



PERIYAR UNIVERSITY

PERIYAR PALKALAI NAGAR

SALEM – 636011

DEGREE OF BACHELOR OF SCIENCE

CHOICE BASED CREDIT SYSTEM

Syllabus for

B. SC. PSYCHOLOGY

(SEMESTER PATTERN)

**(For Candidates admitted in the Colleges affiliated to
Periyar University from 2017 - 2018 onwards)**

Syllabus for B.Sc. Psychology
(From 2017-18 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. ELIGIBILITY

Refer this office circular No: PU/R/AD-1/UG/PG/Programmes Eligibility/2019 Dated: 16-04-2019.

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 (10 X 2 = 20)

SECTION B (5 X 5 = 25)

SECTION C (3 X 10 = 30)

B. Sc. PSYCHOLOGY

PART	CODE	COURSE	Hrs / week	Credit	Internal Marks	External Marks	Total Marks
SEMESTER – I							
I	Languages	Tamil or any other Language - I	6	3	25	75	100
II	Languages	English - I	6	3	25	75	100
III	Core - I	Foundations of Human Behaviour - I	5	5	25	75	100
	Core - II	Social Psychology - I	5	5	25	75	100
	Allied - I	Principles of Management	5	5	25	75	100
IV	Value Education	Yoga	2	2	25	75	100
SEMESTER – II							
I	Languages	Tamil or any other Language - II	6	3	25	75	100
II	Languages	English - II	6	3	25	75	100
III	Core - III	Foundations of Human Behaviour-II	5	5	25	75	100
	Core - IV	Social Psychology - II	5	5	25	75	100
	Allied - II	Human Resource Management	5	5	25	75	100
IV		Environmental Studies	2	2	25	75	100
SEMESTER – III							
I	Languages	Tamil or any other Language - III	6	3	25	75	100
II	Languages	English - III	6	3	25	75	100
III	Core - IV	Developmental Psychology - I	5	5	25	75	100
	Core - VI	Psychological Statistics	5	5	25	75	100
	Allied - III	Business Communication	5	5	25	75	100
IV	NMEC - I	Psychology for Effective Living *	2	2	25	75	100
	SBEC - I	Stress Management	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							

PART	CODE	COURSE	Hrs / week	Credit	Internal Marks	External Marks	Total Marks
SEMESTER – IV							
I	Languages	Tamil or any other Language - IV	6	3	25	75	100
II	Languages	English - IV	6	3	25	75	100
III	Core - VII	Developmental Psychology - II	5	5	25	75	100
	Core - VIII	Research Methodology	5	5	25	75	100
	Allied - IV	Marketing Management	5	5	25	75	100
IV	NMEC - II	Personality Development *	2	2	25	75	100
	SBEC - II	Basics in Computer And Office Automation	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 – V							
III	Core - IX	Abnormal Psychology	5	5	25	75	100
	Core - X	Guidance and Counselling	5	5	25	75	100
	Core - XI	Experimental Psychology-I (Practical)	10	5	40	60	100
IV	SBEC - III	Organizational Behaviour	2	2	25	75	100
	SBEC - IV	Communicative Skills	2	2	25	75	100
SEMESTER – VI							
III	Core - XII	Biopsychology	5	5	25	75	100
	Core - XIII	Experimental Psychology-II (Practical)	10	5	40	60	100
	Core- XIV	Project work / Dissertation	-	15	-	-	100
IV	SBEC - V	Psychology of Adjustment	2	2	25	75	100
	SBEC - VI	Consumer Behaviour	2	2	25	75	100
		Extension Activities	1				
		TOTAL CREDITS	145				

B. Sc. PSYCHOLOGY

SEMESTER - I

CORE - I

FOUNDATIONS OF HUMAN BEHAVIOUR - I

Learning objectives:

To enable the students to

- know the history of psychology
- understand the physiological basis of behaviour
- understand the concepts of sensation and perception
- analyze various theories of learning

UNIT I : INTRODUCTION TO PSYCHOLOGY

Psychology – Meaning – Goals – History of Psychology: Structuralism, Functionalism, Gestalt Psychology, Psychoanalytic Psychology, Behaviorism. Modern perspectives of psychology: Psychodynamic, Behavioural, Humanistic, Biopsychology, Cognitive, Socio-cultural, Evolutionary. Scope of Psychology.

UNIT II : PHYSIOLOGICAL BASES OF BEHAVIOUR

Nervous system: Structure of the neurons – Neural impulse – Synapse – Neurotransmitter. Central nervous system: Brain – Spinal cord. Peripheral nervous system: Somatic nervous system – Autonomic nervous system. Structure of the Brain: the brain stem – Structures under the cortex – The cortex. The endocrine glands.

UNIT III : SENSATION

Sensation – Meaning. Vision: Psychological properties of light – Structure and functioning of the eye – Colour vision. Hearing: Psychological properties of sound - Structure and functioning of the ear – Theories of pitch. Other senses: Gustation – Olfaction – Kinesthetic sense.

UNIT IV : PERCEPTION

Perception – Meaning. The perceptual constancies: Size constancy – Shape constancy – Brightness constancy. The Gestalt principles of perception: Figure-ground – Proximity – Similarity – Closure – Continuity - Contiguity. Depth perception: Monocular cues – binocular cues. Perceptual illusions – Factors influencing perception.

UNIT V : LEARNING

Learning – Meaning. Theories of learning: Classical conditioning – Elements of classical conditioning – Pavlov's classical experiment. Operant conditioning: Thorndike's law of effect – B.F.Skinner's experiment – Concepts in operant conditioning. Kohler's insight learning – Bandura's observational learning – Tolman's latent learning.

