FACULTY OF SOCIAL SCIENCES

Syllabus for
MASTER OF ARTS
IN
PSYCHOLOGY

(With effect from Academic Year 2017-18 And Onwards)

DEPARTMENT-OF POST-GRADUATE STUDIES &
RESEARCH IN PSYCHOLOGY
## Course outline and Syllabus for Master of Arts (M.A.) in Psychology under Choice Based Credit System (CBCS) For the Academic year 2017-18 onwards

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I SEMESTER (TOTAL NO. OF CREDITS: 24)

Hard Core Papers (Total Credits: 16)
HC 1.1: HISTORICAL PERSPECTIVES OF PSYCHOLOGY (CREDITS: 04)
OBJECTIVES:

i. To provide an overall view of the history of psychology, the different system and current trends.

ii. To enable the students to have sound theoretical foundation with regard to various concepts and topics.

CONTENTS:


References


5. Murray (1975)The History of Western Psychology
HC 1.2. PHYSIOLOGICAL PSYCHOLOGY (CREDITS: 04)

OBJECTIVES:
The course is designed to orient the student to know the physiological basis of behaviour and to enable the student to understand structural, electrical correlates of behaviour.

CONTENTS:
1. Introduction- nature and scope of physiological psychology Methods and strategies of Research Neuroanatomical basis of behaviour
5. Psychophysiology of Emotion– Central, somatic, Autonomic responses in emotional states Endocrine correlates.

References:
HC 1.3 RESEARCH METHODOLOGY & STATISTICS (CREDITS 04)

OBJECTIVES:

i) Acquaint students with the scientific methodology for understanding research in psychology.

ii) Understanding the procedure of preparing research proposal and report writing.

CONTENTS:

1. Meaning of Research: Objective, types approaches, significance of research methods vs. methodology, research processes flowchart; Criteria of good research, problem encounter by researcher in India. Meaning and definition of a research problem: What is research problem? Selecting the problem; necessity of defining the problem; techniques involved in defining the problem: an illustration Nature of hypotheses; testing the hypotheses. Sampling: The principles of randomization; random assignment; sample size- types of sampling.

2. Concepts, constructs and variables: Types of variables control of relevant variable Constructive and operational definitions of constructs and variables.

3. Research Design: Meaning of research design; need for research design, features of a good design; important concepts relating to research design, Different research designs Basic principles of experimental design. Need for control group. Types of research : Expost facto research, Laboratory experiments, Field experiments, Field studies and survey research.

4. Methods of data collection–Interviews and interviews schedules; objectives tests and scales; observation of behaviour Projective methods; available materials and content analysis Sociometry; the semantic differential; case study.

5.a. Frequency, distribution proportion, of frequency tables-graphic representation.

Measures of central tendency and normality: The mean, mode and median; when to use various measures of central tendency. Measures of variability, range quartile deviation, mean deviation, standard deviation, coefficient of variation and percentile ranges

5.b. Testing of Significance— Significance of mean, SD; difference between means, SDs Analysis of variance (ANOVA): one-way and two-way. Elementary theory of correlation and regression Factor analysis

References

6. Garret: Statistics in Psychology and Education
7. Guilford: Fundamental of statistic in Psychology and Education.

HC 1.4: EXPERIMENTAL PSYCHOLOGY: PRACTICAL I – (Credits: 04)

OBJECTIVES:

1. Make aware of the significance of experimental psychology in terms of theoretical background of each and every experiment conducted.
2. Students are required to carry out all the experiments and submit duly completed reports of each experiment as and when it is completed.

CONTENTS:
1. Muller Lyer Illusion
2. Depth Perception
3. Mapping the colour zones
4. DL for Lifted Weights
5. Auditory Localization
6. Visual Acuity
7. Colour Blindness
8. Two point limen in tactual localization
9. Measurement of space Error
10. Verification of Weber’s Law

REFERENCES:

SOFT CORE PAPERS (TOTAL CREDITS: 08)(Any Two)

S.C. 1.1. FOUNDATIONS OF SOCIAL BEHAVIOUR (CREDITS 04)

OBJECTIVES:

i. To study various social phenomena for understanding human behaviour.
ii. To understand the applications of various social phenomena.

CONTENTS:
1. Introduction -- Theories and methods of social psychology: Scope of social psychology, subject matter; theories of social psychology Methods of research. Social perception, social cognition and attribution; knowing others and ourselves Attribution processes; understanding the social world.
2. Communication; verbal and non-verbal Language and thought; psycholinguistics and sociolinguistics. Attitudes; Formation of attitudes; theoretical approaches, Attitude change--theories
3. Prejudice and Discrimination: Origin and nature; measurement; reduction. Aggression: Meaning and factors affecting aggression Theoretical approaches to aggression, Prevention and reduction
4. Attraction and Pro-social Behaviour -- Interpersonal attraction; love and human sexuality; helping others.

References:
S.C. 1.2. LIFE SPAN PSYCHOLOGY: (CREDITS 04)

OBJECTIVES:
  i) To study development process across life span
  ii) To understand applications and hazards with regard to growth and development

CONTENTS:

1. Defining life span development. Methods of developmental research. Theories of human
development. Freudian, Piaget, Contextual Genetics and environment prenatal and perinatal

2. Physical development across life span. Growth during childhood, spurt during puberty, physical
growth and sexual maturity, appearance and structure during adulthood, menopause and male
climactic. Slowing down, disease, disability and death.

3. Cognition. Development during adolescent, growth beyond formal operation site, aging and
cognitive skills. Intelligence, creativity, learning and memory across life span. Language and
moral development. Changes in moral reasoning.

4. Socio emotional development. Attachment, love and marriage, intimacy, sexuality, parenthood,
parent child conflicts, parenting styles, family life cycle, family relationship in later years grand

5. Educational and vocational development. School and scholastic achievement, adult learning,
lifelong learning. Work, preparation for work, Theories of career development balancing marriage
and work. Work in middle age, retirement. Healthy adjustment.

References:

   Erthaum Associates, Landon.

2. Heatherington- ENA Parke, RD (3rd)

3. Child psychology, McGrand Hill (international student Ed.)

S.C. 1.3. INDIGENOUS PSYCHOLOGY: (CREDITS 04)

OBJECTIVES:

I) Develop a culturally sensitive perspective on psychological processes.
II) The course intends to initiate students into the emerging field of Indian indigenous psychology.

