, J.M. (2017): *Social psychology* (12th ed.). New York, NY: McGraw – Hill Education.
2. Branscombe, N.R., Baron, R.A. & Kapur, P. (2017). *Social psychology* (14th ed.). Chennai, India: Pearson India Education Services Pvt. Limited.

### Reference

1. Myers, D.G. (2002). *Social psychology* (7th ed.). New York, NY: McGraw Hill Book Company.
2. Baron, A., & Byrne, D. (2002). *Social psychology* (10th ed.). New Delhi, India: Prentice-Hall of India.
3. Baron, A., Branscombe, N., Byrne, D., & Bhardwaj, G. (2009). *Social psychology* (12th ed.). New Delhi, India: Dorling Kindersley (India) Private Limited

## Core XIII: INTRODUCTION TO RESEARCH METHODOLOGY

### UNIT I: RESEARCH METHODOLOGY: AN INTRODUCTION

Definition- Need and Importance of psychological Research- Objectives of Research - Types of Research - The Research Process - Principles of a Good Research - Problems encountered by researchers in India.

### UNIT II: RESEARCH PROBLEM, HYPOTHESIS AND REVIEW OF LITERATURE

**Research Problem:** Meaning and characteristics of a problem - ways in which a problem is manifested - Types of Problems, **Hypothesis:** Meaning and characteristics of a good hypothesis - Types - Sources and Functions of Hypotheses, **Reviewing the Literature:** Purpose of Review - Sources of Review.

### UNIT III: SAMPLING

Meaning and Need for sampling - Fundamentals of sampling- Factors influencing decision to sample- Types of Sampling: Probability and Non probability- Probability Sampling: Simple random, stratified random and area cluster sampling - Non probability sampling: Quota, Accidental, Judgemental or purposive, systematic and snowball sampling

### UNIT IV: METHODS OF DATA COLLECTION

**Primary data:** Questionnaire and schedule – Interview - Observation as a tool of Data Collection, Difference between Participant observation and non-participant observation -Rating Scale, **Secondary data:** Sources.

### UNIT V: WRITING A RESEARCH REPORT

Meaning- General purpose of writing a research report-of a research report, Styles of writing a research report- Types of research reports- Precautions in writing research report

#### Text Books

1. McBurney, D.H. (2007). *Research methods*; New Delhi, India: Thomson Wadsworth
2. Singh, A.K. (2012). *Tests, measurements and research methods in behavioral sciences*. (5th ed.). Patna, India: B.B. Printers.
3. Zechmeister, J. S., Zechmeister, E. B., & Shaughnessy, J. J. (2001). *Essentials of research methods in psychology*. New Delhi, India: Tata McGraw-Hill Education Private Limited.

#### Reference

1. Haslam, A.S., & McGarty, C. (2003). *Research methods and statistics in psychology*. New Delhi, India: Sage Publications.
2. Ramadass, P., & Aruni, W. A. (2009): *Research and writing across the disciplines*; Chennai, India: MJP Publishers.

**Core XIV: EXPERIENTIAL PSYCHOLOGY II**  
**(PRACTICAL)**

**Concepts:**

1. Personality
2. Aptitude
3. Interest
4. Achievement tests
5. Stress and coping
6. Attitudes and behavior
7. Creativity

- A minimum of 10 experiments should be conducted per semester
- At least one experiment from each concept should be chosen

## **SBEC-IV COMMUNICATIVE SKILLS**

### **UNIT I: THE COMMUNICATION PROCESS**

Sending the Message, the Channel, Receiving the Message; misinterpretations and unintended messages, Feedback; self-monitoring, Context and Noise; Psychological. Stereotyping, Semantics.

### **UNIT II: ACTIVE LISTENING SKILLS AND NON-VERBAL COMMUNICATION**

Listening Skills, Barriers to Listening, Listening Behaviours, Active Listening Skills. Non-verbal Communication Skills, Culture and Non-Verbal Messages, Forms of non-verbal communication: Facial Expressions and Eye Gaze, Posture and Gestures, Voice, Personal Space & Distance, Personal Appearance.

### **UNIT III: GIVING CONSTRUCTIVE FEEDBACK**

Difficulty in providing honest feedback. Feedback Skills: Being Specific, Offering a solution, Delivering the feedback face to face, Being sensitive, Being problem oriented and not people oriented, Being descriptive and not evaluative, Owning rather than disowning and checking. Structure of feedback.

### **UNIT IV: QUESTIONING SKILLS**

Questioning Techniques, Types of Questions: Probing/clarifying Questions, Reflective Questions, Direct Questions and Hypothetical Questions.