REFERENCES

1. Ciccarelli, K.S and Meyer, E.G. (2012). Psychology. New Delhi: Dorling Kindersley Pvt, Ltd.
2. Feldman, S.R. (2004). Understanding Psychology. New Delhi: Tata Mc Graw Hill.
3. Morgan, King, Weiz and Schopler. (1998): Introduction to Psychology, 7th Edition, New Delhi, TATA McGraw Hill.

B. Sc. PSYCHOLOGY
SEMESTER - I
CORE - II
SOCIAL PSYCHOLOGY-I

Learning objectives:

To enable the students to

- know the origin and development of social psychology
- understand the social perception and the role of cognition
- understand the aspects of social identity
- analyze the differences in prejudice and discrimination

UNIT I: INTRODUCTION

Definition – Origins and Development of Social Psychology – Research Methods in Social Psychology: Experimental and Correlational Methods - Role of theory in Social Psychology.

UNIT II: SOCIAL PERCEPTION AND COGNITIONS

Social Perception: Nonverbal communication, attribution, impression formation and management – Social Cognition: Schemas and prototypes -Heuristics - Affect and Cognition

UNIT III: ATTITUDE AND CHANGING ATTITUDES

Attitudes: Forming attitudes: Social learning and Genetic factors – Persuasion: Traditional and cognitive approach -Cognitive dissonance.

UNIT IV: SOCIAL IDENTITY

Aspects of Social Identity: The Self: concept and self-esteem, self functioning: focusing, monitoring and efficacy, Gender: Maleness, femaleness and stereotypes – Bem's Androgyny – social diversity.

UNIT V: PREJUDICE AND DISCRIMINATION

Prejudice: Choosing whom to hate -Discrimination: prejudice in action - Origins of Prejudice: Direct intergroup conflict, racial violence, Social learning and social categorization. Prejudice based on gender and Striking back against prejudice.

REFERENCES

1. Baron, Robert A. and Byrne, D. (2001) Social Psychology 8th Edition, Reprint, Prentice-Hall of India Pvt Ltd, New Delhi, India
2. Brehm, SS. and Kassin, S.N. (1996). Social Psychology, 3rd Edition, Houghton Mifflin Company, Boston, USA.
3. Crisp, R.J. and Turner, R.N. (2007). Essential Social Psychology, Sage Publications India Pvt Ltd., New Delhi, India.
4. Myers, D.G. (2002). Social Psychology, 7th International Edition, McGraw Hill Companies, New York, USA.

B. Sc. PSYCHOLOGY
SEMESTER - I
ALLIED - I
PRINCIPLES OF MANAGEMENT

Learning Objectives:

To enable the students to

- know the Meaning of Management
- understand the Concepts of Planning and Decision Making
- analyze the Concept of Organization
- illustrate Leadership and Motivation
- experiencing Coordination and Control

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 Co-ordination. 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 BOOKS

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.

B. Sc. PSYCHOLOGY

SEMESTER - II

CORE - III

FOUNDATIONS OF HUMAN BEHAVIOUR-II

Learning objectives:

To enable the students to

- know and understand the concepts of memory and forgetting
- understand the consciousness
- understand the concepts of intelligence, thinking and role of language in thinking
- evaluate the different theories of emotions

UNIT I: MEMORY AND FORGETTING

Models of memory: Levels of Processing model – PDP model. Stages of memory: Sensory memory – Short-term memory – Long-term memory. Retrieval of long-term memory: Retrieval cues - Recall – Recognition. Forgetting; Curve of forgetting – Encoding failure – Decay theory – Interference theory.

UNIT II CONSCIOUSNESS: SLEEP, DREAMS AND HYPNOSIS

Consciousness – Definition. Sleep – Necessity and purpose of sleep – Stages of Sleep – Sleep disorders: Insomnia – Sleep apnea – Narcolepsy. Dreams – Freud's interpretation of dreams: Manifest content – Latent content. Hypnosis: Steps in hypnotic induction – myths about hypnosis – Theories of hypnosis.

UNIT III INTELLIGENCE

Intelligence – Definition. Nature- nurture issue on intelligence. Measurement of intelligence: Binet's mental ability test – Stanford -Binet and I.Q – The Wechsler tests. Theories of Intelligence: Spearman's theory – Gardner's multiple intelligence – Sternberg's triarchic theory. Mental retardation.

UNIT IV THINKING AND LANGUAGE

Thinking – Meaning. Mental imagery: Concepts – Prototypes. Problem solving and decision making: Methods in problem solving – Barriers in problem solving. Creativity – Divergent and convergent thinking. Language – Levels of language analysis – Relationship between language and thought.

UNIT V MOTIVATION AND EMOTION

Motivation – Meaning. Approaches to motivation; Instinct approach – Drive-reduction approach – Arousal approach – Incentive approach – Humanistic approach (Maslow's hierarchy of needs) – Self-determination theory. Emotion – Meaning. Theories of Emotion: James-Lange theory – Cannon-Bard theory – Schachter-Singer and Cognitive arousal theory.

REFERENCES

1. Ciccarelli, K.S and Meyer, E.G. (2012). Psychology. New Delhi: Dorling Kindersley Pvt, Ltd.
2. Feldman, S.R. (2004). Understanding Psychology. New Delhi: Tata Mc Graw Hill.
3. Morgan, King, Weiz and Schopler. (1998): Introduction to Psychology, 7th Edition, New Delhi, TATA McGraw Hill.