CONTENTS:

1. Introduction: Diverse perspectives on the discipline of psychology; Biological, social cultural; the debate on scientific paradigm and its implications for indigenous psychology; Perspective on psychology: Worldview and perspectives on reality;
2. Methods of knowing in Indian tradition with reference to Sankhya, Vedanta; Yoga and Buddhism
3. The Notion of self:The problems of self and understanding ;The notions and mind, consciousness and spirituality; Health and wellbeing: Yoga and Meditation; Pranayama, Mudra, Bandhas, Pratyahar, Dharma, Dhyana, Compassionate action.
4. Values, Morality and justice: Indian perspectives; Conceptualizing man- environment relationship ; Social behaviour- the challenges of individuality and relatedness;Insights into organizational dynamics: Leadership, Values and Motivation.
5. Human development:The idea of child; Organizational of adult life ; Process of aging;Motivation: Intrinsic motivation, ideas of Anasakti, word happiness

Readings:


II SEMESTER (TOTAL NO. OF CREDITS: 24)

HARD CORE PAPERS (TOTAL CREDITS: 16)

HC 2.1 COGNITIVE PSYCHOLOGY (CREDITS 04)

OBJECTIVES:

i. To understand the significance of cognitive processes for understanding human behaviour, especially memory, language and problem solving.
ii. To learn the principals of creativity, reasoning and decision making.

CONTENTS:

1. Introduction: Origin and current status of cognitive psychology; Pattern recognition/Object recognition; Template matching theory; feature-analysis Models, Recognition –by – components models: Top-down processing; Attention processes: Bottle neck theories, capacity theories, Automatic processing; Neuro science research an attention consciousness.
2. Memory :Models of memory Atkinson Schiffrin model: Levels of processing models, Tulving’s Episodic Semantic and Procedural models; McClelland’s PDP approach, Baddeley”s working
memory: semantic memory, Feature comparison model; neuroscience model, Exemplar Approach and Prototype approach.

3. Language, comprehension: Spoken language; Speech perception, constituent structure, transformational grammar, Factors affecting comprehension; reading: perceptual process and theories of word recognition; discovering meaning; inference in reading;

4. Language production: Speaking; selecting the context; errors in speaking; gestures and context; writing comparison between speaking and writing; cognitive tasks involved in writing; Bilingualism; advantages and disadvantages; code switching and second language proficiency.

5. Problem solving: Understanding the problem; Attention, methods representing a problem; Problem solving approach; The Means ends heuristics, Analogy approach. Logical Reasoning conditions reasoning; Errors in conditional reasoning syllogisms; Factor affecting syllogism; Errors in syllogistic reasoning. Decision making: The Representative Heuristics; Availability Heuristics; Anchoring and Adjustment Heuristic, The framing effect, overconfidence.

REFERENCES:

HC 2.2 PSYCHOLOGICAL TESTING (CREDITS 04)

OBJECTIVES:

i) To know the nature of psychological testing and the principles of test construction

ii) To understand different types of tests and their applications

CONTENTS:

1. Introduction: General nature testing. Uses of tests, Classification of tests; nature of mental tests.


3. Interpretation of Test Score: Statistical concepts: Development of norms, percentile ranks, standard scores, etc.,

4. Scales and Inventories: Meaning. Types of rating scales, Problems in rating; sociometry.

References


HC 2.3 EXPERIMENTAL PSYCHOLOGY - PRACTICAL-II (CREDITS 04)

OBJECTIVES:

1. Make aware of the significance of experimental psychology in terms of theoretical background of each and every experiment conducted.
2. Students are required to carry out all the experiments and submit duly completed reports of each experiment as and when it is completed.

CONTENTS

1. Concept formation
2. Language and recall
3. Solving puzzles
4. Yerke's multiple choice
5. Serial learning
6. Retroactive inhibition
7. Proactive inhibition
8. Measurement of intelligence verbal, Non verbal, performance
9. 16PF
10. Reaction Time-simle, discriminative and choice.

References

3. J.W. King and Lorries Riggs, (1961), Woodworth and Schlosberg's Experimental Psychology

12
SOFT CORE PAPERS (TOTAL CREDITS: 08)(Any Two)

SC 2:1 THEORIES OF LEARNING (CREDITS 04)

OBJECTIVES:

i) To analyse students about various theories of learning.

ii) To make aware of the applications of learning

CONTENTS:

1. Learning: Nature of learning theories; need for the study, variables, laws problems and issues; early history.
4. Drive Reduction Theory: View of Hull, Mowrer and Muller
5. Cognitive Theories: View of Tolman, Bandura and Gestalt psychologists. Indian conception of acquisition of knowledge

References

OBJECTIVES:

i) To understand measure concepts of personality.

ii) To study different theories of personality.

CONTENTS:
1. Need for the theory, characteristics of a good theory Nomothetic and Idiographic approaches
2. Psychoanalytic and psychosocial approach: Freud, Jung, Adler, Illomney, Sullivan & Erikson
3. Trait and factoria theories: Allport’s Trait Theory, Eysenck & Cattel.
5. Humanistic and existential theory: major concepts, Maslow’s, Roger’s Theory of Self, Kelley’s personal construct theory. Evaluation of personality theories.

References:
SC 2.3 ENVIRONMENTAL PSYCHOLOGY (Credits: 04)

Objectives:

i. To understand the basic principles of environmental psychology
ii. To know effects of good or bad environment and its assessment.

Content:

1. Introduction: The main founding stages of environmental psychology; The origin of the field, interest of the architectural field, geographic field and behavioural geography; ecological naturalistic field, environmental problems.

2. Environmental psychology and psychological tradition: The spatio-physical environment, Gestalt School, Kurt Lewin and psychological ecology, channel theory; Barker's ecological psychology; Bronfenbrenner's ecological approach.

3. Psychological approaches of environmental attitudes—Measurement, application to environmental planning; Nature of environmental performance; Environmental effects; Theories of environment and performance.

4. Environmental stress—Nature of environmental stress, psychological effect; Theories of environmental stress and coping psychological mechanisms; effects of noise, temperature, air pollution and wind on health; Personal space, territoriality and urban environment population density; Psychological functions of social networks, theories of neighbourhod social network.

5. Environmental assessment and Behaviour—Measurement techniques of assessing scenic environment; Psychological approach to scenic value; assessment of environment; A unifying model; adaptational viewpoint, holistic model of environment, total person, person environment; Transaction model and applications to environment planning.

References:

4. Rajamanickam N. (1999) contemporary fields of psychology and experiments. Concept publishing company, New Delhi

OPEN ELECTIVE (Any One)

OE 2.1. STRESS MANAGEMENT (CREDITS 04)

OBJECTIVES:

i. To enable the student to know the process and source of stress.
ii. To familiarize the student with the impact of stress in life and work, particularly with reference to the physical and mental health and to adopt difference strategies for managing the stress.

