

**UNIVERSITY OF MADRAS**  
**M. Sc. Applied Psychology**  
**Choice Based Credit System**  
**(With effect from 2019-2020)**

**Eligibility Criteria:**

Pass in B.A./ B.Sc. in Psychology/Under graduate in other disciplines with Psychology as a core subject/Bachelor of Social Work (BSW) / UG degree in Nursing / Physiotherapy/BDS/MBBS.

**SEMESTER I**

| Course Components | Title of the Paper                         | Credits | CIA | UE | TOTAL |
|-------------------|--|---------|-----|----|-------|
| Core Paper I      | Cognitive Psychology                       | 04      | 25  | 75 | 100   |
| Core Paper II     | Theories of Personality                    | 04      | 25  | 75 | 100   |
| Core Paper III    | Biological Psychology                      | 04      | 25  | 75 | 100   |
| Core Paper IV     | Experimental Psychology (Practical – I)    | 04      | 40  | 60 | 100   |
| Elective Paper I  | Choose any one from the list of Electives* | 03      | 25  | 75 | 100   |
|                   | Soft Skill-I                               | 02      | 40  | 60 | 100   |

**SEMESTER II**

|                   |  |    |    |    |     |
|-------------------|--|----|----|----|-----|
| Core Paper V      | Applied Social Psychology                                  | 04 | 25 | 75 | 100 |
| Core Paper VI     | Research Methodology and Applied Statistics                | 04 | 25 | 75 | 100 |
| Core Paper VII    | Health Psychology  | 04 | 25 | 75 | 100 |
| Core Paper VIII   | Psychological Assessment (Practical II)                    | 04 | 40 | 60 | 100 |
| Elective Paper-II | Choose any one from the list of Electives*                 | 03 | 25 | 75 | 100 |
| EDP-I             | Choose any one from the list of Extra Disciplinary Paper** | 03 | 25 | 75 | 100 |
|                   | Soft Skill-II  | 02 | 40 | 60 | 100 |
|                   | Internship   | 02 |    |    |     |

**SEMESTER-III**

|                    |  |    |    |    |     |
|--------------------|--|----|----|----|-----|
| Core Paper IX      | Psychometry  | 04 | 25 | 75 | 100 |
| Core Paper X       | School Counselling   | 04 | 25 | 75 | 100 |
| Core Paper XI      | Counselling Skills and Techniques                          | 04 | 25 | 75 | 100 |
| Core Paper XII     | Organizational Psychology                                  | 04 | 25 | 75 | 100 |
| Elective Paper III | Choose any one from the list of Electives*                 | 03 | 25 | 75 | 100 |
| EDP-II             | Choose any one from the list of Extra Disciplinary Paper** | 03 | 25 | 75 | 100 |
|                    | Soft Skill-III   | 02 | 40 | 60 | 100 |

**SEMESTER-IV**

|                 |  |    |    |     |     |
|-----------------|--|----|----|-----|-----|
| Core Paper XIII | Training And Development                   | 04 | 25 | 75  | 100 |
| Core Paper XIV  | Project                                    | 08 | 50 | 150 | 200 |
| Elective IV     | Choose any one from the list of Electives* | 03 | 25 | 75  | 100 |
| Elective V      | Choose any one from the list of Electives* | 03 | 25 | 75  | 100 |
|                 | Soft Skill-IV                              | 02 | 40 | 60  | 100 |

**\* List of Elective Papers. Any five elective courses are mandatory.**

| <b>S.No:</b> | <b>LIST OF ELECTIVE PAPERS.</b>       |
|--------------|---------------------------------------|
| 1            | Sports Psychology                     |
| 2            | Psychopathology                       |
| 3            | Psychology for Personal Effectiveness |
| 4            | Behaviour Modification                |
| 5            | Positive Psychology                   |
| 6            | Marketing and Advertising             |
| 7            | Geriatric Psychology                  |
| 8            | Industrial Psychology                 |

**\*\* List of Extra Disciplinary papers. Any two extra- disciplinary courses are mandatory:**

| <b>S.NO:</b> | <b>LIST OF EXTRA DISCIPLINARY PAPERS.</b> |
|--------------|---|
| 1            | Literature and Psychoanalysis             |
| 2            | Essentials of Biochemistry                |
| 3            | Human Resource Development                |
| 4            | Internet And World Wide Web               |

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**UNIVERSITY OF MADRAS**  
**M. Sc. Applied Psychology**  
**(With Effect from 2019-2020)**  
**Syllabus**

**SEMESTER I**

**Core Paper I**  
**COGNITIVE PSYCHOLOGY**

**Credits: 4**

**UNIT I**

**Introduction**

Definition and Scope of Cognitive Psychology – Intelligence – Definition – Theories of Intelligence – Emotional Intelligence – Definition and its components – Artificial Intelligence – Definition and its applications.

**UNIT II**

**Attention, Perception**

The nature and definition of attention, perception– selective attention and division of attention – theories of attention – filter theory, attenuation theory, late selection theory – theories of perception – bottom up and top down process – Gestalt approaches to perception – Disruptions of perception – subliminal perception –

**UNIT III**

**Memory and Language**

Short term vs long term memory – types of long term memory – encoding, storage, and retrieval – working memory – definition and model – process of forgetting – memory distortions – reconstructive retrieval – eyewitness testimony – Language – properties of language- process of language comprehension- language and thought – language in social context.

**UNIT IV**

**Problem solving and creativity**

Problem solving cycle – types of problems – obstacles and aids in problem solving – knowledge and problem solving – creativity – definition – nature of creative people – blocks to creative thinking

**UNIT V**

**Reasoning and Decision making**

Types of thinking – categorical syllogisms – conditional syllogism – syllogistic reasoning – heuristics and biases and its types – types of decision making.

**REFERENCES:**

1. Kellogg, R.T. (2007). Fundamentals of Cognitive Psychology. New Delhi: Sage Publication.
2. Sternberg, R.J. (2009). Applied Cognitive Psychology. Perceiving, learning and remembering. New Delhi: Cengage Learning.
3. Parkin, A.J. (2000). Essential Cognitive Psychology. London: Psychology Press.
4. Smith, E.E., & Kosslyn, S.M. (2007). Cognitive Psychology. Mind and Brain. New Delhi: Prentice – Hall of India.
5. Robinson-Riegler, B., & Robinson-Riegler, G.L. (2008). Cognitive Psychology. Applying the science of the mind. New Delhi: Pearson Education.
6. Galotti, K. M. (2004). Cognitive Psychology. In and out of the laboratory. New Delhi: Wadsworth.

## Core paper II

# THEORIES OF PERSONALITY

**Credits:4**

### UNIT I

#### INTRODUCTION

Definition, Brief history of personality, Personality, the internet and social networking, and Varieties of personality measures.

### UNIT II

#### SOCIAL PSYCHOLOGICAL AND PERSONOLOGY APPROACH

**Erich Fromm** (Freedom Theory): Nature of human beings, Structure of personality, Development of Personality, application and evaluation.

**Harry stack Sullivan** (Interpersonal Theory): Nature of human beings, Structure of personality, Development of personality, Application and evaluation.

**Henry Murray** (Personology): Structure of personality, Development of personality, Current status and evaluation.

### UNIT III

#### EXISTENTIAL AND TRAIT APPROACH

**Rollo May**: Nature of human beings, Structure of personality, Development of personality, , Application and evaluation.

**Victor Frankl** : View of Human Nature, Key Concepts: Phenomenology, Death and Non-Being, Freedom, Responsibility, Isolation, Meaninglessness, Anxiety, Guilt, Will To Meaning and Authenticity.

**Gordon Allport** : Nature of human beings, Structure of personality, Development of personality, Assessment in Allport's theory, Application and evaluation.

**Raymond Cattell**: Nature of human beings, Structure of personality, Development of personality, Assessment in Cattell's theory, Application and evaluation.

### UNIT IV

#### SOCIAL LEARNING AND COGNITIVE APPROACH

**George Kelley** (Personal construct theory): Nature of human beings, Structure of personality, Development of personality, Assessment in George Kelley's theory, Application and evaluation.