B. Sc. PSYCHOLOGY

SEMESTER - II

Core - IV

SOCIAL PSYCHOLOGY - II

Learning objectives:

To enable the students to

- understand the interpersonal attraction and its importance
- know the issues in relationships
- understand the social influences on behaviour
- differentiate the individual and group behaviour

UNIT I: INTERPERSONAL ATTRACTION

Meeting Strangers: Physical surroundings and positive and negative affect- Becoming acquainted: Need to affiliate and moving toward friendship and reciprocity

UNIT II: JOYS AND SORROWS IN RELATIONSHIPS

Initial interdependent Relationships: Close relatives and friendships and loneliness – Romantic relationships, Friendship versus loneliness, Romantic Relationships, Love and Physical Intimacy, Marital Relationships.

UNIT III: SOCIAL INFLUENCES, PRO-SOCIAL BEHAVIOUR AND AGGRESSION

Conformity and Compliance, Obedience – Pro-social behaviour: Responding to emergency, Factors that influence pro-social behaviour – Aggression and social determinants of aggression.

UNIT IV: GROUPS AND INDIVIDUAL BEHAVIOUR

Group formation and functions, social facilitation and loafing. Perceived fairness: Judgment of fairness and reactions to unfairness. Decision making by groups: Process, moderations and group think. Leadership: Who becomes and how leaders operate? - Transformational leadership.

UNIT V: APPLICATIONS OF SOCIAL PSYCHOLOGY

Social Psychology Applications: In legal system, In Business – Health Psychology – Environmental Psychology

REFERENCES

1. Baron, Robert A. and Byrne, D. (2001) Social Psychology 8th Edition, Reprint, Prentice-Hall of India Pvt Ltd, New Delhi, India
2. Brehm, SS. and Kassin, S.N. (1996). Social Psychology, 3rd Edition, Houghton Mifflin Company, Boston, USA.
3. Crisp, R.J. and Turner, R.N. (2007). Essential Social Psychology, Sage Publications India Pvt Ltd., New Delhi, India.
4. Myers, D.G. (2002). Social Psychology, 7th International Edition, McGraw Hill Companies, New York, USA.

B. Sc. PSYCHOLOGY
SEMESTER - II
ALLIED - II
HUMAN RESOURCE MANAGEMENT

Learning Objectives:

To enable the students to

- understand the basic concepts in HRM
- know HR planning and various Selection Procedures
- analyze the Concept of Career Planning
- apply Performance appraisal, Job Evaluation
- understand job Promotion and controlling Absenteeism

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 BOOKS

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

B. Sc. PSYCHOLOGY

SEMESTER - II

CORE - V

DEVELOPMENTAL PSYCHOLOGY I

Learning objectives:

To enable the students to

- know the perspectives on life span development
- understand the stages in prenatal development
- compare and contrast different stages in life span
- distinguish the various development in middle childhood

UNIT I : PERSPECTIVES ON LIFE SPAN DEVELOPMENT

Lifespan development – Meaning. Theoretical perspectives: Psychodynamic perspective – Behavioural perspective – Cognitive perspective – Humanistic perspective – Contextual perspective – Evolutionary perspective. Genes and Chromosomes – Transmission of genetic information – Genetic disorders and genetic counseling.

UNIT II : FERTILIZATION AND BIRTH

Fertilization – Stages of prenatal development – Prenatal environment. Birth process – Approaches to child birth – Birth complications – Preterm infants – Post mature infants. Newborn: Physical competence – sensory capabilities – social competence.

UNIT III : INFANCY

Physical development – Development of senses: Visual, auditory, smell, taste, pain and touch – Nervous system – Motor development: Reflexes – Gross and fine motor development. Nutrition. Cognitive development – Sensor motor stage. Language development.

UNIT IV : EARLY CHILDHOOD

Physical development – Motor development: Gross and fine motor skills. Cognitive development – Piaget's preoperational stage. Language development – Psychosocial development: Resolving conflicts – Gender identity – Friendship. Moral development: Piaget's view – Social learning approach.

UNIT V : MIDDLE CHILDHOOD

Physical development – Motor development – Cognitive development: Concrete operational thought. Language development – Psychosocial development :Self- esteem. Moral development. Relationship: Stages of friendship – Bullying – Gender and Friendship.

REFERENCES

1. Feldman, R.S. (2009). Discovering the Lifespan. New Delhi: Dorling Kindersley Pvt. Ltd.
2. Papalia, D.E, Olds, S.W and Feldman, R.D. (2004). Human development (9th edition). New Delhi: Tata McGraw-Hill.
3. Berk, E.L. (2007). Development through lifespan (3rd edition). New Delhi: Pearson Education, Inc.
4. Keenan, T and Evans, S. (2009). An Introduction to Child Development (2nd edition). New Delhi: Sage Publications.
5. Harris, M. (2008). Exploring Developmental Psychology: Understanding theory and methods. New Delhi: Sage Publications.

B. Sc. PSYCHOLOGY
SEMESTER - II
CORE - VI
PSYCHOLOGICAL STATISTICS

Learning objectives:

To enable the students to

- develop an understanding of various statistical techniques in terms of their assumptions, applications and behavior
- acquire competence to organize, summarize, and present data
- develop ability in analyzing and interpreting numerical data
- develop an understanding of various methods of Hypothesis testing
- understand the difference between Parametric and Non-parametric statistics

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- Making a Histogram-, Frequency Polygon-Making a Frequency Polygon.

UNIT II: CENTRAL TENDENCY & VARIABILITY

Central Tendency: The Mean- Calculation of Mean from Frequency Distributions-Calculation of Mean by Assumed Mean Method-Properties of Mean. The 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: THE CHI-SQUARE TEST AND OTHER 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 Kolmogorov and Smirnov Two Sample test- Precautions of the use of the Non-parametric tests.