### **UNIT V: PRESENTATION SKILLS**

Presentation and dealing with Fears of presentation. Planning the Presentation: Setting objective, Understanding the audience, Knowing the setting, Writing down the „central theme“ of the talk, Writing the outline, Developing visual aids, Preparing delivery notes and delivering the presentation.

### **Reference**

1. Hargie, O., Dickson, D., Tourish, D. (2004) Communication Skills for Effective Management. Palgrave Macmillan. Hampshire.
2. Adler, R. B. & Elmhorst, J. M. (1999) Communicating at Work: Principles and Practices for Business and the Professions McGraw Hill Singapore
3. Dixon, T., O'Hara, M (2010). Communication Skills. Open text book. [http://cw.routledge.com/textbooks/9780415537902/data/learning/11\\_Communication%20Skills.pdf](http://cw.routledge.com/textbooks/9780415537902/data/learning/11_Communication%20Skills.pdf)

## SEMESTER VI

### Core XV: ABNORMAL PSYCHOLOGY II

#### UNIT I: MOOD DISORDERS

**Unipolar mood disorder:** Biological - Psychosocial - Socio- cultural Causal factors, **Bipolar disorders:** Biological – Psychosocial - Socio- cultural Causal Factors – Treatment, **Suicide:** causes - prevention

#### UNIT II: SCHIZOPHRENIA AND OTHER PSYCHOTIC DISORDERS.

**Schizophrenia:** Meaning - Clinical features positive symptoms- negative symptoms –Causes – treatment - Subtypes, **Other Psychotic Disorders:** Causal Factors - Treatment

#### UNIT III: PERSONALITY DISORDER

**Cluster A disorders:** Meaning - types- causes- treatment, **Cluster B disorders:** Meaning- types- causes- treatment, **Cluster C disorders:** Meaning- types- causes- treatment.

#### UNIT IV: SUBSTANCE RELATED DISORDERS

**Psychoactive drugs:** Meaning – types, **Concepts:** Substance Abuse- Tolerance- Dependence- Addiction - withdrawal symptoms. **Addiction Disorders:** Alcohol Abuse and Dependence - Drug Abuse and Drug Dependence - Causal factors - Treatment.

#### UNIT V: PREVENTION AND TREATMENT

Perspectives on Prevention - Primary, Secondary and Tertiary Prevention, Psychological approaches to treatment: Psycho dynamic therapy- Behaviour therapy- Cognitive and Cognitive Behavioral therapies- Humanistic and Existential therapies- Family and Marital Therapy- Eclecticism and Integration-Indigenous systems:Yoga and Meditation.

#### Text Books

1. Butcher, J.N., Hooley, J.M., Mineka, S., & Dwivedi, C.B. (2017). *Abnormal psychology* (16th ed.). New Delhi, India: Pearson Publication.
2. Barlow, D. (2017). *Abnormal psychology and casebook in abnormal psychology*, (5th ed.). Belmont, CA: Wadsworth.
3. Comer, R. (2018). *Fundamentals of abnormal psychology*. New York, NY: Worth Publishers.

#### Reference

1. Davison, G.C., Neale, J.M., & Kring, A. M. (2004). *Abnormal psychology*. (9th ed.). Malden, MA: John Wiley& Sons Inc.
2. Alloy, L.B., Riskind, J.H., & Manos, M.J. (2005). *Abnormal psychology*. New Delhi, India: Tata McGraw Hill publishing Co.
3. Cutting, J. (1997) *Principles of Psychopathology*. New York, NY: Oxford University Press.

## Core XVI: SOCIAL PSYCHOLOGY II

### UNIT I: PERSUASION

**Theories of Persuasion:** the central route - the peripheral route - different pathways for different purposes- Elements of Persuasion: communicator, content, channel, audience –Cults & persuasion - Resisting Persuasion: strengthening personal commitment, inoculation programs, implications of attitude inoculation.

### UNIT II: GROUP INFLUENCE:

Definition of Group - **Social Facilitation:** mere presence of others, crowding, factor, **Social Loafing:** Introduction, social loafing in everyday life, **Deindividuation:** importance of working together, diminishing self-awareness, **Group Polarization:** The risky shift phenomenon, Group influence on opinions, **Group Think:** symptoms, critiquing, preventing group think, group problem solving, **The influence of the minority:** consistency, self-confidence, deflections from majority, leadership as minority influence.