**Mc Clelland** :Theory of motivation: Need for achievement, Power and Affiliation

**Eric Berne** : Basic Assumptions, Theoretical Principles, Eight Fundamental TA "Therapeutic Operations".

## UNIT V

### OTHER APPROACHES TO PERSONALITY

**Kurt Lewin (Field Theory):** Structure of Personality: Psychological environment, Life space, Differentiated person and environment, Connections between regions, Number of regions, Person in Environment, Locomotion and Communication, Restructuring of Life space, Levels of Reality, Time dimension, Development of Personality.

**Julian Rotter:** Locus of Control: Internal vs External control of Reinforcement, Age, Cultural, Behavioural and Physical Health Differences, Developing Locus of Control in Childhood and Reflections on Locus of Control.

**Marvin Zuckerman:** Sensation Seeking: Characteristics of sensation seekers, Behavioral and Personality differences, Cognitive process, Occupational preferences, Heredity vs Environment, Reflections on Sensation seeking.

**Martin E.P. Seligman:** Learned Helplessness in Elderly person, learned helplessness and Emotional Health; Explanatory Style: optimism and pessimism, Pessimism and depression, Development of learned helplessness in childhood, Reflections on learned helplessness.

**Indian Approaches to Personality :** The State of Consciousness; **Factors of Personality** - The Self, The Subtle Body, The Five Cognitive Senses, The Five Conative Senses, Mental Functions.

### REFERENCES:

1. Schultz, D.P., & Schultz, S.E. (2013). Theories of personality. 10th ed. New Delhi: Cengage Learning India Pvt. Ltd.
2. Even, A.B. (2010). An introduction to theories of personality. 7th ed. New York: Psychology Press.
3. Safaya, R. (1975). Indian Psychology. New Delhi: Munshiram Manoharlal Publishers.
4. Friedman, H.S., & Schustack, M.W. (2009). Personality: Classic Theories and Modern Research. 3<sup>rd</sup>ed. India: Dorling Kindersley India Pvt. Ltd.
5. Hall, C.S., Lindzey, G., & Campbell, J.B. (2007). Theories of Personality. 4th ed. New Delhi: Wiley India Pvt. Ltd.
6. Shaffer, D.V. (2009). Social and Personality Development. 6th ed. Belmont: Wadsworth Cengage Learning.
7. Reeves, A (2012). An Introduction to Counselling and Psychotherapy: From Theory to Practice. 1st ed. London: SAGE Publications Ltd.
8. Neukrug, E.S. (2012). Counseling Theory and Practice. 1st ed. Delhi: Thomson Press (India) Ltd.
9. McClelland, D.C. (1988). Human Motivation. London: Cambridge University Press.
10. Frager, R & Fadiman, J. (2009). Personality and Personal Growth. 6th ed. India: Dorling Kindersley India Pvt. Ltd.
11. Bischof, L.J. (1970) Interpreting Personality theories. 2nd ed. New York: Harper International.
12. Bryne, D. (1966). An introduction to Personality. 2nd ed. New Jersey: Prentice Hall.
13. Feltham, C., Hanley, T., & Winter, L.A. (2017). The SAGE Handbook of Counselling and Psychotherapy. 4th ed. London: SAGE Publications Ltd.

## Core Paper III

# BIOLOGICAL PSYCHOLOGY

**Credits:4**

### UNIT I

#### **Biological Psychology**

Definition and nature – Research methods in biological psychology – ethical considerations - Scope of biopsychology.

### UNIT II

#### **Structure & Functions of the Nervous System**

Basic features of the nervous system – Meninges - Ventricular system - Blood brain barrier - Autonomic and peripheral nervous system - Structure and function of spinal cord - Brain: divisions of the brain forebrain, midbrain, hindbrain, cerebellum and cerebral cortex.

### UNIT III

#### **Neurons & Neuronal Conduction**

Structure of neurons - Types and functions of neurons - Neuronal conduction - Communication between neurons - Synaptic conduction - neuro-transmitters-

Communication within a neuron – Neural communication: an overview, Measuring electrical potentials of axons, The membrane potential: Balance of two forces, The Action Potential, Conduction of the action potential. Communication between neurons- Structure of synapses, Release of the neurotransmitter, Activation of receptors, Postsynaptic potentials, Termination of postsynaptic potentials- Impact of neurotransmitters on human behaviour.

### UNIT IV

#### **Hormones And The Brain**

Hormonal action-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, Hormones and behaviour.

Sexual behavior and hormones: organizing effects of sex hormones, activating effects of sex hormones, neural mechanisms of sexual behavior, gender identity and gender differentiated behaviors; sexual orientation, hormones and the brain.

### UNIT V

#### **Neuropsychology and Neuro-rehabilitation**

Neuropsychology – definition and history -Lateralization - Localization of functions - Structure and functions of brain lobes – frontal, temporal, parietal and occipital lobes

Neuropsychology of psychiatric disorders such as schizophrenia, affective disorders, substance use disorders - Neuropsychological Rehabilitation: role of cognitive training in head injury & chronic psychiatric disorders, variables influencing prognosis.outcomes

#### **REFERENCES:**

1. Kalat, J.W. (2013). Biological Psychology. 11<sup>th</sup> ed. USA: Cengage Learning.
2. Walsh, K. (2008). Neuropsychology. New Delhi: B.I. Churchill Livingstone Pvt. Ltd
3. Pinel, J.P.J. (2011). Biopsychology. 8<sup>th</sup> ed. Boston: Pearson Education/ Allyn and Bacon.
4. Kalat, J.W. (2007). Biological Psychology. 9<sup>th</sup> ed. USA: Wadsworth – Thomson Learning.
5. Kolb, B. & Whishaw, I.Q. (2007). Fundamentals of human neuropsychology. 6th ed. New York: Worth Publishers.
6. Bear, M.F., Connors, B., & Paradiso, M. (2015). Neuroscience: Exploring the Brain. USA: Lippincott Williams and Wilkins.

## Core Paper IV

### EXPERIMENTAL PSYCHOLOGY

#### Credits: 4

Any 10 experiments of the following should be conducted, scored and recorded.

#### SUGGESTION AND OBSERVATION

1. Observation with a set of questions and photographs

#### LEARNING

2. Peterson's Rational Learning
3. Transfer of training – Mirror drawing Experiment

#### APTITUDE

4. David's Battery of Differential Abilities by S.Vohra
5. O' Connor's Tweezer Dexterity Test
6. Minnesota Rate of Manipulation Test

#### INTELLIGENCE

7. WAIS- Indian Adaptation by Prabha Ramalingasamy
8. Bhatia's Battery of Performance Tests
9. Seguin Form Board- (for children)

#### ATTENTION

10. Knox Cube Test
11. Span of attention – Tachistoscope
12. Division of attention
13. Distraction of attention

#### MOTIVATION

14. Level of Aspiration Test (Performance Based)

#### FATIGUE

15. Ergograph for measuring physical fatigue

#### REACTION TIME

16. (A) Simple Reaction Time & (B)Complex Reaction Time

#### CONCEPT FORMATION

17. Cards Test
18. Hanfmann and Kasnin Blocks

#### PERCEPTION

19. Time Perception Experiment
20. Muller-Lyre Illusion

#### THINKING

21. Free Association and Controlled Association

#### REFERENCES

1. Woodworth, R.S., Scholesberg. H., Kling, J.W., & Riggs, L.A. (1972). Experimental Psychology. London: Methuen young books
2. Anastasi, A & Urbina, S. (2004). Psychological Testing. New Delhi: Pearson Education Inc.
3. Cronbach, L.J.( 1949). Essentials of Psychological Testing. Oxford, England: Harper
4. Parameswaran,E.G., & Ravichandra, K. (2003). Experimental Psychology. Hyderabad, India: Neelkamal Publications Pvt. Ltd

## **SEMESTER II.**

### **Core Paper V APPLIED SOCIAL PSYCHOLOGY**

**Credits: 4**

#### **UNIT I**

##### **INTRODUCTION**

Definition, historical context of applied social psychology, various roles of applied social psychologist. Social Perception: Theories of Attribution, basic sources of bias, Impression formation and management. Social cognition: Heuristics and errors in social cognition.