REFERENCES

1. Arthur Aron, Elaine N. Aron, & Elliot J. Coups. (2006). 'Statistics for Psychology'. 4th Edition Pearson Education, New Delhi.
2. David Howell (2012). Statistical method for psychology (8th Edition). Cengage Learning.
3. Gordon Bear, Bruce M. King, & Edward W. Minium (2008). Statistical Reasoning in Psychology and Education. Wiley India Pvt. Limited.
4. Henry E. Garrett. (2006). 'Statistics in psychology and Education' Paragon International Publishers, New Delhi.
5. Gupta, S.P. (1999), Statistical Methods, Educational publication. (3rd ed), New Delhi.
6. Alan Agresti & Barbara Finlay (2013). Statistical Methods for the Social Sciences. Pearson Education Ltd.
7. Gary Heiman. (2013). Basic Statistics for the Behavioral Sciences (7th Ed), Cengage Learning.

B. Sc. PSYCHOLOGY
SEMESTER - III
ALLIED - III
BUSINESS COMMUNICATION

Learning Objectives:

To enable the students to

- understand the Business Communication
- learn to write the Business letters
- know the Concept of Bank and Company correspondence
- analyze and write Business Report

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

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

REFERENCE BOOKS

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.

B. Sc. PSYCHOLOGY

SEMESTER - III

NMEC - I

PSYCHOLOGY FOR EFFECTIVE LIVING

(Offered to the Other Department Students)

Learning objectives:

To enable the students to

- understand their self-concept
- acknowledge their body image
- analyze their decision making skills
- establish and maintain healthy interpersonal relationship

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.

B. Sc. PSYCHOLOGY
SEMESTER - III
SBEC - I
STRESS MANAGEMENT

Learning objectives:

To enable the students to

- understand the concept of stress and coping
- know the different type of emotions and its influence
- adopt various stress coping mechanisms
- apply different relaxation techniques and overcome their stress

UNIT-I: STRESS: MEANING AND NATURE

Nature of stress: Definition, stress response, types of stress and stressors. General Adoption Syndrome, Stress in changing world. Holistic approach to stress management: premise and nature. The power of adoption. Assessments: life stress questionnaire, poor sleep habits questionnaire and locus of control questionnaire.

UNIT-II: APPROACHES TO UNDERSTAND STRESS-I

The body and emotions components; The body-stress and chronic pain, anatomy and physiology, stress and immune system. Stress, disease connection and the dynamic of self healing. The Emotions-healthy and unhealthy emotions – anger, fear, joy and happiness; Exercises: physical symptoms questionnaire, creative altruism, stress.

UNIT-III: APPROACHES TO UNDERSTAND STRESS-II

The mind and spirit components: The Mind – ego, power of two minds, meaning in life and energy psychology. The Spirit-the neglect of human spirit and the dance of stress, spiritual potential and spiritual health. Exercises: stress-prone personality survey and stress and human spirituality.

UNIT-IV: STRESS COPING

Reframing, comic relief, assertiveness, boundaries. Effective resource management of time and money. Expressive art therapy. Creative problem solving. Exercises: Reframing: seeing from a bigger, clearer perspective, making a fickler notebook and building and maintaining personal stability, the human butterfly and the creativity project.

UNIT–V: RELAXATION TECHNIQUES

The wisdom of physical relaxation through sight, sound, smell, taste and the divine sense. The art of breathing-diaphragmatic breathing. The art of mediation – types and insightful meditation. Mental imagery, Massage therapy, Hatha yoga, Self-hypnosis and Autogenics and Nutrition. Exercises: Relaxation through five senses, breathing clouds meditation and rainbow meditation, self-massage, surya namaaskar, self suggestion and the rainbow diet.

REFERENCES

1. Seaward, B. L. (2016). Essentials of managing stress. Jones & Bartlett Publishers.
2. Palmer, S and Cooper, C. (2007). How to deal with Stress. New Delhi, Kogan Page India. Pvt Lt
3. Epstein, R. (2006). The Big Book of Stress-Relief Games. New Delhi. Tata McGraw - Hill Publishing Company.

B. Sc. PSYCHOLOGY

SEMESTER - III

CORE - VII

DEVELOPMENTAL PSYCHOLOGY-II

Learning objectives:

To enable the students to

- realize the importance of adolescence
- understand the stages in prenatal development
- recognize the issues of middle and late adulthood
- explain the concepts of death and dying

UNIT I: ADOLESCENCE

Physical development – Puberty. Cognitive development: Piaget's formal operations. Identity formation: Self-concept – Self-esteem – Marcia's approach to identity development. Relationship – Family ties – Relationship with peers – Popularity and rejection – Conformity – Juvenile delinquency.

UNIT II: EARLY ADULTHOOD

Physical development – Cognitive development: Post formal thought – Peery's approach – Schaie's stages of development. Social development: Seeking intimacy – Love: Passionate and compassionate love – Triangular theory - Choosing a partner. Parenthood – Choosing an occupation.

UNIT III: MIDDLE ADULTHOOD

Physical development – sexuality. Cognitive development – Personality development: Perspectives on adult personality development – Erikson's stage of generativity vs stagnation. Relationship: Marriage – Divorce – Empty nest – Boomrang children – Grandparenthood – Family violence. Work and leisure.

UNIT IV: LATE ADULTHOOD

Physical development – Health and wellness – Memory – Living arrangements – Institutionalism – Financial issues – Work and retirement – Relationship and marriage – Social network – Family relationship.

UNIT V: DEATH AND DYING

Death – definition. Death across lifespan: death in infancy and childhood – death in adolescence and adulthood. Death education – Process of dying – Choosing the nature of death – Caring for terminally ill – Bereavement and grief.