### UNIT III: PREJUDICE

Nature and Power of Prejudice – Social Sources of Prejudice – Motivational Sources of Prejudice – Cognitive Sources of Prejudice – Consequences of Prejudice -Discrimination- prejudice in action- Techniques for countering the effects of prejudice.

### UNIT IV: AGGRESSION

**Aggression:** Definition - Hurting Others – Theories of Aggression – Media violence - Sexual violence - Strategies to reduce Aggression.

### UNIT V: LIKING, LOVE AND OTHER CLOSE RELATIONSHIPS

**Internal sources of liking others:** the role of needs and emotions, **External sources of attraction:** the effects of proximity, familiarity and physical beauty- Sources of liking based on social interaction - Close relationships - foundations of social self - Divorce & the detachment process.

### Text Books

1. Myers, D.G., & Twenge, J.M. (2017). *Social psychology* (12th ed.). New York, NY: McGraw – Hill Education.
2. Branscombe, N.R., Baron, R.A. & Kapur, P. (2017). *Social psychology* (14th ed.). Chennai, India: Pearson India Education Services Private Limited.

### Reference

1. Myers, D. G. (2002). *Social Psychology* (7th ed.). New York, NY: McGraw Hill Book Company.
2. Baron, A., & Byrne, D. (2002). *Social Psychology* (10th ed.). New Delhi, India: Prentice-Hall of India.
3. Baron, A., Branscombe, N., Byrne, D., & Bhardwaj, G. (2009). *Social Psychology* (12th ed.). New Delhi, India: Dorling Kindersley (India) Private Ltd.

## **Core XVII: GUIDANCE AND COUNSELLING PSYCHOLOGY**

### **UNIT I: NATURE AND SCOPE OF GUIDANCE AND COUNSELLING**

**Counselling and Guidance:** Meaning- Nature - Need and Functions of Guidance and Counselling - Emergence of Guidance and Counselling in India - Goals and Scope of Guidance and Counselling - Types of Counselling Services.

### **UNIT II: APPROACHES TO COUNSELLING AND THE COUNSELLING PROCESS**

Directive and non-directive approaches - Humanistic approach- Behaviouristic approach - Existential Approach - Eclectic Approach, **Counselling Process:** Preparation for counselling, Steps in the counselling process.

### **UNIT III: PSYCHOLOGICAL TESTING AND DIAGNOSIS**

Use of psychological tests in guidance and counseling - Types of psychological tests - Nature of a good psychological test - Test interpretation in counseling - Limitations of psychological tests - Diagnosis and its limitations.

### **UNIT IV: COUNSELLOR QUALITIES, SKILLS AND ETHICAL RESPONSIBILITIES**

Qualities of an effective counselor, **Counsellor skills:** Building Trust- Listening – Attending – Observing - Building Rapport - Demonstrating Empathy, Ethics in counselling.

### **UNIT V: SPECIAL AREAS IN COUNSELLING**

Family group consultation - Counseling Families Concerning Children - Counseling with Parents - Counseling the Delinquent - Marriage Counseling - Premarital Counseling - Counseling the Handicapped - Career Counseling - Adolescent Counseling- Role of Counselor in developing Good Mental Health.

#### **Text Books**

1. Rao, N. (2013). *Counselling and Guidance*. Chennai, India: Tata McGraw Hill.
2. Gladding, S.T. (2017). *Counselling: A comprehensive profession*. Chennai, India: Pearson.
3. Gibson, R. L., & Mitchell, M. H. (2007). *Introduction to counselling and guidance* (7th ed.). Upper Saddle River, NJ: Prentice Hall.

#### **Reference**

1. Nayak, A. K. (2007): *Guidance and counseling*. New Delhi, India: APH Publishing.
2. Barki, B. G., & Mukhopadhyay, B. (2008): *Guidance and counselling manual*. New Delhi, India: Sterling.
3. Kochhar, S. K. (1984). *Guidance and counselling in colleges and universities*. New Delhi, India: Sterling.

**Core- XVIII: PROJECT WORK / DISSERTATION**  
**(Introducing Research Component in Under-Graduate Psychology Course)**

- **Project work/Dissertation** is considered as a special course involving application of knowledge in solving / analyzing /exploring real life psychological variables.
- The objective of the Project work is to further the student"s critical thinking and scientific enquiry of psychological concepts through systematic investigation.
- Project work/Dissertation is prescribed for the 6<sup>th</sup> Semester Student and the student will be working under the teacher supervisor.
- The student is to undergo a 2 week data-collection field visit.
- Guides for the Project work will be allotted as per the student preference.
- The Project work may be a survey (fact findings or exploratory nature). collection of clinical case studies, a Problem solving assignment, Verification of existing or established theory and any other assignment as approved by the respective faculty guide and the HOD.
- The Project/Dissertation work consists of 15 credits.
- A Project/Dissertation work is a compulsory core paper.