CONTENTS:

5. Stress Management: Bio feed-back, Yoga and Meditation, Cognitive approaches, spiritual dimension of health. Coping with Stress: The concept of coping, coping measurements; coping prolife of some groups.

References:


OE 2.2. BASIC PSYCHOLOGICAL PROCESSES: (CREDITS 04)

OBJECTIVES:

i. To enable the student to know about the psychological process.
ii. To make students to apply the principal of psychology in their living

CONTENTS:

1. Introduction of Psychology: Definitions, Scope & relationship with other social sciences, methods- Introspection, observation, experimental & case study, survey, interview and questionnaire. Current perspectives of psychology: biological, psycho-
dynamic, behaviouristic, cognitive and humanistic.

2. Sensory and perceptual processes -functions of five basic sensations, attention, nature, types and determinants of attention, perceptual organisation, depth perception and its cues, illusions, extra sensory perception (ESP).

3 Learning and Memory:

4. Thinking, Motivation and emotion:

Thinking: Meaning and models, information processing, S-R theories, cognitive theories, simulation models. Problem solving, decision making, creative thinking, concept formation, language and thought. Motivation: meaning and classification and motives—biological—hunger, thirst, sex and sleep; social—achievement motivation and Maslow’s need hierarchy, power, parenting. Emotions: meaning, physiological responses—arousal, emotional intensity and emotional expressions. Theories—James-Lange, Cannon-Bard and cognitive theory; Emotional intelligence (EQ).

5. Intelligence and Personality: Meaning and nature, individual differences, theories of intelligences—Guilford, Thurston’s’ theories. Measurement of intelligence—tests and scales, aptitudes, and their measurement. Personality: Meaning and definitions, characteristics, individuality and interaction with environment. Traits and types approaches. Assessment of personality—questionnaire, rating scales and projective tests.

Books

   Indian.
2. Robert A. Baron -Psychology, 3rd Edition prentice Hall India.
3. P.Nataraj-Samanya manovijnan
5. Hilgard & Atkinson.- Introduction to psychology, IBH publication
III SEMESTER (CREDITS 24)

HARD CORE (CREDITS 16)

HC 3.1. PSYCHOPATHOLOGY (CREDITS 04)

OBJECTIVES:

i. To study various types of abnormal behaviour

ii. To understand the principles of psychopathology and mental health.

CONTENTS

1. Abnormal behaviour nature, scientific views about abnormal behaviour. Problems of classification; causes of abnormal behaviour. Anxiety Disorders: Anxiety, fear and panic disorder; General anxiety disorder; causes and treatments, Panic Disorder, causes and treatments, Social Phobia-causes and treatments, Post traumatic Disorders; Obsessive compulsive disorders: causes and treatment, Somato form and Disassociative disorders: Hypochondriasis; Somatization, Conversion, Pain Disorder, Body Morphic disorders; dissociate amnesia Fugue, Dissociative trans disorder.

2. Schizophrenia and other psychotic disorders: Therapy and Mental Health: Clinical Description; Causes; Treatment. Mood Disorder: Disorder: Depression: Depressive disorders; Causes and Treatment of Depression; The Bipolar Disorders; Causes and Treatment of Bipolar Disorder: Suicide; Prevention of Suicide.

3. Eating Disorders; Bulimia Nervosa; Anarxia Nervosa, Bing Eating Disorders; causes and treatment, Sleep Disorders; Dyssomnias.

4. Sexual and Gender Identity Disorders. What is normal? Gender Differences, Cultural Differences, Development of sexual orientation; Sexual Dysfunctions: sexual desire disorders, arousal disorders, sexual pain disorders, orgasm disorders; Accessing sexual Behaviour; causes of sexual dysfunction, treatment of sexual dysfunction.

5. Therapy and mental health: somatic therapy – drugs, BCT and surgery, psychoanalysis, Behaviour therapy, Humanistic existential therapy- other forms of psychotherapy, prevention of mental disorders, Programs for mental health- community mental health programs. Meditation and yoga as a therapy.

References:


HC32. HEALTH PSYCHOLOGY (CREDITS 04)

OBJECTIVES:

i. To acquaint the students with the nature and significance of the emerging area of health psychology within a life-span perspective.

ii. To highlight the importance of social and psychological processes in the experience of health and illness.

iii. To focus on the behavioural risk factors vis-à-vis disease prevention and health promotion.

 CONTENTS:

   Behavioural medicine; Gender and health, Basic models of health behaviour: a) Biomedical Model: characteristics, germ theory of disease; challenges to biomedical model; b) psychosomatic medicine, psychotherapy and healing. C) Biopsychosocial model: Characteristics, implications for clinical practice.

2. Health Promotion and Disease Prevention: drug and alcohol use; unsafe sexual behaviour; smoking; diet and sedentary lifestyle; Development of health habits and reduction of unhealthy behaviour.

3. Role of psychological processes in Etiology, outcome and management of major physical illness
   Coronary Heart Disease; HIV/AIDS; rheumatoid arthritis; diabetes mellitus.

4. Relation Between Stress, Illness, Health: a) Stress and Health—Lazarus and Folkman's Transactional model; Eastern/Oriental Conceptualization of stress; b) Source and types of stress;
   c) Stress and Health-Related consequences. Behavioural and physical symptoms; Burnout Stress Syndrome (BOSS); anxiety, anger and depression; d) Stress—immunology & health relation.

5. Moderator variables in stress and health relationship: a) socio-demographic factors; socioeconomic status and gender, b) Social support; social family, peer and supervisory support. c) Personality- Type A behaviour pattern, optimism—pessimism, hardiness, and personal control. D) Coping strategies; problems focussed and emotion focused.

References:


HC3:3 EXPERIMENTAL PSYCHOLOGY PRACTICAL – III (CREDITS 04)

OBJECTIVES:

i) Make aware of the significance of experimental psychology in terms of theoretical background of each and every experiment conducted.

ii) Students are required to carry out all the experiments and submit duly completed reports of each experiment as and when it is completed.

1) MMPI
2) Mental Health Inventory
3) MPI
4) E.P.P.S.
5) Parent—Child relationship
6) Achievement Motivation  
7) Stress  
8) Coping strategies  
9) Anxiety  
10) Depression  

References:  

SOFT CORE PAPERS (TOTAL CREDITS: 08)(Any Two)  

SC 3:1 THEORIES OF MOTIVATION (CREDITS 04)  

OBJECTIVES:  
i) To highlight the significance of motivated behaviour.  
ii) To understand different theories of motivation and it’s relevant.  