#### **UNIT II**

##### **ATTITUDE, PREJUDICE AND DISCRIMINATION**

Attitudes and Behaviour: Formation of Attitude, How, when and why behaviour affect our attitude, Persuasion, Resistance to Persuasion, Cognitive Dissonance. Prejudice: Nature, Sources, Consequences, Techniques for minimizing prejudice, Discrimination: Prejudice in action.

#### **UNIT III**

##### **GROUP DYNAMICS AND LEADERSHIP**

Group: Nature, functions, types of group, theories of group formation, Social facilitation, Social loafing, Group think, Influence of minority. Leadership: Nature and impact in groups, Trait approach, Gender differences, Leader effectiveness, Transformational leadership.

#### **UNIT IV**

##### **INTERPERSONAL ATTRACTION, SOCIAL INFLUENCE AND AGGRESSION**

Interpersonal Attraction: Nature, Theories, Determinants. Conformity, compliance, Obedience: Classic studies, Factors influencing, the underlying principles. Aggression: Theories, types, causes, Prevention and Control.

#### **UNIT V**

##### **APPLICATIONS OF SOCIAL PSYCHOLOGY**

Applying social psychology: In Media, Legal System, Politics, Work settings, Community, Health and Environment.

#### **REFERENCES:**

1. Baron, R.A., & Branscombe, N.R. (2014). Social Psychology, 13<sup>th</sup> Edition. NY, USA: Pearson Education.
2. Myers, D.G., Sahajpal, P., & Behera, P. (2012). Social Psychology, 10<sup>th</sup> Edition, New Delhi: McGraw Hill Education(India) Private Limited.
3. Feldman, R.S. (2001). Social Psychology, 3<sup>rd</sup> Edition. NJ: Prentice Hall.
4. Schultz, W., & Oskamp.S. (2000). Social Psychology: An applied perspective, Upper Saddle River, NJ: Prentice Hall.
5. Schneider, F.W., Gruman, J.A., & M.Coutts, L.M. (2005). Applied social Psychology- Understanding and Addressing Social and Practical Problems. Thousand Oaks, California: Sage publications.

# **Core Paper- VI**

## **RESEARCH METHODOLOGY AND APPLIED STATISTICS**

**Credits: 4**

### **UNIT I**

#### **Introduction**

Science and Common sense, methods of knowing, objectives of research, types of research – basic research, applied research, action research – quantitative and qualitative research – difference between qualitative and quantitative research – their strength and weaknesses.- ethics in research and its importance.

### **UNIT II**

#### **Problem, hypotheses, variables**

Getting ideas for research, definition and criteria of problem statements and hypotheses, criteria for good hypotheses, types of hypotheses, type 1 and type 2 errors, definition and types of variables, controlling extraneous factors, constitutive and operational definitions of variables.

### **UNIT III**

#### **Sampling and Research designs**

Sampling – definition, sample size, effect and representativeness, types of sampling, methods of probability and non probability.

Research designs – meaning, purpose and principles – experimental design – pre-post experimental with and without control design, quasi experimental design, factorial design – ex post facto research design – single subject study design, longitudinal study design, survey research, cross sectional design - internal and external validity.

### **UNIT IV**

#### **Methods of data collection**

Data collection methods – quantitative methods – structured questionnaire, semi structured questionnaire, standardized tests – qualitative methods – focus group discussion, observation.

### **UNIT V**

#### **Statistics and Data analysis**

Levels of measurement - measures of central tendency – mean , median, mode – measures of variability – parametric statistics – Pearson's correlation, t – test, ANOVA – non parametric statistics – Spearman's rank order correlation, Chi square, Mann Whitney 'U' test. (Computing problems for, measures of central tendency, t test, correlation and chi square).

#### **REFERENCES:**

1. Evans, A. N., & Rooney, B. J. (2011). Methods in psychological research. New Delhi: Sage Publications.
2. Bordens, K. S., & Abbott, B. B. (2011). Research design and methods: A process approach. New Delhi: Tata Mc Graw Hill.
3. Mc Burney, D.H. (2007). Research methods. New Delhi: Thomson Wadsworth.
4. Sen, A. K., & Chandha N. K. (1988). Research in psycho-social issues. New Delhi: Akshat Pub.
5. Cozby. P.C. (2003). Methods in behavioural research. New Delhi: Mc Graw Hill Publishers.
6. Howell, D.C. (2002). Statistical methods for psychology. Belmont, CA: Wadsworth, Cengage Learning
7. Guilford, J. P., & Fruchter, B. (1978). Fundamental statistics in psychology and education. New York: Mc Graw Hill.
8. Garrett, H. E., & Woodworth, R. S. (1981). Statistics in psychology and education. Bombay: Vakils, Peffer and Simons Ltd.
9. Singh, A. K. (1990). Tests, measurements and research methods in behavioural sciences. Patna: Bharati Bhaban Publishers.
10. Kenneth, B. S., & Bruce, A. B. (2005). Research design and methods. New Delhi: Tata Mc Graw Hill Publishing Company Ltd.
11. Best, J. W., & Kahn, J. V. (2006). Research in education. New Delhi: Pearson Education.

## **Core Paper VII**

# HEALTH PSYCHOLOGY

**Credits: 4**

## UNIT I

### **Introduction to Health Psychology- Health Behaviour**

Health psychology- Definition and Need - role of health psychologists- The biopsychosocial model- scope of health psychology-Future challenges for Health care.

## UNIT II

### **Cognitive Behavioural models of Health Behaviour**

Health belief model, Theory of reasoned action and planned behavior— Health Protective behavior.

## UNIT III

### **Pain Management**

**Pain** - Definition and experience of Pain – theories of pain – specificity theory , gate control theory – measurement of pain – self reports, behavioural assessments, physiological measures- pain syndromes – headache, low back pain, arthritis, cancer pain.

## UNIT IV

### **Stress and Coping**

Stress- definition, types of stress, sources of stress- Psycho-neuro-immunology- theories of stress - Lazarus's Appraisal Model, Flight or fight response, General adaptation Syndrome, Alternative and complementary medicine for treatment of stress and pain – behavioural techniques for managing stress and pain – hypnotic treatment, biofeedback, cognitive behavioral therapy, emotional disclosure – Coping with stress - Coping and personal resources, external resources, Social Support, Coping Interventions.

## UNIT V

### **Adherence to Medical Advice**

Issues in adherence – factors predicting adherence to medical advice-improving adherence – healthier people – eating and weight control- factors in weight maintenance, overeating and obesity – exercising- types of physical activity, reasons for exercising, benefits of physical activity, adhering to physical activity programs.

## REFERENCES:

1. Taylor, S.E. (1995). Health Psychology. 6<sup>th</sup> ed. New Delhi: Tata McGraw Hill Publications.
2. Sarafino, E.P. (1994). Health Psychology. USA: John Wiley and Sons.
3. Boyer, B.A. & Palaria,I. (2008). Comprehensive Handbook of Clinical Health Psychology.USA: John Wiley & Sons.
4. Brannon, L, Feist, J, & Updegraff, J.A. (2007). Introduction to Health Psychology.CA: Cengage Learning.
5. Marks, D.F., Murray, M., Evans, B., Willig, C., Woodall, C., Sykes, C.M., & Woodall, C. (2008). Health Psychology: Theory, Research and Practice. 2<sup>nd</sup> ed. New Delhi: Sage Publications.

## **Core Paper VIII**

### **PSYCHOLOGICAL ASSESSMENT**

#### **(Practical II)**

#### **Credits: 4**

**Any 10 experiments of the following should be conducted, scored and recorded.**

#### **INTELLIGENCE**

1. Raven's Standard Progressive Matrices
2. Vineland Social Maturity Scale
3. Coloured Progressive Matrices
4. Gessell's Development scales
5. Bayley's Developmental scale.