**NORMS FOR EVALUATION FOR PROJECT REPORT**

**Maximum Marks: 100 (Project Report 75 + Viva Voce 25)**

1. Introduction	: 10 Marks
2. Methodology	: 15 Marks
3. Review of Literature	: 10 Marks
4. Results and Discussions	: 20 Marks
5. Summary and Conclusion	: 10 Marks
6. References or Bibliography	: 10 Marks

Project Report 75 Marks

Viva -Voce Examination: 25 Marks

Total 100 Marks



## **SBEC-V PSYCHOLOGY OF ADJUSTMENT**

### **UNIT-I: THE DYNAMICS OF ADJUSTMENT**

Adjustment: Meaning – The roots of happiness- Improving Academic Performance: Developing Sound Study Habits – Improving Your Reading – Getting More out of Lectures – Applying Memory Principles.

### **UNIT –II: PERSONALITY AND ADJUSTMENT**

Personality: Meaning - Personality traits – Psychoanalytic theory – Pavlov"s classical conditioning – Maslow"s theory – Eysenk"s theory.

### **UNIT – III: STRESS AND ADJUSTMENT**

The Nature of Stress – Major Types of Stress: Frustration – Conflict – Change – Pressure. Responding to Stress – The Potential Effects of Stress - Factors influencing stress tolerance – stress management.

### **UNIT – IV: INTERPERSONAL COMMUNICATION**

Process of Interpersonal Communication – Non-verbal communication – Toward More Effective Communication- Communication Problems – Interpersonal conflict – Developing Assertive skills.

### **UNIT- V: MARITAL ADJUSTMENT**

Moving Toward Marriage: The motivation to marry – Selecting a mate – Predictors of marital success. Marital Adjustment Across the Family Life Cycle - Vulnerable areas in Marital Adjustment – Divorce– Adjusting to divorce – Remarriage.

### **Reference**

1. Wayne Weiten, Margret A. Lloyd. (2004). Psychology Applied to modern Life: (7<sup>th</sup> Edition). Singapore: Thompson Wadsworth.
2. Crisp, R.J. and Turner, R.N. (2007). Essential Social Psychology. New Delhi: Sage Publications.

## **SBCE-VI CONSUMER BEHAVIOUR**

### **UNIT -I: INTRODUCTION**

Definition, scope, consumer roles, history of consumer behaviour and the marketing concept, contributing disciplines and application of consumer behaviour. Market segmentation: need, types – geographic, demographic, psychographic and life style. Product positioning: need and strategy.

### **UNIT- II: FACTORS INFLUENCING CONSUMER BEHAVIOUR**

Consumer motivation: needs, goals, motive arousal, reactions to frustration. Consumer Personality: nature, influences on consumer behaviour. Consumer emotions: nature, uses in advertising. Consumer Perception and its implications. Consumer Learning: Classical and Instrumental theories in the context of consumer behaviour.

### **UNIT- III: CONSUMER ATTITUDE AND COMMUNICATION PROCESS**

Attitude: functions, Tri-component attitude model and Katz"s models of attitude and attitude change. Post purchase attitude change: cognitive dissonance theory and attribution theory. Marketing communication: process, barriers, types of communication systems, Source, Message and Medium of Communication.

### **UNIT- IV: CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS**

Reference group: Nature, types and influences on consumers. Family life cycle stages, nature of household and purchases and family decision making and resolving conflict. Social class: Nature of social class, symbols of status, concept of money and social class, social class categories and consumer behaviour.

### **UNIT- V: CONSUMER DECISION MAKING**

Consumer decision: Stages in consumer decision process – situational influence, problem recognition, information search, evaluation of alternatives and selection, outlet selection and purchase and post purchase action. Organizational Buyer: nature, market structure and pattern of demand, characteristics, decision approach, purchase pattern and organizational buyer decision process.

### **Reference**

1. Kumar, A and Singh, K. (2013). Consumer Behaviour and Marketing Communication: An Indian Perspective 1st Edition. Dreamtech Press, New Delhi.
2. Schiffman LG and Kanuk LL (2007), Consumer Behaviour, 9<sup>th</sup> edition, Prentice-Hall of India Pvt Ltd, New Delhi, India
3. Batra Satish K and S.H.H. Kazmi (2004), Consumer Behaviour – Text and Cases, Excel Books, A-45, Naraina, Phase I, New Delhi, India.