CONTENTS:  

1. Nature of Motivation; Characteristics of motivated behaviour; Historical perspective – ethological view and the concept of Drive  
2. Theory of activation and the concept of homeostasis, physiological stimulation, acquired and social Measurements of motives. Drive and Intensive Psychoanalytic Theories Drive as energizers, primary and secondary reinforcements functional autonomy, views of Hull, Spencer, Mowrer, Tolman and Skinner Shortcomings of drive theory.  

22
5. Views of Sullivan, Murray and Schutz; Achievements and Growth Theories: Need of achievement- Kinston; competence need- White ; View of Allport, Roger and Maslow on growth.

References:

SC 3.2: CHILD PSYCHOLOGY (CREDITS: 04)

OBJECTIVES:
1. Understand the developmental pattern of the child
2. Make aware of the role of parents, community, nation in child development

CONTENTS
1. Nature and Scope: Concept and meaning of child development: the Biological basis of growth and development- the social and psychological basis growth and development. Concept of child development as an area of study and its scope child development as an area of study.
2. Research Approaches: (Experimental and non-experimental) Techniques (Diaries, Case histories, Rating scales, Questionnaires etc.) Research designs (Longitudinal cross sections cross sequential); Contemporary issues in research trends.
3. Theories of child development: Early theories of development- Psycho-analytic (Freud and Eric Erickson): cognitive developments theories (Piaget) Behaviouristic and social learning theories (Skinner and Bandura). Prenatal development and birth and childhood factors influencing parental development; Birth, reflexes in the new born-childhood developmental norms.
4. Adolescence As a period of change – youth culture and peers-vocational choice Adolescence problems (social acceptance, drugs, alcoholism). Developmental problems: Etiology, nature and types Problems regarding- (a) Physical handicap (b) Problems relating to speech and hearing (c) Intellectual Deficiency (d) learning disability, dyslexia (Childhood psychopathology.
References:
2. Heatherington- ENA Parke, RD (3rd)
3. Child psychology, McGraw Hill (international student Ed.)

SC 3.3 COMMUNITY PSYCHOLOGY (Credits: 0.4)

Objectives:

i. To make the student to understand the concept of community psychology

ii. Make the students to involve in community program and interventions.

Contents:

1. Introduction–Historical background for the Emergence of community psychology; Role of community psychologist in changing social conditions; Conception from community mental health; Guidelines for community mental health; A conceptual model for primary prevention crisis theory; a scheme for model of mental health service.

2. Usefulness of community psychologist: social learning and behaviour modification, treatment for the poor and difficulties in the program; Interpersonal psychology and consequence of labelling; role theory and community psychology;

3. Concept of social intervention: difference between community psychology and amenity mental health; levels of organizations and models of community change; The theory of groups and theory of logical types environmental and ecological psychology.

4. Community programs-- Traditional problems in schools, clinics, hospitals and homes; Primary prevention in schools, secondary prevention in schools; prevention in college community; prevention program in grater community; family therapy and its relevance; Intervention in the health system: environmental resources for chronic patients and crisis intervention in the community; The community mental health center the human resource: community control and errors of logical typing; the community psychologists as a consultant; mental health and schools.

5. Intervention in universal justice system-- Punishment treatment and decriminalizing; individual and small group intervention in corrections; Organizational changer programs in correctional agencies; institutional
change in correction prevention of violence and crime by changing in police and law; Indian community problem in need of intervention: juvenile delinquency and criminal activities; Maladjustment drug abuses, smoking; alcohol consumption, communal violence HIV/AIDS

References:

2. Rappaport J. (1977) Community psychology; values research and action. Hott Punehart and Winston
OPEN ELECTIVE

O.E.3.1. PERSONALITY DEVELOPMENT (CREDITS 04)

OBJECTIVES:

1. To enlighten theories, structure and dimensions of personality
2. To highlight conditions enriching personality development.

CONTENTS

1. Personality: meaning; Biological perspective psychodynamic perspective; Theories of personality: Psychoanalytic theories (Freud, Erik Erikson); Trait Theories (Allport, Eysenck), Roger's person entered theory.
2. Mental abilities: Intelligence, Testing and evaluating IQ, Problem Solving, Decision making, creativity,
5. Psychological Disorders: Understanding abnormality, Classification of psychological disorders; Personality disorders substance abuse.

Reference:
1. Psychology for living eastwood Atwater 5th edn (1994)

O.E.3.2. UNDERSTANDING PSYCHOLOGY (CREDITS 04)

Objectives:
1) To enable students basic concepts of psychology.
2) To apply psychological principles for better living.

2. Sensory and perceptual processes: functions of five basic sensations, attention, nature, types and determinants of attention, perceptual organisation, depth perception and its cues, illusions, extra sensory perception (ESP)


5. Intelligence and Personality: Intelligence: Meaning and nature, individual differences, theories of intelligences—Guilford, Thurston’s’ theories. Measurement of intelligence—tests and scales, aptitudes, and their measurement. Personality: Meaning and definitions, characteristics, individuality and interaction with environment. Traits and types approaches. Assessment of personality—questionnaire, rating scales and projective tests.

Books

2. Robert A. Baron—Psychology, 3rd Edition prentice Hall India.
3. P.Nataraj—Samanya manovijnan
5. Hilgard & Atkinson,—Introduction to psychology, IBH publication
IV SEMESTER (CREDITS 24)

I. FIELDS OF SPECIALIZATION: 4A. COUNSELING PSYCHOLOGY

HARD CORE PAPER (CREDITS 16)

HC 4:1A FUNDAMENTALS OF COUNSELING (CREDITS 04)

OBJECTIVES:

i) To provide theoretical and professional skills to the students
ii) To provide orientations to the process and types of counselling.

CONTENTS:

1. Introduction; Need and Growth of Counselling: The concept of counselling and related concepts;
counselling as helping profession; Historical origins and current status of counselling; Need for
Counselling as an essential service, as a preventive measure, as solution to human problems, a
facilitating factor in growth process; Goals of counselling: Personality Change, Mental Health
problem solution and personal effectiveness.

2. Theoretical Viewpoints and Factors Influencing in Counselling Psychoanalytical approaches,
client centred and existential viewpoints, traits and factor approach, behaviour modifications,
reciprocal inhibition; Behavioural counselling, eclectic counselling;

3. Factor influencing counselling; physical setting of the counselling center: Privacy and recording
procedure; the counsellors characteristics, tolerance maturity, responsibility; Counsellee’s
characteristics, level of security, tension, and anxiety; need to change sense of belongingness.