#### **EDUCATIONAL ASSESSMENT**

6. Reading Assessment
7. Spelling Assessment
8. Study skills Inventory
9. Test Anxiety Scale

#### **NEUROLOGICAL ASSESSMENT**

10. Bender Gestalt test
11. WISC

#### **PERSONALITY**

12. 16 PF
13. MBTI
14. Big Five Dimensions
15. Neo- Personality Inventory
16. EPI (Revised)
17. MMPI

#### **PERSONALITY (PROJECTIVE TESTS)**

18. Thematic Apperception Test
19. Picture Frustration Test
20. Sentence Completion Test

#### **PSYCHOSOCIAL/ HEALTH ISSUES**

21. Multi- Dimensional Health Profile
22. Occupational Stress Inventory
23. Adjustment Inventory
24. Coping Skills Scales
25. Biofeedback
26. Self concept /Self Esteem Scale

#### **REFERENCES:**

1. Woodworth, R.S., Scholesberg. H., Kling, J.W., Riggs, L.A. (1972). Experimental Psychology. London: Methuen young books.
2. Anastasi, A & Urbina, S. (2004). Psychological Testing. New Delhi: Pearson Education Inc.
3. Kaplan, R.M., & Saccuzzo, D.P. (2004). Psychological Testing: Principles, Applications and Issues. 6<sup>th</sup> ed. UK: Wadsworth Publishers.

## **SEMESTER III**

# **Core Paper IX PSYCHOMETRY**

**Credits: 4**

## **UNIT I**

### **Test construction**

Defining the test. Selecting a scaling method. Representative scaling methods. Constructing the items. Testing the items. Revising the test. Publishing the test.

## **UNIT II**

### **Item Writing**

Item writing for Intelligence tests: Analogies, odd-man-out, sequences. Tests of ability and attainment: Content of items, multiple choice items. Advantages of multiple choice items. True-false items, matching items, choosing the item type. Other item types, arrangement of items for a test trial, guessing.

Constructing Personality Inventories-Problems in constructing personality Inventories. Writing items for personality Inventories: item forms, guidelines for item writing. Eliminating response sets. Item content.

## **UNIT III**

### **Constructing other types of tests**

Objective tests: Advantages, principles, stimulus-instruction situation, and response scoring parameters. Distinction between objective tests of ability, temperament and dynamics. Practical hints for objective test construction in personality and motivation. Differential motivation of different subjects. The influence of ability and achievement on objective test scores. Group vs Individual tests. Objective test dimensions. Projective tests-construction of projective tests. Item writing for mood and state scales. Attitude measurement: types of attitude scales.

## **UNIT IV**

### **Item analysis**

Important sampling variables for item analysis. Two indices in item analysis-correlations of items and the total score, choice of item –analytic statistics. Item scoring and item analysis-Item difficulty, Item discrimination, Item response theory. Selection of items after item analysis. Rewriting items. Failure to form a test.

## **UNIT V**

### **Test standardization**

An overview of the different types of reliability. Factors affecting reliability and validity- Generalizability of test scores. Using reliability information. Factors affecting reliability estimates. Special issues in reliability. Interpretation of reliability coefficient. An overview of the different types of validity. Validity coefficient and error of estimate-conditions affecting validity coefficient. Magnitude of validity coefficient.

Norms -Meaning and purpose of norms. Raw score transformation. Percentile and percentile ranks, standardized scores. Normalizing standard scores . t scores, stanines, sten scores and C scale. Selecting a norm group--age and grade norms. Local and sub group norms. Criterion referenced tests and norm referenced tests.

Standardizing the test-obtaining a representative normative sample. Sampling specific groups. Rules for sampling special groups.

### **REFERENCES:**

1. Anastasi, A & Urbina, S. (2004). Psychological Testing. New Delhi: Pearson Education Inc.
2. Gregory, R.J. (2017). Psychological Testing. 7<sup>th</sup> ed. USA: Pearson Education.
3. Husain, A. (2012). Psychological Testing, USA: Dorling Kindersley (India) Pvt. Ltd.
4. Kline , P.( 2015). A Hand book of Test Construction: Introduction to psychometric design. London: Routledge.

# **Core Paper X**

## **School Counseling**

**Credits : 4**

### **UNIT I**

#### **Introduction to guidance and counseling**

History, nature, scope and needs of guidance and counseling in schools, individual differences, the role of student advisor and teacher in school counseling - important features; School counseling for the 21st century.

### **UNIT II**

#### **Areas of Educational Guidance, Purpose, Functions, Guidance for Special Learners**

Gifted and Creative Students, Under Achievers, Students with Learning Disabilities. Assessment, Diagnosis, Counseling and Management of common childhood problems, School refusal, scholastic backwardness, conduct and emotional problems, Counseling adolescents regarding sexuality and substance abuse, Counseling parents and teachers.

### **UNIT III**

#### **Guidance Strategies for Social and Personal Problems**

Training and Development for self-confidence, Assertive training, Improving communication skills, Mental and Physical Methods of Relaxation; Self-improving Programs : study skills training, Problem Solving Techniques, Managing Motivation, Time Management, Remedies for Procrastination, Decision Making.

### **UNIT IV**

#### **Abuse Counseling**

Types of Abuse, Causal Theories of Abuse, Effects of Abuse, Statutory Requirements, Implications for Counsellors , Support Networks, Referral Processes.

### **UNIT IV**

#### **Legal and Ethical responsibilities in school counseling**

Legal concepts - Ethical standards - Government regulations - Maintaining good student records.

### **REFERENCES:**

1. Kochhar, S.K. (1984). Guidance and Counselling in Colleges and University. New Delhi: Sterling Publications Pvt. Ltd.
2. Berki B.G., & Mukhopadhyay, B. (1989). Guidance and Counselling. New Delhi: Sterling Publication Pvt. Ltd.
3. Fransella, F., & Dalton, P. (1990) Personal Construct Counselling in Action. UK: Sage Publication
4. Kochhar, S.K. (1984) Educational and Vocational Guidance in Secondary Schools. New Delhi: Sterling Publication Pvt. Ltd.
5. Pandey, K.P. (1985) Advanced Educational Psychology. Second Revised Edition India: Konark Publication Ltd.
6. Padus, E (1992) The Complex Aid to your Emotions and Your Health. Revised Edition. Pennsylvania: Rodale Press Emmaus
7. Sanderson . C. (2013). Counselling Skills for Working with Trauma: Healing From Child Sexual Abuse, Sexual Violence and Domestic Abuse. London: Jessica Kingsley Publishers.
8. Baker, S.B. & Gerler, E.R. Jr. (2004) School Counselling for the Twenty First Century. 4th ed. New Jersey: Pearson Education.

**Core Paper XI**  
**COUNSELLING SKILLS AND TECHNIQUES**

**Credits 4**

**UNIT I**

**Introduction to Counselling and Psychotherapy**

Definition of Counselling and Psychotherapy, History of Counselling and Psychotherapy, Goals of Counselling, Counselling as a distinct Profession, Current trends in the 21<sup>st</sup> Century , Personal and Professional aspects of Counselling, Personality and Background of Counsellor, Personal qualities of the effective Counsellor, Attribution and Systematic framework of Counselling and Supervision.

**UNIT II**

**Skills in Counselling: Skills in Relating Stage**

Showing attention and interest, reflecting feelings, managing Skills in Counselling: Counsellors as helpers, communication skills in counselling, counselling and helping process, micro skills in counseling . Skills in Relating Stage: Understanding internal frame of reference, resistance.

**UNIT III**

**Skills in understanding stage**

Assessing feelings, thinking and physical reactions, Assessing communication, challenges feedback and self-disclosure, monitoring, summarizing and identifying.

**UNIT IV**

**Skills in changing stage**

Coaching skills; speaking, demonstration and rehearsing, improving communication, thinking and actions, negotiation homework, terminating counselling .

**UNIT V**

**Professional and ethical issues in counselling**

Professional code of ethics in counselling, client diversity issues in counselling, distance counselling mediated by technology and social media.