REFERENCES

1. Feldman, R.S. (2009). *Discovering the Lifespan*. New Delhi: Dorling Kindersley Pvt. Ltd.
2. Papalia, D.E, Olds, S.W and Feldman, R.D. (2004). *Human development* (9th edition). New Delhi: Tata McGraw-Hill.
3. Berk, E.L. (2007). *Development through lifespan* (3rd edition). New Delhi: Pearson Education, Inc.
4. Keenan, T and Evans, S. (2009). *An Introduction to Child Development* (2nd edition). New Delhi: Sage Publications.
5. Harris, M. (2008). *Exploring Developmental Psychology: Understanding theory and methods*. New Delhi: Sage Publications.

B. Sc. PSYCHOLOGY
SEMESTER - IV
CORE - VIII
RESEARCH METHODOLOGY

Learning objectives:

To enable the students to

- understand the different stages of research
- give insight into the various research methods
- identify and apply appropriate research tools
- acquire the skill of reporting the research

UNIT I: RESEARCH: MEANING AND TYPES

Research: Meaning – objectives – Types – Research Approaches – Significance of research – Research Methods versus Methodology – Research and Scientific method – Problems encountered by researchers in India. Ethical Principles in the conduct of animal research and research with human participants.

UNIT II: RESEARCH PROBLEMS, HYPOTHESIS AND LITERATURE

Major stages in research – Research problems: Nature – Sources – Defining and stating a problem – Criteria of a good problem. Hypothesis: Meaning – Types – Criteria – Formulating and Stating hypothesis – Basic concepts related to hypothesis testing. Review of Literature: Functions – Sources – The search for the literature – Criticism.

UNIT III: SAMPLING AND TOOLS OF RESEARCH

Sampling: Meaning – Types – Probability and Non-Probability sampling – sample size – Tools of research: Criteria for selection of tools – Factors related to construction of tools – Tools of different types: Observation – Interview – Questionnaire – checklist- Rating Scales: Merits and Limitations.

UNIT IV: RESEARCH METHODS

Normative Survey – Experimental Research – Variables and experimental control. Experimental designs: Pre-experimental designs – True experimental designs – Quasi experimental designs – Single subject experimental designs – Ex-post Facto Designs.

UNIT V: THE RESEARCH REPORT AND RESEARCH PROPOSAL

Style Manuals - Format of the Research Report - Thesis or Dissertation - Style of Writing - Reference Form, Pagination, Tables and Figures. Evaluating a Research Report. The Research Proposal.

REFERENCES

1. Kothari, C.R. (2008). Research Methodology – Methods and Techniques. New Delhi: Wiley Eastern Ltd.
2. Kundu. (2010). Research Methodology. New Delhi: Pearson Publishing.
3. Myers, J. (2008). Methods in Psychological Research. New Delhi: Sage Publications.
4. Coaley, K. (2009). An Introduction to Psychological Assessment and Psychometrics. New Delhi: Sage Publications.
5. Coolican, H. (2009). Research Methods in Statistics in Psychology. New Delhi: Rawat Publications.

B. Sc. PSYCHOLOGY
SEMESTER - IV
ALLIED - IV
MARKETING MANAGEMENT

To enable the students to

- know the basic Concepts in marketing
- understand Consumer Behaviour and Market segmentation
- analyze the Concept of Marketing Mix
- examine the Channels of distribution
- explore Personnel Selling e-business

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 BOOKS

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.

B. Sc. PSYCHOLOGY

SEMESTER - IV

NMEC - II

PERSONALITY DEVELOPMENT

(Offered to the Other Department Students)

Learning objectives:

To enable the students to

- understand the meaning and nature of personality
- analyze their attitudes for personal enrichment
- understand the concept of motivation and achievement motivation
- maintain healthy relationships with others in turn developing personalities

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.

REFERENCES

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.

B. Sc. PSYCHOLOGY

SEMESTER - IV

SBEC - II

BASICS IN COMPUTER AND OFFICE AUTOMATION

Common with Computer Science / BCA / IS

UNIT - I

Introduction to computers- five Generations of Modern Computers- Classification of Digital Computer Systems- Anatomy of a Digital Computer- Memory UNITS- Input and Output Devices- Auxiliary Devices.

UNIT - II

Getting Started: Starting a Program- Identifying Common Screen Elements- Choosing Commands- Finding Common Ways to Work- Getting Help with Office

UNIT - III

MS- WORD: Learning Word Basics- Formatting a Word Document- Working with Longer Document

UNIT - IV

MS-EXCEL: Creating a Simple Spreadsheet- Editing a Spreadsheet- Working with Functions and Formula-Formatting Worksheets – Completing Your Spreadsheet- Creating Charts.

UNIT - V

MS-POWERPOINT: Creating and Viewing Presentations- Editing Presentation- Working with Presentation Special Effects.

References:

1. Introduction to computers – Alex Leon, Mathew Leon (UNIT-I)
2. Microsoft office XP- fast and easy (UNIT- II, III, IV & V) Author: DIANE KOERS, Publisher: Prentice Hall of India Private Limited, New Delhi,2001.

B. Sc. PSYCHOLOGY
SEMESTER - V
CORE - IX
ABNORMAL PSYCHOLOGY

Learning objectives:

To enable the students to

- know the historical roots of psychopathology
- understand the classification system
- understand the different types of disorders, its causes and treatment

Unit I: Historical Roots, Methods of Diagnosis and Classification System

The Supernatural tradition- The Biological Tradition- the Psychological Tradition- the Present the Scientific method and an Integrative Approach. An integrative Approach to Psychopathology: One-Dimensional or Multi Dimensional Models- Genetic Contribution to Psychopathology- Neuroscience and Its Contribution to Psychopathology- Behavioral and Cognitive Science- Emotions. Methods of Assessment: Interview and Psychological tests-Problems in Assessment. Classification: DSM-V and ICD-10-Classification.