4. Counselling processes: Structuring of counselling relationship; Role of counsellor reflection,
clarification, reassurance, interpretation, verbal and non-verbal behaviour, resistance, counter
transference; Understanding and assessment of therapeutic gains; Use of psychological tests in
counselling

5. Group Approaches to Counselling: Need for group counselling, group dynamics, counsellor role
in groups counselling; Types of counselling: Educational, vocational and personal; Counsellor
training and evaluation; Legal and ethical consideration.

References:

2. MacLood R.E.: Phenomenology: Challenge to experimental psychology
3. Child, I.L.: Humanistic Psychology: the research traditions, their several virtues
4. Dorothy, D.N Humanistic Psychology: New Frontories
5. Bertalenfly L.V. General system theory
7. Akilananda: Hindu psychology
8. Carl Jung: Modern man in search of a soul
9. Kalghatgi: Some Problems in India Psychology
10. Ramachandrarao: Indian psychology
11. Murphy C.L. and Korach J.W. Historical Introduction to psychology
12. Van Kaam A. Existential foundations of psychology
13. Sargent S.S. Humanistic methodology in personality and social psychology
14. Murphy G. and Murphy L.B. Asian psychology

H.C.4.2A. COUNSELING TECHNIQUES: (CREDITS 04)

OBJECTIVES:

i) To introduce major concepts of counselling.

ii) To make aware the techniques of contemporary counselling.

CONTENTS:

1. Introduction: Character of an effective counsellor, Values and effective multicultural counselling - competencies; Issues of beginning therapists.


2. Gestalt Therapy (Fritz perls): View of Human nature; Principles, basic concepts- the now, unfinished business, avoidance, Layers of neurosis, contact & Resistance, Energy The therapeutic process, techniques and procedures; role of confrontation Application, critical evaluation and recent trends in gestalt therapy.


5. Skills Training, Integrative and eclectic approaches: Movement toward integration: Major constructs; Multicultural & spiritual integration; Techniques from various approaches Life skills training: Techniques, procedures, applications & evaluations Solution Focused: Basic concepts,
References:

12. New York: Springer
17. Life Skills Education- Training Module (2005)- SANDHAN
23. Palmer S. And Dainow S. CounsellingL the BAC Counselling Reader.
H.C. 4.3.A/B/C. Experimental Psychology: Practical IV (CREDITS 04)
(Common for All specializations)

Objectives:

i) Make aware of the significance of experimental psychology in terms of theoretical background of each and every experiment conducted.

ii) Students are required to carry out all the experiments and submit duly completed reports of each experiment as and when it is completed.

List of Experiments:

1. Youth problem
2. Bell's Adjustment
3. TAT
4. Rorschach Ink Blot test (RIT)
5. Health Status Questionnaires
6. Manual Dexterity
7. Tweezer Dexterity
8. DAT
10. Guidance needs

References:

H.C.4.4. DISSERTATION, INTERNSHIP AND FIELD STUDIES (CREDITS 04)
(Common for all specialization)

OBJECTIVES:
1. To Acquire Application Of Principles Of Psychology In The Form Of Research In Actual Settings.
2. To Avail Hand On Experiences In Different Settings Related to the Field Of Psychology

CONTENT:
1. The students have to take up compulsorily one research project, collect the relevant data and submit the research report through the concerned research supervisor to the department when asked for.

2. The students have to undergo fields studies to the organizations’, institutions, hospitals, industries etc in order to undergo practical knowledge related to specialization.

3. The students compulsory have to undergo internship program in various selected institutions outside Gulbarga or Karnataka state in order to acquaint required skills as required for specialization field

4. The students must submit the report on dissertation internship and field studies separately for evaluation to the department as per prescribed dates.
SOFT CORE PAPERS (TOTAL CREDITS: 08)

S.C. 4.1A. AREAS OF COUNSELLING. ( CREDITS 04)

OBJECTIVES:
1. To provide an insight into various areas of counselling.
2. To help acquire variety of skills with regard to intervention strategies involved in counselling.

CONTENTS:
1. Trauma: Definition, Types of trauma. Post traumatic stress, Traumatic grief, Brief History of Trauma Counselling, Trauma Assessment and Conceptualization, Integrated Model of Trauma Counselling, Suicide: assessment and Interventions; Guidelines for Crisis Counselling and Critical Incident Stress Debriefing Models, Secondary Traumatic Stress or compassion fatigue; Trauma Aftercare- Four stage Model, Trauma and Spirituality, and Therapist Issues.

2. Health and Wellness: Definition health psychology and wellness; historical perspectives of health.; Hygiene, stress and wellbeing. Counselling strategies and techniques: HIV and AIDS, Obesity, Cancer, Diabetes, Psychosomatic Disorders, Sleep Disorders, Head Injury and victims of Road Traffic Accident.


4. Mental health: Counselling interventions (individual, family and community based interventions): anxiety disorders, adult depressive disorders, personality disorders, Eating disorders and organic disorders. Mental health and wellbeing; Coping with Stress; Ethical, legal and professional issues in mental health, Referral skills and counselling.

5. Marriage, Family and Other Modalities: Understanding and assessment of marital problems; Cognitive- Behavioural, Communication, Solution- focused family interventions- skills and techniques; Telephone counselling: hotlines for women, children and elderly; E- based counselling (internet counselling), Co-counselling.

References:

S.C. 4.2.A. COUNSELING IN DIFFERENT SETTINGS (CREDITS 04)

OBJECTIVES:

i) To understand need for counselling in different settings.

ii) To acquire professional skills of effective counselling.

CONTENTS:

2. Counselling in work place: nature and scope, career decision making, job satisfaction, stress in job, adjust mental and other issues, human problems in work place.
3. Counselling in hospital setting: Need and scope, physical illness, pain, terminal or life threatening illness, pre-surgical, post surgical Counselling.
4. Counselling in legal settings. Juvenile courts, remand homes, family courts, custody, divorce etc.
5. Counselling in psychiatric setting: Need and scope, counselling patients after treatment, rehabilitation, family of patients, spouse and children of alcoholics etc.

References:
2. Counseling Parents of Mentally Retarded; A Sourebok, & C.C. Thomas.
S.C. 4.3A.COUNSELING ASSESSMENT (CREDITS 04)

OBJECTIVES:
1) To Enlighten about Need for Assessment in Counselling.
2) To apply applications of various tests in counselling.