**REFERENCES:**

1. American Counselling Association (2014). Code of Ethics. Alexandria: Author.
2. Corey, G. (2015). Theory and practice of counseling and psychotherapy Belmont, CA: Thomson Brooks/Cole.
3. Nelson-Jones, R. (2008). Introduction to counselling skills: Text and activities. London: Sage Publications.
4. Nelson-Jones, R. (2015). The theory and practice of counselling psychology (Sixth Edition). London: Sage Publications.
5. Nystul, M. S. (2015). Introduction to counseling: An art and science perspective. London: Sage Publications.
6. Smith, E.J. (2016) Theories of Counselling and Psychotherapy: An Integrative Approach, 2<sup>nd</sup> ed. Singapore: Sage Publications.

# **Core Paper XII**

## **ORGANISATIONAL PSYCHOLOGY**

**Credits : 4**

### **UNIT I**

#### **INTRODUCTION**

Scope and historical development of organizational psychology – Disciplines that contribute to the field of organizational behavior – challenges & opportunities for organizational behavior – basic OB model.

### **UNIT II**

#### **INDIVIDUAL**

Work motivation: Early and contemporary theories and their applicability today. Work attitude and Job satisfaction: Relation between attitude and behavior, Major job attitudes – Job satisfaction.

### **UNIT III**

#### **GROUP**

Foundation of group Behaviour: Classifying Groups – Group Properties – Group Decision Making – Work Teams: Types of Team – Creating Effective Team. Communication: Function, Barriers to Effective Communication. Leadership : Theories, Finding & Creating effective Leaders.

### **UNIT IV**

#### **THE ORGANISATION SYSTEM**

Organisational structure: Common & New organizational design, Organizational Design & Employee Behaviour – Organisational Culture : Creating and sustaining culture – creating ethical and positive organizational culture. Organisational Change – Forces for Change – Planned Change – Resistance to Change.

### **UNIT V**

#### **WORK ENVIRONMENT, ACCIDENTS AND SAFETY**

Music, Noise, Illumination, Colour, Vibration, Miscellaneous factor. Accidents and safety: Accident Proneness Principle, prevention and reduction of accidents.

### **REFERENCES:**

1. Saal, F.E., & Knight, P.A. (1987). Industrial / Organizational Psychology – Science and Practice. 2<sup>nd</sup> ed. Belmont, CA: Thomson Brooks/Cole.
2. Aamodt, M.G. (2015). Industrial / Organizational Psychology – An Applied approach, 7<sup>th</sup> ed. Belmont, CA: Wadsworth Cengage Learning.
3. Schultz, D. & Schultz, S.E. (2004). Psychology and Work Today. New Delhi: Pearson Education.
4. Robbins, S.P. (2005). Organizational Behavior. 11<sup>th</sup> ed. New Delhi : Prentice Hall of India Pvt.Ltd.

## **SEMESTER IV**

### **Core Paper- XIII Training and Development**

**Credits : 4**

#### **UNIT I**

##### **Nature and Meaning of Training and Development**

Training and Development – definition – difference between training and development activities – nature and scope – reasons for training skills – qualities of a trainer.

#### **UNIT II**

##### **Training and Assessment of Needs**

Training Need Analysis – reasons , method of data collection, criteria for data collection – training design- task analysis – basic learning styles of participants , factors influencing the learning process.

#### **UNIT III**

##### **Training methods**

Non-experiential training techniques – lecture method, audio visual assisted method, programmed instruction and computer assisted instruction method – suitability, advantages and limitations.

Experiential Training techniques: Experiential learning approaches, simulation, in basket techniques, case study, role playing, T – groups, group discussion, business games – suitability, advantages and limitations.

#### **UNIT IV**

##### **Technical Training Systems**

On the job and off the job technical training – training approaches to improve productivity and quality- TQM, TPM, 5-s concepts, Six Sigma, Quality circles and Kaizen.

#### **UNIT V**

##### **Evaluation of the training**

Purpose of evaluation, Kirkpatrick’s four levels of evaluation, guidelines for measuring the four levels, evaluation methods, ROI – process and benefits.

#### **REFERENCES:**

Camp, R.R., Blanchard, N.P., & Huszczo, G.E. (1986). Toward a more organizationally effective training strategy and practice. New Jersey: Prentice Hall.

1. Goldstein. I., & Ford, K. (2001). Training in organizations. 4<sup>th</sup> ed. CA: Wadsworth Thomson.
2. Landale. A. (2006). Advanced Techniques for Training and Development. New Delhi: Infinity Books.
3. Lynton, R. P., & Pareek, U. (2013). Training for Development. 3<sup>rd</sup> ed. New Delhi: India: Sage Publications.
4. Blanchard, N.P., & Thacket, J. W. (2009). Effective training: systems, strategies and practices. New Delhi, India: Pearson Education.
5. Biech, E. (2005). Training for dummies. Hoboken, NJ: Wiley Publishing Inc.
6. Songh, P. N. (1996). Training management development. 4<sup>th</sup> ed. Mumbai: Suchandra Publications.
7. Hardingham, A. (1998). Training essential – Psychology for trainers. London, England: Chartered Institute of Personnel and Development.
8. Agochiya, D. (2002). Every trainer’s handbook. New Delhi: Sage Publications.

# SYLLABUS FOR ELECTIVES

## 1. SPORTS PSYCHOLOGY

**Credits: 3**

### UNIT I

#### INTRODUCTION

Definition of sport psychology - Perspectives of Sport Psychology – Roles of sport psychologist – historical evolution of sport psychology – Understanding present and future trends – psychological orientation

### UNIT II

#### ATTRIBUTION, PERSONALITY AND MOTIVATION IN SPORTS

Self perceptual system - Attribution and control- Personality and sport – Measurement, theory, identification of psychologist role in understanding personality; Motivation – Approaches, theory, developing achievement motivation.

### UNIT III

#### EMOTIONS IN SPORTS

Arousal, Stress and anxiety – Understanding sources of stress and anxiety, managing stress; Achievement goal theories– Psychological characteristics of peak performance - Flow perspective of optimal experience; aggression and violence in sports – link between aggression and performance - situational factors affecting aggression- reduction of aggression.

### UNIT IV

#### SOCIOENVIRONMENTAL FACTORS

Group dynamics in sports and physical activity – Leadership – Definition, approaches, components of leadership, research, leadership training; Communication – Understanding and improving communication; Coaching effectiveness in sports domain – Social influence in sports – Competition and cooperation – Feedback, reinforcement and intrinsic motivation

### UNIT V

#### IMPROVING PERFORMANCE

Introduction to psychological skills training – Arousal regulation – Imagery – Self confidence – Goal setting – Fundamental goal concept: Path to process and performance success - Attentional processes in sports - Concentration – Exercise and psychological well-being – Exercise behaviour and adherence – Athletic injuries and psychology – Addictive and unhealthy behaviour – Burnout and overtraining.

#### REFERENCES:

1. Weinberg, R.S., & Gould, D. (2015). Foundations of Sport and Exercise Psychology. US: Human Kinetics
2. Williams, J., & Krane, V. (2014). Applied Sport Psychology: Personal growth to peak performance. US: McGraw Hill.
3. Horn, T.S. (2008). Advances in Sport Psychology. US: Human Kinetics.
4. Jarvis, M. (2006). Sports Psychology – A Students Handbook, Vol – 10. NY: Routledge.
5. Kremer, J., & Scully, D.M. (1994). Psychology in sports. London: Taylor & Francis.

## 2. PSYCHOPATHOLOGY

## **Credits: 3**

### **UNIT I**

#### **Introduction to Psychopathology**

Definition of Normality and Abnormality, DSM V classification of mental disorders, ethics of mental health professionals.

### **UNIT II**

#### **Anxiety Disorders, Obsessive Compulsive Disorder and sleep disorders - Symptoms and Causative factors**

Social phobia - generalized anxiety disorder, panic disorder and agoraphobia. Obsessive Compulsive Disorder - Sleep –wake disorders – insomnia, hyper somnolence, narcolepsy, circadian rhythm sleep disorder.

### **UNIT III**

#### **Personality Disorders - Symptoms and Causative factors**

Personality Disorders – Paranoid, Schizoid, Schiotypal, Antisocial, Borderline, Histrionic, Narcissistic, Avoidant, Dependent, Obsessive Compulsive.