UNIT II Disorders of Childhood and Adolescence

Common Developmental Disorders: ADHD – Learning Disorders. Pervasive Developmental Disorders: Autism – Aspergers Syndrome – other disorders – Mental Retardation– Causes and Treatment. Eating Disorders: Anorexia Nervosa – Bulimia – Binge Eating Disorder– Causes and Treatment.

Unit III Disorders of Emotional Distress

Anxiety Disorder: Generalized Anxiety Disorder – Panic Disorder without Agoraphobia– Specific Phobia–Social Phobia – Post Traumatic disorders– Obsessive-Compulsive Disorder– Causes and Treatment. Mood Disorders: Major Depressive Disorder – Bipolar I Disorder – Bipolar II Disorder – Cyclothymic disorder– Causes and Treatment.

Unit IV Personality Disorders, Substance Related Disorder

Personality Disorders – Cluster A Personality Disorders – Cluster B Personality Disorders – Cluster C Personality Disorders – Causes and Treatment. Substance Related Disorder – Depressants – Stimulators – Opioids – Hallucinogens – Causes and Treatment.

Unit V Somatoform Disorders and Developmental Disorders

Somatoform Disorders: Hypochondriasis – Somatization Disorder – Conversion Disorder – Pain Disorder – Body Dysmorphic Disorder– Causes and Treatment. Developmental Disorders – Delirium – Dementia– Causes and Treatment.

References:

1. Barlow, D. H., & Durand, V.M. (2007). Abnormal Psychology, 4th ed. Pacific Grove: Brooks / Cole Publishing Co
2. Sarason, I. G. & Sarason, B. R., (2007). Abnormal Psychology. 10th ed. New Delhi : Pearson Education.
3. Alloy, L. B. & Riskind, J. H., Manos, M.J. (2005). Abnormal Psychology. 9th ed. Delhi: Tata McGraw Hill Publishing Company Ltd.

B. Sc. PSYCHOLOGY
SEMESTER - V
CORE - X
GUIDANCE AND COUNSELLING

Learning Objectives:

To enable the students to

- understand the nature, meaning and areas of guidance
- know the functions of guidance services and personnel
- know the historical roots of counselling
- understand counselling process and types of Counselling
- develop basic counselling skills

UNIT I: GUIDANCE: AN INTRODUCTION

Guidance: Meaning– Definitions - Characteristics - Classification - Need - Fundamental Objectives - Principles. Areas of Guidance: Guidance in Education, in Vocation and Avocation, in Social Relationship, in Promotion of Health- Guidance in Personal Problems. Group Guidance: Definition- Importance- Objectives-Tools and Techniques of Group Guidance.

UNIT II: GUIDANCE SERVICES AND PERSONNEL

Guidance services in India: Evolution of Guidance and Counselling Movement in India- Organization Guidance Services in India- Guidance at NCERT. The Guidance and Counselling Personnel: the Administrator- the Counselling Officer- - the Teacher- the Physical Instructor- the Parents- the Medical Staff and Others. Relationship between Guidance and Counselling.

UNIT III: COUNSELLING: AN INTRODUCTION

Counselling: Definitions– A Brief History. Counselling as Helping Profession - the Professional Counsellor - Traditional Activities - Basic Principles- Ethical and Legal Issues in Counselling. Role and Functions of Counsellors in School Setting- Counselling in Elementary Schools - Counselling in Secondary Schools - Counselling in Higher Education Institutes - Private Practice - Future Directions.

UNIT IV: INDIVIDUAL COUNSELLING

Theories of Counselling - Goals of counselling - The Counselling Process - Counselling Skills - Special Counselling Populations: Substance, Tobacco, and Alcohol Abusers - Women - Older Adults - AIDS Patients - Abuse Victims - People with Disabilities.

UNIT V: COUNSELLING FOR CAREER PLANNING AND DECISION MAKING Current Issues in Career Planning- Theories of Career Development and Decision Making - Implications of Career Theories for Counsellors - Career Counselling and the Development of Human Potentials - Career Planning and Decision Making in Schools and Non-school settings. Computerized career assistance systems.

REFERENCE

1. Ram Nath Sharma and Rachana Sharma. (2013). Guidance and Counselling in India. New Delhi: ATLANTIC Publishers & Distributors (P) LTD.
2. Gibson,R.L. and Mitchell,M.H. (2010). Introduction to Counselling and Guidance. New Delhi: PHI Learning Private Limited.
3. Kinra. (2010). Guidance and Counselling. New Delhi: Pearson Learning Inc.
4. Kottler, J.A. and Brown, R.W. (2000). Introduction to Therapeutic Counselling. New York: Brooks / Cole.
5. McLeod, J. (2009). Counselling Skills. New Delhi: Rawat Books Ltd.

B. Sc. PSYCHOLOGY

SEMESTER - V

CORE - XI

EXPERIMENTAL PSYCHOLOGY - I (Practical)

Learning Objectives:

To enable the students to

- Understand the concept of testing
- Understand the various psychological concepts
- Knowing tests to measure psychological concepts
- Learn the skill of administering psychological tests

Introduction

Definition of psychological tests -- Uses of psychological tests – Types of Tests – Test standardization: Reliability, Validity. Concept of experimentation - The experimental method. Psychological experiment: Experimental and Control group. Concept of Variable: Independent and Dependent, Relevant and Irrelevant, Qualitative and Quantitative, Continuous and Discrete. Control techniques in experimentation – Randomization, Matching and Counter balancing .

Psychological Tests

Attention:

Division of Attention Board with reset 6 digit impulse counter

Tachitoscope apparatus with Cards

Cutaneous Sense Spot Test

Perception

Muller-Lyer Illusion

Size Constancy

Kinesthetic Figural After Effect

B. Sc. PSYCHOLOGY

Learning

Maze Learning

Insight Learning

Card Sorting Tray with Cards for Habit Interference

Memory

Immediate memory

PGI memory scale

Long term memory

Problem Solving

Concept formation

Pyramid puzzle

Passi-Usha Test of Creative Problem Solving

Motivation

Level of aspiration

Intelligence

Raven's progressive matrices

Bhatia's battery of intelligence

Social intelligence scale

Interest

Thurston interest schedule

Minnesota vocational interest inventory

Vocational interest inventory for adolescents

Adjustment

Bell's adjustment inventory

Marital adjustment inventory

Global adjustment inventory

Personality

Eysenck's personality inventory

Rotter's I-E scale

16 personality factor

References:

1. Freeman, F. (1970). Theory and Practice of Psychological Testing. New Delhi: Oxford and IBH Publishing Co. Pvt. Ltd.
2. Woodworth, R.S. & Schlosberg, H. (1977). Experimental Psychology .Rev. ed. New Delhi: Oxford and IBH Publishing Co. Pvt. Ltd.
3. Rajamanickam, M. (2005). Experimental Psychology with Advanced Experiments. New Delhi: Concept Publishing Company.
4. Pareek, U. (2007). Training Instruments In HRD And OD. 2nd ed. New Delhi: Tata McGraw Hill Publishing Company Pvt. Ltd.
5. Anatasi, A., Urbina, S. (2009). Psychological Testing. New Delhi: Prentice Hall

Minimum of 10 experiments should be conducted**Evaluation:**

Internal Assessment – 40 Marks

External Assessment – 60 Marks

[Components of External Assessment]

Conduction : 10

Materials : 5

Plan & procedure : 5

Results & Discussion : 10

Viva-voce : 15

Record : 15

B. Sc. PSYCHOLOGY
SEMESTER - V
SBEC - III
ORGANIZATIONAL BEHAVIOUR

Learning objectives:

To enable the students to

- know the factors and facets of consumer behaviour
- understand the consumer behaviour in different setting
- understand the attitude of consumers and communication process
- develop basic skills decision making

UNIT- I: INTRODUCTION

Definition. Models of OB; autocratic, custodial, supportive, collegial and system. Historical evolution of OB. What managers do? Contributing disciplines to OB. Challenges and Opportunities. Case studies and exercises

UNIT- II: THE INDIVIDUAL IN ORGANIZATION

Foundations of Individual behaviour. Attitudes and Job satisfaction. Personality and values. Perception and individual decision making. Motivation concepts and applications. Emotions and moods. Case studies and exercises

UNIT- III: THE GROUP IN ORGANIZATION

Foundations of Group behaviour. Understanding work teams. Communication. Basic approaches to leadership and contemporary issues. Power and politics. Conflict and negotiation. Case studies and exercises

UNIT- IV: THE ORGANIZATION SYSTEM AND STRESS MANAGEMENT

Foundations of Organization structure. Work design. Organizational culture. Human resource policies and practices. Work stress and its management.

UNIT- V: ORGANIZATIONAL DEVELOPMENT

Organizational Change – Forces for Change. Managing planned change. Resistance to change. Approaches to managing Organizational change, Contemporary change issues.

REFERENCES

1. Stephen P. Robbins and Timothy A. Judge, Organizational Behaviour, 12th edition, 2007. Prentice-Hall of India Pvt Ltd. New Delhi.
2. Eugene McKenna, Business Psychology and Organizational Behaviour, 4th edition (Special Indian Edition) Psychology Press, Distributed by I K International Pvt. ltd, New Delhi.
3. John W. Newstrom, Organizational behaviour – Human Behaviour at Work, 12th edition, 2007. Tata McGraw Hill Publishing Company ltd, New Delhi.
4. John W Slocum and Don Hellriegel, Fundamentals of Organizational Behaviour, 2007. Thomson Learning. India.

B. Sc. PSYCHOLOGY
SEMESTER - V
SBEC - IV
COMMUNICATIVE SKILLS

Learning objectives:

To enable the students to

- understand the communication process
- understand the components of listening skill
- provide constructive feed back
- acquire questioning and presentation 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.

REFERENCES

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

B. Sc. PSYCHOLOGY

SEMESTER - VI

CORE - XII

BIOPSYCHOLOGY

Learning Objectives:

To enable the students to

- understand the foundations of biopsychology
- understand the Neurons, neuro- anatomy & neurotransmitter systems
- analyze the biological basis for learning, memory and emotion

UNIT I: INTRODUCTION TO BIOLOGICAL BASIS OF HUMAN BEHAVIOUR

Biopsychology- Definition- Meaning- Biopsychology and the Other Disciplines- Research in Biopsychological Approach- Divisions of Biopsychology. A model of biology of behavior- Human Evolution and the Evolution of the Human Brain- Evolutionary Psychology. Genetics- Chromosomes- Genetics of Human Psychological Differences.

UNIT II: THE NERVOUS SYSTEM, NEURON, BRAIN AND NEURAL CONDUCTION:

The Nervous System- Divisions of the Nervous System- Anatomy of Neurons- Glial Cells- Spinal Cord- Major Structures of the Brain. Neural Conduction and Synaptic Transmission: Neuron's Resting Membrane Potential- Conduction of Action Potentials- Synaptic Transmission Neurotransmitters- Synaptic Transmission and Behavior.

UNIT III: THE RESEARCH METHODS OF BIOPSYCHOLOGY

Methods of Visualizing and Stimulating the Living Human Brain: Contrast X-Rays- X-Ray Computed Tomography- MRI- PET- FMRI. Behavioral Research Methods of Biopsychology- Tests of the Common Neuropsychological Test Battery- Tests of Specific Neuropsychological Function- Frontal-Lobe Function.

UNIT IV: BIOLOGICAL BASIS OF LEARNING AND MEMORY

Major Scientific Contributions of H.M.'s Case- Amnesia of Korsakoff's, Alzheimer's, and After Concussion issues. Neuro anatomy of Object-Recognition Memory- The Hippocampus and Memory for Spatial Location. Areas of Memory: Inferotemporal Cortex- Amygdala- Prefrontal Cortex- Cerebellum and Striatum. - Synaptic Mechanisms of Learning and Memory.

UNIT V: BIOLOGICAL BASIS OF LANGUAGE AND EMOTION

Cognitive Neuroscience of Language- Functional Brain Imaging and the Localization of Language- Cognitive Neuroscience of Dyslexia. The Bio-psychological Investigation of Emotion- Aggression and Testosterone- Amygdala, Hippocampus and Fear conditioning-Stress and the Hippocampus Amygdala and Human Emotion- Medial Prefrontal Lobes and Human Emotion- Lateralization of Emotion.

REFERENCES

1. Pinel, J. P. J. (2011) Biopsychology, 8th Edition. Pearson Education, New Delhi.
2. Rozenweig, M. H. (1989). Physiological Psychology. New York: Random.

B. Sc. PSYCHOLOGY

SEMESTER - VI

CORE - XIII

EXPERIMENTAL PSYCHOLOGY - II (Practical)

Learning Objectives:

To enable the students to

- Understand the various psychological concepts
- Knowing tests to measure psychological concepts
- Learn the skill of administering psychological tests

Aptitude

Differential aptitude test

Clerical aptitude scale (Kiran Gupta)

A Battery of Mechanical Aptitude Test (Atmananda Sharma)

Leadership

Leadership Preference Scale (L.I. Bhushan)

Student leadership Attitude Inventory (Bhagwat Singh)

Personality Study of Student leadership (Pramod Kumar)

Creativity

The Wallach-Kogan Battery of Creativity instruments

Passi Tests of Creativity

Non-Verbal Test of Creative Thinking (Baquer Mehdi)

Emotion

Emotional Maturity Scale (R. Pal)

Emotional Competence Scale (R. Bharadwa)

Emotional Stability Test for children (A.S. Gupta)

Decision-making

Career Decision Scale (Samuel H. Osipow)

Decision making Capacity of Educational Administrators (Ashok Kr. Pandey)

Decision-making style questionnaire

Stress

Occupational Stress Scale (A.K. Srivastava)

Stress Index for Parents of Adolescents (Peter L. Sheras, Richard R. Abidin and Timothy R. Konold)

Parents Stress Measuring Scale (M.N. Palsane)

Anxiety

Sinha Anxiety Scale

Taylor's Manifest Anxiety Scale

Test Anxiety Scale for Children (Kumar)

Depression

Children's Depression Scale

Beck Depression Inventory-II

Reynolds Adolescent Depression Scale

Resilience

Resiliency Scales for Children and Adolescents -

A Profile of Personal Strengths (Sandra Prince-Embury)

Self-esteem

Self Esteem Inventories (School & Adult Form) (Stanley-Coopersmith)

Self-Concept Inventory

Self Confidence Inventory (D.D. Pandey)

Other tests used in education, clinic and counselling

Educational Interest Record (V.P. Bansal & D.N. Srivastava)

Eating inventory

B. Sc. PSYCHOLOGY

Indian adaptation of clinical analysis questionnaire

Minnesota Counselling Inventory (R.F. Berdie & W.L. Layton)

Pre Counselling Inventory (A. Schmilding)

References:

1. Freeman, F. (1970). Theory and Practice of Psychological Testing. New Delhi: Oxford and IBH Publishing Co. Pvt. Ltd.
2. Woodworth, R.S. & Schlosberg, H. (1977). Experimental Psychology .Rev. ed. New Delhi: Oxford and IBH Publishing Co. Pvt. Ltd.
3. Rajamanickam, M. (2005). Experimental Psychology with Advanced Experiments. New Delhi: Concept Publishing Company.
4. Pareek, U. (2007). Training Instruments In HRD And OD. 2nd ed. New Delhi: Tata McGraw Hill Publishing Company Pvt. Ltd.
5. Anatasi, A., Urbina, S. (2009). Psychological Testing. New Delhi: Prentice Hall

Minimum of 10 experiments should be conducted

Evaluation:

Internal Assessment	–	40 Marks
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External Assessment	–	60 Marks
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[Components of External Assessment]

Conduction	:	10
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Materials	:	5
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Plan & procedure	:	5
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Results & Discussion	:	10
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Viva-voce	:	15
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Record	:	15
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B. Sc. PSYCHOLOGY

SEMESTER - VI

CORE - XIV

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 6th 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

B. Sc. PSYCHOLOGY

SEMESTER - VI

SBEC - V

PSYCHOLOGY OF ADJUSTMENT

Learning Objectives:

To enable the students to

- Understand the concept of adjustment
- Analyze the relationship between personality and adjustment
- Understand the importance of adjustment in various life areas
- Explore the facets of marital 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.

REFERENCES

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

B. Sc. PSYCHOLOGY
SEMESTER - VI
SBEC - VI
CONSUMER BEHAVIOUR

Learning objectives:

- To know the factors and facets of consumer behaviour
- To understand the consumer behaviour in different setting
- To understand the attitude of consumers and communication process
- To develop basic skills decision making

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.

REFERENCES

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, 9th 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.