Contents:
1) Need for assessment in counselling. Psychological tests, nature, purpose, principles of tests construction, reliability and validity, objectivity, characteristics of good tests, use and abuse of tests, ethical consideration, report writing.

2) Non testing methods: nature, types, procedure, applications, advantages and dis advantages of—observation, interview, rating scales, cumulative record, anecdotal record, case study, behavioural analysis and sociometry.

3) Testing for cognitive abilities- nature, theoretical considerations, approaches, types and interpretations of tests of attention and concentration, memory and intelligence. Some Indian tests- their uses and interpretations.

4) Testing for personality- nature, theoretical consideration, approaches, types and interpretations of tests of personality. Some Indian tests- their uses and interpretations.

5) Testing for aptitude, interest, attitudes, special abilities and specific disabilities- nature, theoretical consideration, approaches, types and interpretations- some Indian tests- their uses and interpretations.

REFERENCES:
5) Hilgard, Atkinson and Atkinson : Introduction to Psychology .
II. FIELDS OF SPECIALIZATION: 4B. CLINICAL PSYCHOLOGY

HC4.1B. FOUNDATIONS OF CLINICAL PSYCHOLOGY (CREDITS 04)

OBJECTIVES:

i) To study significance of clinical psychology in the community.

ii) To make aware the students about human problems and their intervention through professional skills of clinical psychology.

CONTENT:

1. Introduction ; People with problems patient and clinician, some illustrative human problems ;Human problems with clinical interventions Becoming a patient, need and demand ;The mental health professions

2. The Perspective and Conceptual Frameworks of Clinical Psychology ; The clinical attitude, the problems of individuality variables, individual, differences and persons, person and types, person and environments, person and social systems;

3. A brief history of clinical psychology: Origins, the psychometrics tradition, the dynamic tradition, the first fifty years of clinical psychology, from World war II to the present ;A conceptual framework for clinical psychology: The need for theory, A framework for viewing, human functioning and disorder r; Some orientations and perspectives

4. Concepts of Normality and Pathology ;Psychopathology in historical perspective; the medical model of mental illness The meaning of normality ;A concept of psychological health and abnormality, forms of mental disorder: psychiatric nomenclature; Toward a unity concepts of mental health and mental illness.

5. Model of Mental Health Intervention and Profession of Clinical Psychology Prospect and retrospect, five models of mental health, the role and contribution of the clinical psychology; The profession of clinical psychology: training, roles, and responsibilities; present and future; becoming a clinical psychologists; Professional identity, responsibilities and problems; Clinical psychology as a science and profession, the future of clinical psychology.

References:


HC 4:2B. CLINICAL ASSESSMENT (CREDITS 04)

OBJECTIVES:

i) To understand the nature and need for clinical assessment

ii) To equip the students with necessary assessment skills.

CONTENT:

1. Introduction: The nature and purpose of clinical assessment, what is clinical assessment? What is assessed? Variables and techniques, stages in the assessment process, outline for a case study; informal assessment and the clinical relationship: informal assessment and person perception, the study of person perception, the nature of empathy, the accuracy of person perception; The clinical relationship.

2. The Interview: The interview on clinical practice, kinds of interview, arrangements for the interview; Interview, communication and language, non-verbal communication. The reliability and validity of clinical interview. Stages in the clinical (assessment).

3. Psychological testing: General principles; the testing in clinical practice, research, and training, what is a psychology test? Three strategies of personality test development, criteria for judging tests, choice of test, determination of test performance.

4. Tests in clinical use: tests used by clinicians, the Wechsler adult intelligence scale (WAIQ) the sub-tests and their interpretative rationale; the Minnesota multiphasic personality inventory (MMPI), projective techniques. The Rorschach test, the Thematic Apperception Test (TAT).

5. a) Interpreting, synthesizing, and communicating assessment findings; The purpose and methods of assessment, from psychological data to clinical decisions- the role of interpretation; The psychometric and clinical traditions in assessment, statistical methods in clinical decision-making, clinical versus statistical prediction.

b) The purpose of interpretation, some source of error in clinical interpretation; Research on the process of clinical judgement, computer and clinicians, communication assessment findings, the psychological report.

References:


OBJECTIVES:

1) Make aware of the significance of experimental psychology in terms of theoretical background of each and every experiment conducted.
2) Students are required to carry out all the experiments and submit duly completed reports of each experiment as and when it is completed.

List of Experiments:

1. Guidance need
2. Youth problem
3. Bell's Adjustment
4. TAT
5. Rorschach Ink Blot test (RIT)
6. Health Status Questionnaires
7. Manual Dexterity
8. Tweezer Dexterity
9. DAT
10. Measurement of Attitudes

References:

H.C.4.4. DISSERTATION, INTERNSHIP AND FIELD STUDIES (CREDITS 04)
(Common for all specialization)

OBJECTIVES:
1. To Acquire Application Of Principles Of Psychology In The Form Of Research In Actual
   Settings.
2. To Avail Hand On Experiences In Different Settings Related to the Field Of Psychology

CONTENT:

1. The students have to take up compulsorily one research project, collect the relevant data
   and submit the research report through the concerned research supervisor to the department
   when asked for.

2. The students have to undergo fields studies to the organizations', institutions, hospitals,
   industries etc in order to undergo practical knowledge related to specialization.

3. The students compulsory have to undergo internship program in various selected institutions
   outside Gulbarga or Karnataka state in order to acquaint required skills as required for
   specialization field

4. The students must submit the report on dissertation internship and field studies separately
   for evaluation to the department as per prescribed dates.
OBJECTIVES:

i) To Study problems of mental health.

ii) To orient students about the causes and cure of mental ill health.

CONTENTS:

1. Mental Health: The Concepts of Normality and Abnormality, Meaning and Definition; Criteria for Mental Health; Characteristics of a Mentally Healthy person; Education and Mental health; Importance of School in Mental Health.

2. Hostility- The Source of Many Mental Disorders, Nature of Hostility; Origins of Hostility; Hostility – The Source of Many Mental Disorders.

3. Emotional Disorders in Childhood, Effect of Parent-Child Relationship; Eating Problems; Sleeping Problems; Tension Problems; Psychosomatic Problems; Learning Problems; Emotional Problems and Mental Disorders in Adolescence, Main Emotional Problems in Adolescence; Personal Independence; Sense of Responsibility; Companionship with Opposite Sex; Vocational Selection Problems; Impact of Emotional Disturbances on Learning.

4. Sexual Deviations and Disorder, Definition of Sexual Deviation; Sexual Deviation and Sexual Offence; Sexual Deviation and Sexual Disorder; Causes of Sexual Deviation; Forms of Sexual Deviations; Treatment of Sexual Deviations.