### **UNIT IV**

#### **Mood disorders , Suicide and Substance related disorders – Symptoms and Causative factors**

Unipolar and Bipolar disorders – Warning signs of suicide, preventive measures of suicide. Substance related disorders – Alcohol and drug abuse and dependence.

### **UNIT V**

#### **Developmental Disorders – Symptoms and Causative factors**

Attention-Deficit, Autism spectrum disorder, Enuresis, Sleep walking, Tics, Specific Learning disorders, Intellectual Development disorder, Alzheimer's Disease.

### **REFERENCES:**

1. Barlow, D. H. (2015). *Abnormal Psychology: An Integrative approach*. 7<sup>th</sup> ed. New Delhi: Cengage Learning.
2. Whitbourne, S.K., & Halgin, R. P. (2016). *Abnormal Psychology: Clinical perspectives on psychological disorders*. 7<sup>th</sup> ed. Haryana, India: Mc Graw Hill Education Pvt. Ltd.
3. Butcher, J. N., Hooley, J. M., Mineka, S., & Dwivedi, C. B. ( 2017). *Abnormal Psychology*. India: Pearson India Education Services.

### 3. PSYCHOLOGY FOR PERSONAL EFFECTIVENESS

**Credits : 3**

#### **UNIT I**

##### **Understanding Self and self enhancement**

Self-Esteem- Definition, Self-Esteem metaphor, characteristics of individuals with low and high self-esteem; self-esteem enhancement techniques- auto suggestion, who am I exercise, King/Queen for the hour role play, reminiscence of positive memories. The phenomenal self, human freedom, self-concept and personal growth, self -actualization, goal setting, self-awareness, self enhancement skills.

#### **UNIT II**

##### **Understanding Emotions and Managing emotions**

Emotion-Definition, activation of emotions, experiencing emotions. Expressing emotions-expression and control, “I” message, non-verbal cues. Managing emotions – anxiety, fear, anger, jealousy, happiness.

#### **Unit III**

##### **Managing Stress**

Stress management techniques- rational emotive technique, autogenic relaxation, time management (Covey’s time management grid); thought stopping, positive self-talk, stress inoculation, managing time, relaxation techniques, physical fitness, nutrition, prayer, meditation.

#### **UNIT IV**

##### **Motivation**

Understanding motivation- push and pull motives, hierarchy of needs, individual differences; Basic needs- hunger and thirst, sleep and dreams, sex; psychosocial motives- stimulation, security, achievement. Personal motivation- incentives, self-direction, personal goals.

#### **UNIT V**

##### **Interpersonal Relations**

Meeting people- first impressions, mistaken impressions, shyness; interpersonal attraction- interaction and liking, physical attractiveness, likes or opposites; friendship- definition, mutual self -disclosure, same sex and opposite sex friends, staying friends or breaking up; loneliness

#### **REFERENCES:**

1. Duffy, K.G., & Atwater, E. (2005). Psychology for Living – adjustment, growth and behaviour today. 8<sup>th</sup> ed. Malaysia: Pearson- Prentice Hall.
2. Schafer, W. (2000). Stress Management for Wellness. 4<sup>th</sup> ed. USA: Thomson.
3. Sanghi, S. (2007). Towards Personal Excellence – psychometric tests and self improvement techniques for managers. 2<sup>nd</sup> ed. New Delhi: Response Books.
4. Rouillar, L. ( 2005). Goals and Goal setting – achieving measured objectives. 3<sup>rd</sup> ed. Chennai: Viva Books Pvt. Ltd.

## 4. BEHAVIOUR MODIFICATION

**Credits: 3**

### UNIT I

#### **Introduction to Basic concepts**

Definition and characteristics of behavior modification. Historical aspects. Areas of application. Reinforcement - factors that influence the effectiveness of reinforcement, schedules of reinforcement. Punishment - Factors that influence the effectiveness of punishment. Respondent conditioning, higher order conditioning, conditioned emotional responses, extinction of conditioned responses, discrimination and generalization of respondent behavior, factors that influence respondent conditioning.

Introduction to a functional behavioural analysis. Basic behavioural principles of the A-B-C contingency. Formal behavioural assessment.

### UNIT II

#### **Procedures to Establish new behavior**

Stimulus control: discrimination and generalization. Defining stimulus control, stimulus discrimination training, the three-term contingency. Generalization .

Shaping and its applications – method of using shaping, shaping of problem behaviors. Prompting and fading techniques. Types of prompts – method of using prompting and transfer of stimulus control (for example in autism). Chaining - analyzing stimulus-response chains, task analysis, backward chaining, forward chaining, total task presentation. Method of using chaining procedures.

Components of behavioral skills training procedures. Modeling, instructions, rehearsal, feedback.

### UNIT III

#### **Procedures to increase desirable behavior and decrease undesirable behavior.**

Differential reinforcement of alternative behavior, differential reinforcement of other behavior. Differential reinforcement of low rates of responding, antecedent control procedures. Using antecedent control strategies. Using punishment. Time out, response cost.

## **UNIT IV**

### **Other behavior change procedures.**

Token economy, practical considerations, implementing a token economy, applications of token economy, advantages and disadvantages of a token economy. Behavioral contract, components of a behavioral contract.

Cognitive behavior change procedures – assertiveness training, thought stopping.

Introduction to third wave therapies – Dialectical behavior therapy, metacognitive therapy.

## **UNIT V**

### **Overview of assessment, formulation and intervention in clinical conditions –**

depression, panic, OCD, GAD, and eating disorders.

**Anxiety reduction procedures** – Defining fear and anxiety problems, procedures to reduce fear and anxiety – relaxation, systematic desensitization, in vivo desensitization .

**Anxiety induction procedures** – implosive therapy flooding, aversive counter conditioning – use of electric shock, covert sensitization.

## **REFERENCES:**

1. Miltenberger, R.G. (2012). *Behaviour Modification: Principles and Procedures*. 5<sup>th</sup> edition. USA: Wadsworth Cengage Learning.
  2. Masters, J. C., Burish, T. G., Hollon, S. D. & Rimm, D. C. (1987). *Behaviour Therapy: Techniques and Empirical Findings*. 3rd edition. New York: Harcourt Brace Jovanovich College Publishers.
  3. Kanfer, F.H. & Saslow, G. (1965). Behavioral Analysis: An Alternative to Diagnostic Classification. *Archives of General Psychiatry, Vol 12(6), 529-538*.
- Simos, G. (2002). *Cognitive Behavior Therapy: A Guide for the Practicing Clinician, Vol 1*. London: Brunner-Routledge.

## 5. POSITIVE PSYCHOLOGY

**Credits :3**

### **UNIT I**

#### **POSITIVE PSYCHOLOGY**

Dimensions of Positive Psychology, Scope of positive psychology, basic themes of positive psychology; Assumptions, Importance, definitions and current status, Positive health – Wellness, psychological factors important to health, positive aging and coping.

### **UNIT II**

#### **HAPPINESS AND POSITIVE PSYCHOLOGY**

Positive traits – self-esteem, personal control. Emotion, motivation and well-being – components of emotions, moods and well-being, positive psychology and motivation, well-being and positive motivation, emotional intelligence.

### **UNIT III**

#### **SUBJECTIVE WELL-BEING**

Measurement, top-down and bottom-up predictors of subjective well-being; Virtue and strengths of character; Self-efficacy, hope and optimism – Meaning and its Importance, Neurobiology of self-efficacy, hope and optimism – Resilience; Wisdom and courage.

### **UNIT IV**

#### **LEISURE, FLOW, MINDFULNESS AND PEAK PERFORMANCE**

Flow and optimal experience, savoring; Love and well-being – Genes, hormones and marriage, varieties of love, relationship satisfaction, relationship stability, minding relationship, positive families, nurturing positive relationships.

### **UNIT V**

#### **GRATITUDE AND FORGIVENESS**

Meaning and its importance; Empathy and egoism; conflict resolution through communication skills; Prosocial behavior –altruism its meaning and components. Excellence, aesthetics, creativity and genius; Religion, spirituality and well-being; positive institutions and cultural well-being.