5. Treatment- The Psychoanalytic and other Therapies, psychoanalytic Techniques; Process of Psychoanalysis; Behaviour Therapy; Group Therapy Family Therapy; Non-Directive Interview Therapy; Yoga Therapy.

References


2. Rassnove Howard (ed.) (1995); Anger Disorders: Definition, Diagnosis and Treatment, Taylor & Francis, Ltd., 4 John Street, London, WCIN 2ET U.K.,


S.C. 4.2B. PSYCHOTHERAPY (CREDITS 04)

OBJECTIVES:

i) To give an understanding about various techniques of psychotherapy and their uses.
ii) To understand the ways of treatment given by using various techniques.

CONTENTS:

1. Introduction to psychotherapy; Objective, professional training, commonalities in therapies, training and practice issues. Stages in therapy. Therapeutic relationship. Factors in outcome. Research in therapy. Gender and cultural issues.
3. Humanistic existential and experimental therapies, Philosophical basis, Principles, types and current status, self growth approaches.
4. Group therapy, family therapy, marital therapy, other supportive therapies and brief therapies.
5. Therapy with children, special techniques, special conditions, deliberate self harm personality disorders, trauma and bereavement, Medical conditions.

References:


S.C. 4.3B. PSYCHODIAGNOSTICS (CREDITS 04)

Objectives:

1) To provide an understanding about psychodiagnostics to students.
2) To show the importance of psychodiagnostics in professional psychology.
   1. Introduction : Brief history of clinical Psychology; Recent developments in clinical psychology; Clinical Psychology and other professions ;Ethical issues in clinical Psychology; Clinical psychology in India
2. Psychodiagnostics in Psychology: Objectives of Psychodiagosis: The first stage: The transsectional phase; The batteries of tests; New diagnostic categories; Report writing and receipient of report; Specialized training in diagnosis.

3. The Assessment Interview: General characteristics of the interview: Structure of the interview; Non-Verbal communication in interview; Roles and tactics in the interview interaction; Specific consideration in the initial interview.

4. Measures of Intelligence and Conceptual Thinking: Definition and dimensions of intelligence; The measurement of intelligence: The Binet and Wechsler's scales; The utility of intelligence test data; The nature of conceptual thinking; The measurement of conceptual thinking; The utility of data from tests of conceptual thinking; Unresolved issues.

5. Projective Techniques: Definition; Measurement principles and projective techniques; The current status of techniques; The Rorschach; The consensus Rorschach; The Holtzman - Ink - Blot Test; TAT; The children's Apperception test; The make a picture story test; Sentence completion method; Projective drawing.

6. Personality Inventories: Basic steps in assessment: the prediction paradigm; Discriminating efficiency of psychological tests: base rates and selection ratio; The nature of objective personality measures; The development of personality inventories: a historical sketch; Criteria for major review; Personality Inventories a) MMPI, b) EPQ, c) Neo - PI- R.d) CPI,e) The 16 PF Questionnaire: Evaluation of the role of personality inventories in clinical assessment.


Books for Reading

III. FIELD OF SPECIALIZATION 4C. INDUSTRIAL PSYCHOLOGY. (CREDITS 24)
HARD CORE PAPERS (CREDITS 16)

H.C.4.1C. ORGANIZATIONAL BEHAVIOUR (CREDITS: 04)

OBJECTIVES:

i. Show the importance of organizational behaviour in organizational effectiveness.

ii. Applications of organizational behaviour in different organizations.

CONTENTS:

1. Introduction The challenges facing management – new perspectives for management; Historical background -- the Hawthorne studies; research methodology; defining organizational behaviour; the historical frame works Organizational behaviour model. The Perception Process: Nature and importance of perception; perceptual selectivity; perceptual organization; social perception-impression management.

2. Motivation -- The meaning of motivation approaches; the content theories of work motivation; The process theories of work motivation; contemporary theories of work motivation; motivation application. Group dynamics: The nature of groups; the dynamics of informal groups ;The dynamics of formal work groups ;Teams in the modern work place.

3. Interactive conflict-- Intra-individual conflict- interpersonal-conflict Inter-group behaviour and conflict; organizational conflict; Negations skills:Leadership: Concept of Leadership; the historically important studies on leadership; traditional theories of leadership; modern theoretical frameworks for leadership; Leadership styles; the roles and activities of leadership: leadership skills.

4. Communication-- Background of the role of communication; communication technology; non-verbal communication; interpersonal communication; downward communication ; upward communication Interactive communication in organizations;

5. Decision making The nature of decision making behaviour decision making techniques; Creativity and groups decision making.

References:


II.C.4.2C. HUMAN RESOURCE MANAGEMENT (HRM) (CREDITS 04)

OBJECTIVES:

i. To know the processes and techniques of manpower development for change.
ii. To enable the students to manage the human resource of the fullest extent.

CONTENTS:

1. Introduction of Human Resource Management and Managerial Functioning: Some assumption about HRM; structure and role of HRM; Models of HRM; Pareek’s Model; Models in family run business; model for line managers; Managerial function. Role and processes; Emotions of the managers; Management as profession and universal process; managerial challenges; Evaluation of theories of management; managerial effectiveness.

2. HR Planning and job analysis: Definition of manpower planning, need for manpower making of manpower plan; dynamics of manpower planning and management of change; matching demand and supply of manpower; steps and stages in manpower planning; Future of manpower planning and HRD in India; Job analysis and its purpose, job characteristics; social information and job designing; Multi-skilled worker and other development.

3. Recruitment, Selection: Selection process, assessing selection procedures and effectiveness, Reservation and HRM; general issues in selection; Selection methods; application, tests, interviews, apprenticeship; Job previews, barriers in selection, induction.


5. Norm violation, Discipline, HR Policies and Practices; Turnover and absenteeism, disciplining employees, legal and social issues; Disciplinary action, consequences of disciplinary actions; Human resource policies and practices; Status of manpower management of psychological contract.

References:

3. Malpa A. Managing Human Resource

H.C. 4.3. A/B/C EXPERIMENTAL PSYCHOLOGY (PRACTICAL: IV) (CREDITS 04)
(Common for All Specializations)

OBJECTIVES:

1) Make aware of the significance of experimental psychology in terms of theoretical background of each and every experiment conducted.
2) Students are required to carry out all the experiments and submit duly completed reports of each experiment as and when it is completed.