### **REFERENCES:**

1. Baumgardener, S.R., & Crothers, M.K. (2009). Positive Psychology. New Delhi: Pearson Education.
2. Synder, C.R. (2007). Positive Psychology. New Delhi: Sage Publications.
3. Compton, W.C., & Hoffman, E. (2013). Positive Psychology: The Science of happiness and flourishing. Belmont, CA: Wadsworth Cengage Learning.
4. Carr, A. (2004). Positive Psychology: The science of happiness and human strengths. NY: Brunner- Routledge.
5. Boniwell, I.(2012). Positive Psychology In a Nutshell: The Science of Happiness. 3<sup>rd</sup> ed. London: Mc Graw Hill.

## 6. MARKETING AND ADVERTISING

**Credits: 3**

### UNIT I

#### Introduction

Marketing in the twenty first century- Scope of marketing – Core marketing concepts- Direct and online marketing.

### UNIT II

#### Market segmentation

Market segmentation – levels and patterns of market segmentation – segmenting consumer and business markets - market targeting – marketing mix.

### UNIT III

#### The world of Advertising and Personality

Defining Advertising –functions of advertising – characteristics of an effective ad – advertising and psychology: the psychological principles behind how advertising works – personality and advertising: consumer innovativeness and related personality traits, cognitive personality factors – brand personality: role of advertisements in creating brand personality – user image, personality and color – uses of self image and altered image in advertising.

### UNIT IV

#### Selected Psychological Process in Advertising

Internal psychological process of consumer decision making – consumer motivation: translating Maslow's hierarchical needs into advertising techniques and consumer buying habits – attention and selective perception in advertising – subliminal perception and advertising – consumer's attitudes: multi attribute model, tricomponent attitude model, attitude toward the ad model – attitude change strategies – consumer learning process: classical, operant and cognitive learning models used in advertising.

### UNIT V

#### Communication and Creativity in Advertising

Basic model of communication: source, encoding, message, channel and decoding – traditional and alternative hierarchy models of communication – cognitive processing of communication models – creative process and creative advertising – types of appeals in advertisements.

### REFERENCES:

1. Belch, G.E., & Belch, M.A. (2007). Advertising and Promotion: An Integrated Marketing Communications Perspectives. 6<sup>th</sup> ed. New Delhi: Tata Mc Graw Hill Publications.
2. Wells, W., Burnet, T., & Moriarty, S. (2006). Advertising Principles and Practices. 6<sup>th</sup> ed. New Delhi: Pearson Prentice Hall.
3. Schiffman, L.G., & Kanuk L. (2005). Consumer Behavior. New Delhi: Pearson Education.
4. Kotler, P. (2001) Marketing management, Millennium edition. New Delhi: Prentice Hall of India.

## 7. GERIATRIC PSYCHOLOGY

**Credits : 3**

### **UNIT I**

#### **Physical & Cognitive aspects**

Oldage Today – Longevity & Aging – Physical Changes – Physical & Mental Health – Intelligence & Processing Abilities – Memory.

### **UNIT II**

#### **Psychosocial care for elderly**

Stability of personality Traits – Lifestyle & Social Issues related to Aging – Personal Relationships in Late Life – Consensual Relationships – Non-marital kinship Ties.

### **UNIT-III**

#### **Counselling for Elderly population**

Principles, dimensions, process. Counselling the older person, Common problems requiring counselling, Counselling under special situation, Socio Cultural, Physical, Psychological assessment, Mini mental status examination.

### **UNIT-IV**

#### **Nutrition and health promotion**

Need of dietary alteration, Energy needs of old, Formulation of diet for elderly, Diet related degenerative changes, Physical activity, Health risk in old age, Smoking, alcohol, Social issues, Abuse/neglect, dependency, Physical inactivity, Fall, Accident, Deafness, Low vision, Degenerative disorders: Dementia, Alzheimer and Parkinson's Disease.

### **UNIT V**

#### **Dealing with death and Bereavement**

Many faces of death – Facing Death & Loss : Psychological Issues - Death & Bereavement across the Life Span – Special Losses – Medical, Legal & Ethical Issues : “The Right to Die” – Finding Meaning & Purpose in Life & Death.

### **REFERENCES :**

1. Pathy, J.M.S., Sinclair, A.J., & Morley, J.E. (Eds.) (2006). Principle and practice of geriatric Medicine. 4<sup>th</sup> ed. England: John Wiley & Sons.
2. Dharmarajan. T.S., & Norman, R.A. (Eds.) (2003).Clinical Geriatrics. Boca Raton: Parthenon Pub. Group.
3. Cress, C.J. (2011). Handbook of geriatric care management, 3rd ed. Sudbury: MA: Jones and Barlett Learning.
4. Wachtel, T.J. & Fretwell, M.D. (2007). Practical guide to Care of the geriatric patients. Philadelphia: Mosby.  
Papalia, D.E., Olds, S.E., & Feldman, R.D. (2017).Human development. 9<sup>th</sup> edition. New Delhi: McGraw Hill.

## 8. INDUSTRIAL PSYCHOLOGY

**Credits : 3**

### **UNIT I**

#### **Introduction**

Industrial Psychology- Scope of industrial Psychologist's work – Consulting Organizations – History and development of the field – Major problems.

### **UNIT II**

#### **Industrial Labor Relation**

Introduction to industrial relation – objectives and functions of industrial labor relation – legal work of industrial relation – Condition for congenial industrial relation - Practices and challenges.

### **UNIT III**

#### **Workers participation**

Workers participation – objectives - factors influencing participation- forms of workers participation in India- status of workers participation management in India. collective bargaining and productive bargaining- negotiations and collective settlements .

### **UNIT IV**

#### **Trade Unions & Labor laws**

A brief study of trade Union- objectives and functions of trade Union, types of union structure- - Union Grievances - prevention of unfair labor practices act 1971 – Trade Union movement in India.Labour legislation relating to industrial relation - Trade Union Act 1926 - Industrial Employment ( standing order) Act 1946 - Industrial Dispute Act 1947 - The Factories Act 1948.

### **UNIT V**

#### **Engineering Psychology**

History and scope – Time & motion study- Person – Machine systems – Displays: presenting information– Controls – Human factors in everyday life – computers.

### **REFERENCES:**

1. Blum, M.L., & Naylor, J.C. (1949 ). Industrial Psychology. New York: Harper and Row.
2. Fossum, J.A. (2009). Labour relation , 10<sup>th</sup> ed. Boston: Mc Graw Hill Publications.
3. Srivastava .S. S. ( 1994). Industrial Relation and labour law. New Delhi: Vikas Publications.
4. Schultz, D & Schultz, S.E. (2004). Psychology and Work Today. New Delhi: Pearson Education.
5. Mc Cormick, E.J & Ilgen D.R. (1984). Industrial Psychology. New Delhi: Prentice Hall of India.

## **Syllabus for Extra Disciplinary Papers:**

### **1. LITERATURE AND PSYCHOANALYSIS**

#### **Credits : 3**

Psychoanalytic theory has been used by literary critics to analyze literary texts, films, characters and even cultures. This paper aims to introduce students to the various psychoanalytic methods and concepts and their application to literary case studies.

#### **UNIT I**

##### **INTRODUCTION TO PSYCHOANALYSIS**

Origin and development of psychoanalysis with reference to Sigmund Freud- Post-Freudian Theorists - Id, Ego and Superego – Dreams- Trauma

#### **UNIT II**

##### **PSYCHOANALYSIS AND LITERATURE**

Psychoanalysis and culture - Lacan's psychoanalysis of the unconscious- Fantasy and psychoanalysis

#### **UNIT III**

##### **PSYCHOANALYSIS AND FEMINISM**

Gender performance- Feminine subjectivity (Irigaray's views on femininity)

#### **UNIT IV**

##### **PSYCHOANALYSIS AND POSTCOLONIALISM**

Colonialism and its dehumanizing effects based on racial discrimination - Trauma of dislocation

#### **UNIT V**

##### **CASE STUDIES**

William Shakespeare's *Hamlet*- Bharathi Mukherjee's *Jasmine*

#### **REFERENCES:**

1. Abrams, M.H. (2015). A glossary of literary terms. 11th ed. Boston: Cengage Learning.
2. Akhtar, S. (1994). A third individuation: immigration, identity, and the psychoanalytic process. *Journal of the American Psychoanalytic Association*, 43, 1051–1084.
3. Andermahr, S. (Ed.) (2016). Decolonizing trauma studies: trauma and postcolonialism. Basel: MDPI.
4. Hopkins, L. (2005). Beginning Shakespeare. Manchester: Manchester University Press.
5. Bhugra, D. & Bhui, K. (Eds.). (2011). Textbook of cultural psychiatry. 1st ed. Cambridge: Cambridge University Press.
6. Evans, D. (1996). An introductory dictionary of Lacanian psychoanalysis. London: Routledge
7. Mitchell, J. (2000). Psychoanalysis and feminism: a radical reassessment of Freudian psychoanalysis. London: Penguin Books.
8. Mukherjee, B. (1989). *Jasmine*. New York: Grove Press.
9. Akhtar, S. (2011). Immigration and acculturation: mourning, adaptation and the next generation. Northvale: Jason Aronson.
10. Appignanesi, R. & Zarate, O. (2003) Freud for beginners. New York: Pantheon.
11. Elliott, A. (1994). Psychoanalytic theory: an introduction. 3rd ed. New York: Palgrave Macmillan.
12. Erikson, E.H. (1994). Identity and the life cycle. New York: W. W. Norton & Company. (Original work published in 1959).
13. Nobus, D. (Ed.) (2018). Key concepts of Lacanian psychoanalysis. London: Routledge. First published in 1997.
14. Tambling, J. (2012). Literature and psychoanalysis. Manchester: Manchester University Press.
15. Wright, E. (1992). Feminism and psychoanalysis: a critical dictionary. Oxford: Blackwell

## 2. ESSENTIALS OF BIOCHEMISTRY

**Credits :3**

### **UNIT 1**

#### **GENETIC DEVELOPMENTAL BIOLOGY**

Principles of Mendelian inheritance, Environment and gene expression: penetrance and expressivity; temperature, light, phenocopies. Environmental effects and twin studies; human intelligence. Prenatal diagnosis of genetic diseases- amniocentesis, karyotyping, DNA/RNA probes.

### **UNIT 2**

#### **NUTRITIONAL BIOCHEMISTRY**

Concepts of food and nutrition. Basic food groups- energy yielding, body building and functional foods. Calorific and nutritive value of foods. Basal metabolic rate (BMR) - definition, determination of BMR and factors affecting BMR. Physiological role and nutritional significance of carbohydrates, lipids and proteins. Role of dietary fiber.

### **UNIT 3**

#### **SPORTS BIOCHEMISTRY**

Muscle metabolic systems in exercise. Oxygen consumption and pulmonary ventilation in exercise. BMI; Ideal weight and assessment of muscle mass. Nutritional considerations for sports person:- Carbohydrate: Energy source for sports and exercise; Fat: Role as an energy source. Protein: Protein requirement during exercise, recovery process and protein supplement. Vitamins: Role of B-complex vitamins. Minerals: Role of Potassium and sodium.

### **UNIT 4**

#### **HEALTH & NUTRITION**

Health – definition, Factors affecting human health. Importance of health care of children, adults and elderly people. Balanced diet. Example of a low and high cost balanced diet – for infants, children, adolescents, adults and elderly people.

### **UNIT 5**

#### **CLINICAL BIOCHEMISTRY**

Disorders of carbohydrates metabolism: Diabetes mellitus-causes, types, Diagnosis-by GTT, Glycated Haemoglobin. Management- diet and life-style modifications.

Disorders of protein metabolism: Amino acid metabolism: Cystinuria, phenylketonuria, maple syrup disease, alkaptonuria, Albinism and Hartnup disease.

Disorders of lipid metabolism: Plasma lipids and lipoproteins. Atherosclerosis, Fatty liver and hyperlipidemia. Hypercholesterolemia, Lipidosis.

#### **REFERENCE:**

1. Devlin. T. M. (2014). Textbook of Biochemistry with Clinical Correlations, 7th ed. New York: John Wiley & Sons
2. Strickberger, M.W. (2002). Genetics. 3rd ed. New Delhi: Prentice Hall of India.
3. Browder, L.W., Erickson, C.A., And Jeffery, W.R. (1991). Developmental Biology. Philadelphia: Saunder college Publishing House.
4. Swaminathan, M. (1995). Principles of Nutrition and Dietetics. Bengaluru: Bappco Publishers.
5. Brody. T. (1998). Nutritional Biochemistry. 2nd ed. USA: Academic Press.
6. Dash, B. N. (2013). Health and Physical Education. New Delhi: Neelkamal Publications Pvt. Ltd.
7. Davidson, S & Passmore, J.R. (1986) Human Nutrition and Dietetics, 8th ed. Edinburgh: Churchill Livingstone.

### **3. HUMAN RESOURCE DEVELOPMENT**

**Credits : 3**

#### **UNIT I**

##### **INTRODUCTION**

Nature – Scope of Human resource management – Function and role of Human resource management in the organization- Changing trends and Challenges in human resource management.

#### **UNIT II**

##### **PROCUREMENT OF HUMAN RESOURCE**

Human resource Planning, Recruitment & Selection, Placement & Induction.

#### **UNIT III**

##### **COMPENSATION**

Components – Theories - Importance of an Ideal Compensation systems – Factors influencing Compensation – Plans & Challenges

#### **UNIT IV**

##### **APPRAISING AND JOB CHANGES**

Performance Appraisal – Job changes : Transfers, Promotions, Separations, Absenteeism and Labour Turnover.

#### **UNIT V**

##### **MAINTENANCE**

Health & Safety – Employee Welfare – Managing Ethical Issues in HRM. HR Audit & Evaluation.

#### **REFERENCES:**

1. Davis, K., & Newstrom, J.W. (2006) Human relations at work. New York: McGraw Hill.
2. Decenzo, D., & Robbins. S.P. (1988) Personnel/Human Resource Management, 3<sup>rd</sup> Ed, New Delhi: Prentice Hall of India.
3. Dessler, G. (1999). Human Resource Management : New Delhi: Prentice Hall of India.
4. Ashwathappa. K. (2005) Human Resource and Personnel Management. New Delhi: Tata McGraw Hill Publishers.

## **4. INTERNET AND WORLD WIDE WEB**

**Credits: 3**

### **UNIT I**

#### **OVERVIEW OF NETWORK**

Terminals, Communication Processors - Communications media - Telecommunication software - Types of Networks - Network Topologies, Network Protocols –Networks connecting devices - Intranet.

### **UNIT II**

#### **INTERNET**

Introduction – Internet access- Internet Basics – Internet Protocols – Internet addressing.

### **UNIT III**

#### **WORLD WIDE WEB**

Web pages and HTML – Net surfing – Web browsers – Searching the Web – Internet chat – Creating your presence on the web.

### **UNIT IV**

#### **INTRODUCTION TO COMPUTER SECURITY**

Types of computer crimes - Computer security – Crime and security – Computer crime by authorized and unauthorized users – Cryptography.

### **UNIT V**

#### **COMPUTER VIRUSES**

Introduction – Virus prevention guidelines – Types of Viruses – characteristics of Viruses- Categories of viruses – Anti-virus software.

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2. Nagpal, D.P. (1999). Computer Fundamentals – Concepts, Systems & Applications. India: S. Chand & Company Ltd.
3. Leon, A., & Leon, M. (1997). Internet for Everyone. India: Vijay Nicole Imprints Pvt. Ltd..
4. Deitel, P.J., & Deitel, H. M. (2007). Internet & world Wide Web: How to program. 4<sup>th</sup> ed. New Jersey: Pearson International.
5. Grauer, R.T., & Barber, M. (2003).Internet and World Wide Web. US: Pearson Prentice Hall.

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