List of Experiments:

1. Guidance need
2. Youth problem
3. Bell’s Adjustment
4. TAT
5. Rorschach Ink Blot Test (RIT)
6. Health Status Questionnaires
7. Manual Dexterity
8. Tweezer Dexterity
9. DAT
10. Measurement of Attitudes

References:


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H.C.4.4. DISSERTATION, INTERNSHIP AND FIELD STUDIES (CREDITS 04)
(Common for all specialization)

OBJECTIVES:
1. To Acquire Application Of Principles Of Psychology In The Form Of Research In Actual Settings.
2. To Avail Hand On Experiences In Different Settings Related to the Field Of Psychology

CONTENT:

1. The students have to take up compulsorily one research project, collect the relevant data and submit the research report through the concerned research supervisor to the department when asked for.

2. The students have to undergo fields studies to the organizations', institutions, hospitals, industries etc in order to undergo practical knowledge related to specialization.

3. The students compulsory have to undergo internshipt program in various selected institutions outside Gulbarga or Karnataka state in order to acquaint required skills as required for specialization field.

4. The students must submit the report on dissertation internship and field studies separately for evaluation to the department as per prescribed dates.
SOFT CORE PAPERS (CREDITS 08)(Any Two)

S.C. 4.1C. PERSONNEL PSYCHOLOGY (CREDITS 04)

OBJECTIVES:

i) Need for personnel selection, training and appraisal in attaining

ii) Organizational objectives. Acquaint students with different selection procedures.

CONTENTS:

1. Manpower planning: Individual differences, Basic selection model, Correlation, Regression; Statistical Significance; Characteristics of predictors, determining the utility of a selection instruments. Jobs and their requirements: Terminology; Job determinants; uses of Job information; Job Analysis, structured Job analysis questionnaires; Job dimensions, Job requirements; discussion.

2. Application Blank, Interviews and other techniques of personnel selection: Biographical data, Bio-data items; Accuracy of bio-data, Biographical data validity studies; Biographical and work history methods; References and reference letters; Interviews: Types of interview selection interview; Types of selection interviews; Accuracy of information obtained from interview and interviewers factors determining interviewer's decisions.

3. General Principles of Personnel testing and human abilities: General considerations in using tests; factors determining the functional value of personal tests. How to use tests for Employment combining tests into battery. Test administration and confidentiality; ethnic factors in personnel testing; Human abilities: personality and interest: The nature of basic human abilities; Mental abilities; Mechanical ability, Psychomotor abilities, Visual skills combination of aptitude tests. Job specific abilities; the structure of personality and interests; personality and interest inventories in use.

4. Training in Industry: Importance of training in industry; Psychological principles in training principles of learning; Limitations of training design; Tools of investigating learning; Types of training Programmes in industry; Training needs of an organization; Training Aids; Some recent methods and techniques of training. Developing effective training programmes, evaluating the validity; effectiveness of training of an Experimental design for evaluating a training programme.


References:


S.C. 4.2C ORGANIZATIONAL DEVELOPMENT (CREDITS 04)

OBJECTIVES:

i. Highlight the importance of diagnostic and therapeutic intervention in organizational development
ii. Highlight the importance of changing organizational culture in organizational development

CONTENTS:

1. Introduction: Definition of Organizational development: history of organizational development; laboratory training stem; survey research and feedback stem; action research stem; Socio technical and socio clinical Parallels; Extent of application; Underlying assumption and values: Assumption about people as individuals; assumption about people in groups and about leadership; assumptions relating to values in the client organization; Values and belief systems of behavioural scientist; change agents; relevant systems concepts.
2. Organizational theory, design and Culture: Classical organization theory and design; modifications of bureaucratic structuring; modern organization theory; Modern organization design;
3. Organizational culture: Nature of organizational culture; definition and characteristics; uniformity of culture; strong and weak cultures; Types of cultures; creating and maintaining a culture; how organizational culture starts?
4. Operational components: The nature of organizational development; overview of the operational components of organization development; diagnostic component; action component; the process maintenance component- analysis of discrepancies; Characteristics and foundations of the OD process: The nature of organization development; OD is an on-going interactive process; form of applied behavioural science; normative-re-educative strategy of changing; OD views of organizations from a systems approach; Data-based approach to planned change; experience based; OD emphasizes Goal setting and planning; OD activities focus on intact work teams; Action research and organizational development.

5. OD interventions an overview; Definition of OD interventions; intergroup interventions; A descriptive inventory of OD interventions-personal interpersonal, and group process; intervention process; Consultation interventions and group process; peace marking interventions; sensitivity training laboratories; Transaction analysis; life and career-planning interventions.

References:


SC4:3C MARKETING AND CONSUMER PSYCHOLOGY (Credits 04)

Objectives:

i) To study the effectiveness of marketing and promoting sales

ii) To apply the psychological principles in marketing and consumer behaviour
Contents:

1. Marketing research process: Types and techniques of marketing research, meaning and importance of consumer behaviour; Factors influencing consumer behaviour; types of buyers, the buying decision process;

2. Economic model, psychological model and Howard-Sheeh model of buyer behaviour, buyer characteristics; Consumer attitude; methods of measuring consumer preferences.

2. Consumer Motivation, Advertising and Sales Promotion: Nature of consumer motivation; motivation and buying consumer classes; kinds of buying motives; knowledge of buying motives working of buying motives.; Importance of advertising, advertising purpose; advertising and brand patronage; types of advertisement; creation of advertisement, essential of good advertisement; designing effective advertising programs; Sales promotion: Purpose of sale promotion, salesmanship, major decisions in sales promotions; public relations; designing the sales force; managing the sale force; Theories of selling.

3. Packaging, Branding, Measuring and Forecasting of Marketing: Meaning and importance of packaging; functional of packaging; package design; social view packaging; consumer problems with packaging tabling and kinds of selling; Meaning and importance of branding; reasons for branding; essentials of good brand; types of branding and marketing Program; Measuring and forecasting of markets: Major concepts in demand measurement, estimating current demands; estimating future demands; Survey of buyer's intention composite of sales force opinions; expert opinion; marker test methods; time series analysis; statistical demand analysis.

4. Developing, Testing and Launching of New Products and Services: The new product developments dilemma; new product development process; idea generation, idea screening, concept development and testing; marketing strategy development, business analysis; product developments and testing; marketing testing and commercialization: Organizing and implementation marketing programs: company organizations; marketing organizations;

5. Marketing implementation; diagnostics test; company levels, marketing implementation skills, implementation-evaluation skills, government policies, and marketing programs; Evacuating and controlling marketing performance: annual plan control; profitability control; efficiency control; strategy control; concept of marketing controller.

References:

