

B.SC. PSYCHOLOGY

SEMESTER I

Code	Course	Nature	Credit
	Tamil/other languages	Language	3
	English	Language	3
	General Psychology I	Core 1	4
	Developmental Psychology I	Core 2	4
	Theories of Personality	Allied 1	2
	Value Education		2
	Total		18

SEMESTER II

Code	Course	Nature	Credit
	Tamil/other languages	Language	3
	English	Language	3
	General Psychology II	Core 3	4
	Developmental Psychology II	Core 4	4
	Family Psychology	Allied 2	2
	Environmental Studies		2
	Total		18

SEMESTER III

Code	Course	Nature	Credit
	Tamil/other languages	Language	3
	English	Language	3
	Physiological Psychology	Core 5	4
	Experimental Psychology I (Practicals)	Core 6	4
	Descriptive Statistics for Psychology	Allied 3	2
	Total		16

SEMESTER IV

Code	Course	Nature	Credit
	Tamil/other languages	Language	3
	English	Language	3
	Social Psychology	Core 7	4
	Experimental Psychology II (Practicals)	Core 8	4
	Statistical Reasoning in Psychology	Allied 4	2
	Total		16

SEMESTER V

Code	Course	Nature	Credit
	Clinical Psychology I	Core 9	4
	Industrial Psychology	Core 10	4
	Health Psychology	Core 11	4
	Guidance and Counselling	Core 12	4
	Total		16

SEMESTER VI

Code	Course	Nature	Credit
	Clinical Psychology II	Core 13	4
	Positive Psychology	Core 14	4
	Marketing and Consumer Behaviour	Elective 1	4
	Project II – Survey Research	Elective 2	4
	Total		16

*The above given curriculum frame work has been designed on par with the regular syllabus available at the affiliated colleges of MKU.

DETAILS OF SYLLABI:

SEMESTER- I	B.SC. PSYCHOLOGY	CORE- 1
	GENERAL PSYCHOLOGY I	

Unit I: Introduction to psychology: Concept and definition of psychology. Nature and Scope. Branches of psychology. Application of psychology to society and social problems. Methods in Psychology: Characteristics of psychological studies, Observation. Survey method, Clinical and case study method. Experimental method.

Unit II: Sensation and Attention: General properties of Senses: Visual sense – Auditory sense – Other senses; Attention: Characteristics - Selective attention – Divided Attention - physiological correlates and determinants of attention: Focus and Margin

Unit III: Perception: Perceptual processes. Perceptual organisation. Perception of form, colour, depth and time. Perceptual readiness and constancy. Role of motivation, social and cultural factors in perception. Application of knowledge of perception to skill development

Unit IV: States of Consciousness: Nature of Consciousness – Changes in consciousness: Day dreaming – sleep and dreaming – Extended states of consciousness: Hypnosis – Meditation – Hallucinations – Psychoactive drugs

Unit V: Learning: Classical conditioning and operant conditioning, Modelling and observational learning. Transfer of training. Learning and motivation. Application of the Learning principles to the improvement of performance.

References

1. Baron, Robert A. (2011). Psychology. 5th ed. Pearson, India.
2. Morgan, Clifford.T., King, Richard.A., Weisz, John.R., Schopler, John (1993): Introduction to Psychology, Tata-McGraw Hill.
3. Marx, Melvin H. (1976) Introduction to psychology - Problems, Procedures & Principles, MacMillan Publishing Co.
4. Hilgard, E.R., Atkinson, R.L., Atkinson, R.C., (1979): Introduction to Psychology, Harcourt Brace Jovanovich. Inc.

DEVELOPMENTAL PSYCHOLOGY I**Unit I: Conception through birth**

Fertilization, Prenatal development, Environmental Influences on prenatal development; stages of child Birth, types of childbirth: perinatal hazards & complications of low birth weight

Unit II: Infancy & Toddlerhood (0-3 years)- Physical & Cognitive Development

Body Systems of neonate, infant reflexes, infant Sensory capacities, Milestones of motor development, Environmental influences on motor development; Piaget's Sensorimotor Stage

Unit III: Infancy & Toddlerhood- Language and Personality Development

Theories of language development, Stages of language development from 0-3 years; Emotional development, Temperamental differences, Development of Attachment, Individual differences and long term correlates of attachment.

Unit IV: Early childhood (3-6 years)

Motor Skills, Piaget's Preoperational stage, Development of language; gender differences, fears and aggression; prosocial behaviour, Child rearing practices and parenting styles

Unit V: Middle Childhood (6-12 years)

Piaget's Stage of Concrete operations, Development of self concept, Components of self concept, Theoretical perspectives on self concept, Freud's latency period, Erickson's Industry vs Inferiority, Social learning theory, Information processing approach; The child in the peer group, functions and influences of the peer group, Friendship & popularity Visits to nursery schools / hospitals to get an idea about pre-schoolers and infants should be arranged.

References:

1. E. M. Hetherington & Ross D Parke, Child Psychology – a contemporary viewpoint (1993) 4th edition McGraw Hill Pub.
2. Laura C Berk. Child Development (1996) Prentice- Hall of India (Pvt) Ltd. 3rd edition.
3. Hurlock, E.:Developmental Psychology (1980), Tata McGraw Hill Publishing Co.
4. Thomas J. Berndt, Child Development (1997) 2nd edition. Brown & Benchmark Pub.
5. D.E. Papalia. Sally W. Olds, Child Development (1994) 5th edition Tata McGraw Hill.
6. Life span Development – (1999) John W. Santrock, 7th edition McGraw Hill.
7. Children – John W. Santrock, 5th edition McGraw Hill/
8. Shaffer, David R. (1996): Developmental Psychology, IV Edition, Brooks/Cole Publishing Company.

SEMESTER- I

ALLIED- 1

THEORIES OF PERSONALITY

UNIT I: BASIC CONCEPTS OF PERSONALITY

Personality: Definition - History and nature - Biological and Socio cultural determinants - Genetic influence - Person by situation interaction - Unresolved Problems in Personality.

UNIT II: PSYCHODYNAMISM Sigmund Freud's Psychoanalysis - Carl Jung's Analytical Theory – Alfred Adler's Individual Psychology – Erikson's Psychosocial Theory.

UNIT III: TRAIT, TYPE& ECLECTIC APPROACHES

Cattell, Eysenck, Allport, Five factor model.

UNIT IV: LEARNING AND COGNITIVE APPROACHES

Pavlov, Skinner, Dollard and Miller, Bandura, Mischel, Kelly, Rotter and Witkins.

UNIT V: HUMANISTIC APPROACHES

Need Theories: McClelland, Atkinson, Murray. Humanistic Theories: Rogers, Maslow.

TEXT BOOKS

1. Hall, C.S., Lindzey, G., & Campbell, J.B. (2007). Theories of Personality. 4th Ed. Wiley: India.
2. Schultz, P. D, Schultz, S. E. & Schultz, S. (2012). Theories of Personality 10thEd. Cengage Learning, India.

GENERAL PSYCHOLOGY II**Unit I: Memory & Forgetting:**

Physiological basis of memory. Memory and forgetting. Measurement of memory (Recall, Recognition, Relearning). Short term and long term memory. Theories of forgetting (Decay and Interference theories and Repressive forgetting). Application of Mnemonic devices etc, to improving memory.

Unit II: Cognition and Language:

Concept of formation. Nature and development of thinking. Language and thought and acquisition of language. Problemsolving. Creative thinking and its applications.

Unit III: Intelligence and Aptitude:

Definition and concept. Theories and models of Intelligence. Measurement of intelligence and aptitude. Exceptional intelligence. Mental retardation. Concepts of multiple, emotional and artificial intelligence and their application.

Unit IV: Motivation:

Definition and concept of instinct, needs, drives and motives. Theories of motivation and their application (drive reduction theory, Maslow's motivational hierarchy). Social motivation: Achievement, power, affiliation motives and influence of early experiences.

Unit V: Emotion:

Physiological basis of emotion. Theories of emotion: James-Lange - Cannon-Bard - Singer-Schacter - Cognitive physiological theory

References

1. Baron, Robert A. (2011). Psychology. 5th ed. Pearson, India.
2. Morgan, Clifford.T., King, Richard.A., Weisz, John.R., Schopler, John (1993): Introduction to Psychology, Tata-McGraw Hill.
3. Marx, Melvin H. (1976) Introduction to psychology - Problems, Procedures & Principles, MacMillan Publishing Co.
4. Hilgard, E.R., Atkinson, R.L., Atkinson, R.C., (1979): Introduction to Psychology, Harcourt Brace Jovanovich. Inc.

SEMESTER- II

CORE- 4

DEVELOPMENTAL PSYCHOLOGY II

UNIT I: PUBERTY

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

UNIT II: ADOLESCENCE

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

UNIT III: Young Adulthood

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

UNIT IV: Middle Age

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

UNIT V: Old Age

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

References

1. E. M. Hetherington & Ross D Parke, Child Psychology – a contemporary viewpoint (1993) 4th edition McGraw Hill Pub.
2. Laura C Berk. Child Development (1996) Prentice- Hall of India (Pvt) Ltd. 3rd edition.
3. Hurlock, E.:Developmental Psychology (1980), Tata McGraw Hill Publishing Co.
4. Thomas J. Berndt, Child Development (1997) 2nd edition. Brow& Benchmark Pub.
5. D.E. Papalia. Sally W. Olds, Child Development (1994) 5th edition Tata McGraw Hill.
6. Life span Development – (1999) John W. Santrock, 7th edition McGraw Hill.
7. Children – John W. Santrock, 5th edition McGraw Hill/
8. Shaffer, David R. (1996): Developmental Psychology, IV Edition, Brooks/Cole Publishing Company.

SEMESTER- II

**ALLIED - 2
FAMILY PSYCHOLOGY**

UNIT I:

Family: Meaning and Definition. Importance and significance of Family for human beings.Characteristics of family.Systems Theory.

UNIT II:

Stages of Family and its tasks.Understanding and Developing Family structures and interactions.

UNIT III:

Attachment and its importance.Problems in attachment.Emotional regulations in family interactions.Healthy Communication.

UNIT IV:

Functional and dysfunctional families.Effects of parental conflict on children.HandlingDivorce.Handling stress in the family.

UNIT V:

Child upbringing and its issues: Nutrition, Kids and Technology, Sibling Rivalry & Aggression. The Role of the grandparents and elderly in the family. Parental influence, Healthy Parenting styles.

References.

1. Antony, D. John (2008) Family Counselling, Nochiodaipatti, Dindigul, Anugraha Publications.
2. Antony, D John (1996) types of Counselling- A Life Span Developmental and Situational Approach, Nagercoil, Anugraha Publications.

SEMESTER- III

CORE- 5

PHYSIOLOGICAL PSYCHOLOGY

UNIT – I: INTRODUCTION

Definition – Where is the Mind? – The Modern Era of Brain Imaging: CT Scan, MRI Scan, PET Scan – Approaches to Physiological Psychology: Philosophic Approaches, Clinical Approaches, and Experimental Method.

UNIT – II: THE NEURON AND GROUPS OF NEURONS

The Anatomy of a Neuron – Supporting Cells in the Nervous System – What neurons do? – The Neuron at Rest - The Neuron in Action – Synaptic Communication – What happens when Neurons go wild?

UNIT – III: THE ORGANIZATION OF THE NERVOUS SYSTEM

Organization of the Nervous System – Evolution of the Brain – Structures in the Nervous System: The Peripheral Nervous System – The Spinal Cord – The Brain. Brain Disorders: Factors in impairment – Psychological deficit in the Brain injured – Localisation of Psychological function in the Brain – The effects of Brain lesions on Psychological functions.

UNIT – IV: INTERNAL REGULATION

Rhythms of Wakefulness and sleep – stages of sleep and brain mechanisms – sleep disorders – Dreaming – Internal Regulation: Temperature – Thirst – Hunger

UNIT V: HORMONES AND BEHAVIOUR

How Hormones work – Hormones for cellular functioning: The Thyroid Gland – The Parathyroid Glands – The Pancreas – The Posterior Pituitary – Hormones of Stress: ACTH and 17-OHCS – Stress and the Cardiovascular System – Stress and Stomach Ulcers – Hormones for Growth, Sexual Behaviour and Reproduction: Growth Hormone – Sex Hormones – The Pineal Body as a regulator of regulators.

REFERENCES

1. Charles, F. Levintal: Introduction to Physiological Psychology, 3rd Edition, New Delhi: Prentice Hall of India, 1990
2. Kalat, J.W. (1995) Biological Psychology. 5th Edition. New York: Brooks/Cole.
3. Mark.R. Rozenweig, S.Marc Breedlove, Arnold L. Leiman (2002). Biological Psychology: An Introduction to Behavior, Cognitive and Clinical Neuroscience. Sunderland: Sinauer Publisher
4. Morgan, C.T., Physiological Psychology 3rd Edition, New York: McGraw Hill, 1965.
5. Richard, F. Thompson: Foundation of Physiological Psychology, New York: Harper International, 1967.

EXPERIMENTAL PSYCHOLOGY I (PRACTICALS)

Minimum 2 experiments should be chosen from each of the 5 units and in total ten practicals should be conducted and written in record book

Unit I: Attention

1. Span of Attention
2. Sustained and Focused attention
3. Division of attention
4. Effect of distraction
5. Colour blindness

Unit II: Sensation and Perception

1. Muller – Lyer Illusion
2. Size – weight illusion
3. Time perception
4. Mental Sets in Perception
5. Shape Constancy

Unit III: Memory

1. Retroactive Inhibition
2. Recall & Recognition
3. Free Versus Serial Recall
4. Effect of meaning on retention
5. Levels of processing

Unit IV: Learning

1. Trial & Error Learning
2. Habit interference
3. Bilateral Transfer
4. Motor Learning – Maze Learning
5. Paired Associate learning

Unit V: Thinking

1. Concept formation
2. Syllogistic reasoning
3. Creativity
4. Problem solving apparatus

Reference

1. Chaube. S.P.(1985): Experimental Psychology, LaxmiNarain Publishers
2. Buratoa G. Andress - Experimental Psychology Wiley, Eastern Pvt. Ltd., 1968.

SEMESTER- III

ALLIED - 3

DESCRIPTIVE STATISTICS FOR PSYCHOLOGY

Unit I: Introduction meaning of statistics, Need and Importance of Statistics in psychology Levels of measurement, nominal, ordinal, Interval & Ratio;

Unit II: Classification and Tabulation Objectives – types of classification – geographical – chronological – qualitative – quantitative – formation of continuous frequency distribution – uses of tabulation – parts of a table – types of tables – simple and complex tables – general purpose and special purpose tables.

Unit III: Graphical Representation of data Ungrouped Data: Bar diagram. Pie Diagram, line graph; Grouped data, Frequency polygon, histogram, cumulative frequency graph and O give; computing percentiles & percentile ranks graphically

Unit IV: Measures of Central Tendency Mean, Median & Mode; Mean from combined samples; when to use the mean, median & mode.

Unit V: Measures of Variability: Range, Quartile deviation, Average Deviation & Standard deviation; coefficient of variation

References

1. Verma, J. P., & Ghufan, Mohammad. (2012). Statistics for Psychology: A comprehensive text.

Tata McGraw Hill, India.

2. Mangal.S.K. (1987): Statistics in Psychology Tata McGraw Hill Publishing Co,

3. Minium, E.W., King B.M. and Bear, G. statistical Reasoning in psychology and Education. .

N.Y: John wiley& Sons, end 2001.

4. Garrett, Henry E.(1981): Statistics in Psychology & Education, Vakils, Feffer& Simons Ltd

SEMESTER- IV

CORE- 7 SOCIAL PSYCHOLOGY

UNIT I: Introduction

Nature, goal and scope of Social Psychology – Social Psychology and other social sciences – Methods of Social Psychology

UNIT II: Social Perception & Cognition Perceiving Ourselves:

Self-concept, self-esteem, self-presentation and self-expression – Perceiving others: Forming impressions – Role of non-verbal cues, stereotypes and central traits – Primacy and recency effects – Attribution: Meaning – Theory and biases

UNIT III: Attitudes, Prejudice & Discrimination Attitudes:

Meaning, nature and function - Attitudes and behaviour – Theories of reasoned and planned behaviour – Formation, change and measurement of attitudes; Prejudice and Discrimination – Nature and components – Acquisition – Reduction

UNIT IV: Groups & Leadership

Nature of Group formation – Functions of Group: Role, Status, Norms and Cohesiveness - Impact of Groups on Individual performance: Social facilitation and social loafing - Group Conflict – Decision making by Groups – Leadership

UNIT V: Aggression & Pro-social Behaviour Aggression:

Meaning – Theoretical perspectives – Trait, situational and social learning approaches – social and personal determinants of aggression – Prevention and control of aggression; Prosocial Behaviour: Meaning – Cooperation and helping - Personal, situational and socio-cultural determinants – theoretical explanations

TEXT BOOKS:

1. Baron, R.A. & Byrne, D. Social Psychology (9th ed). Delhi :Pearon education 2000.
2. Myers, D.G. Social Psychology, New Delhi: Tata McGraw Hill , 2005
3. Feldman, R. S. (2005). Social Psychology: Theory, research and application. McGraw-Hill Education, New Delhi.
4. Sharma, Rajendra.K. and Sharma, Rachana (1997) Introduction to Social Psychology, Atlantic Publishers

SEMESTER- IV

CORE- 8

EXPERIMENTAL PSYCHOLOGY II (PRACTICALS)

Minimum 2 experiments should be chosen from each of the 5 units and in total ten practicals should be conducted and written in record book

Unit I: Psychophysics

1. Paired comparison and / or rank order
2. Differential Limen using method of average error
3. Weber's law-method of constant stimuli
4. Absolute limen for sensory stimuli
5. Signal Detection

Unit II: Aptitude:

1. Differential Aptitude Test Battery
2. Spatial Perception Ability Test
3. Tweezer Dexterity Test
4. Finger Dexterity Test
5. Minnesota Rate of Manipulation Tests

Unit III: MOTIVATION

1. Motivational Analysis Test
2. Achievement Motives
3. Sensation Seeking Scale
4. Affiliation Motives
5. Power Motives

Unit IV: ATTITUDE & INTERESTS

1. Bogardus Social Distance Scale
2. Vocational Interest Inventory
3. Career Preference Scale
4. Thurstone's Inventory Scale
5. Occupational Interest Scale

Unit V: INTELLIGENCE:

1. Developmental Screening Test
2. Social Maturity Scale
3. Bhatia's Battery of Intelligence
4. Cube Construction Test
5. P. G. I. Battery For Assessment of Mental Efficiency

Reference

1. Chaube. S.P.(1985): Experimental Psychology, LaxmiNarain Publishers
2. Buratoa G. Andress - Experimental Psychology Wiley, Eastern Pvt. Ltd., 1968

STATISTICAL REASONING IN PSYCHOLOGY

Unit I: The Normal Curve

Characteristics & Properties, Skewness, Kurtosis, Applications of the normal curve.

Unit II: Significance Of Mean

Concept of standard error, Confidence interval, Computation of significance of Mean in Large and Small samples: Sampling, Meaning; Methods of sampling; Size of sample

Unit III: Significance of difference between means

Two tailed & one tailed tests of significance: Type I & Type II error Procedure for Testing significance in Large & small Independent & correlated samples

Unit IV: Parametric Tests

Correlation, Meaning & Types; correlation & causation; Karl Pearson's coefficient of correlation and its interpretation; Spearman Rank correlation method
Analysis Of variance, Meaning of the term; Procedure for Calculating analysis of variance

Unit V: Non Parametric Tests

Chi square test, Use of chi square as a test of goodness - Use of chi square as a test of independence between variables, Assumptions, Uses & Limitations of chi square test;

References:

1. Verma, J. P., & Ghufraan, Mohammad. (2012). Statistics for Psychology: A comprehensive text. Tata McGraw Hill, India.
2. Mangal, S.K. (1987): Statistics in Psychology Tata McGraw Hill Publishing Co.
Recommended reading:
3. Garrett, Henry E. (1981): Statistics in Psychology & Education, Vakils, Feffer & Simons

CLINICAL PSYCHOLOGY I**Unit I: Introduction**

Defining Abnormality: Criteria of Abnormality. Normal mental health. History taking interview. Mental Status Examination. Classifying abnormal behaviour – DSM IV Classification & its limitations (Brief mention of ICD-10)

Unit II: Anxiety based disorders

Anxiety based disorders: Panic disorder, Agoraphobia, Specific Phobia, Social Anxiety disorder (social phobia). Generalized anxiety disorders. Obsessive - compulsive disorders – characteristics, Cognitive and motor patterns.

Unit III: Somatoform disorders & Dissociative disorders

Somatoform disorders – somatisation disorder – hypochondriasis – symptoms, somatoform pain disorder, conversion disorder – sensory, motor, visceral; Criteria for distinguishing between conversion disorder and organic disturbances. Dissociative disorders: Dissociative Amnesia, Dissociative Fugue, Dissociative Identity Disorder, Depersonalization disorder. Causes – biological, psychological, socio cultural factors.

Unit IV: Feeding/Eating & Sleep Disorders

Anorexia Nervosa, Bulimia Nervosa, Binge Eating Disorder, Obesity and Metabolic Syndrome. Normal Sleep, Sleep-Wake Disorders: Insomnia disorder, Hypersomnolence disorder, Narcolepsy, Breathing related sleep disorders.

Unit V: Mental Retardation and Developmental Disorder:

Levels of MR, Brain defects in MR, organic retardation syndromes, Cultural – Familial MR, Treatment & outcome. Learning disorders: coordination disorder: Causes and treatment. Pervasive developmental disorder – autism, clinical picture, Causes & treatment. Attention Deficit/Hyperactive Disorder.

References

Barlow David H. & Durand, V. Mark (1995) Abnormal Psychology, Brooks/Cole Publishing Co.

Bootzin RR, Acocella JR & Alloy LB (6th Ed) Abnormal psychology-current perspectives-the Graw Hill inc. USA

Carson RC & Butcher JN: Abnormal psychology & modern life (10th Ed) Harper-Collins NY

Ronald J Comer: Abnormal psychology (2nd Ed) WH Freeman & co. NY

John M Neale, Gerald C Davidson & David AF Haaga: exploring Abnormal psychology (6th Ed) John Wiley & sons.

INDUSTRIAL PSYCHOLOGY**UNIT – I: Introduction**

What Industrial Psychology is? – Objectives – Scope – Industrial Psychology as a Science – Industrial Psychology as a Profession.

Job Analysis and Job Evaluation

Job Analysis – Definition, Applications and Scope – Various Methods of Job Analysis – Job Evaluation: - Various Methods of Job Evaluation.

UNIT – II: Performance Appraisal & Performance Rating System

The Nature and uses of Performance Appraisals – Performance Appraisal Procedures bases on judgement – Objective Measures of Performance Appraisal – Performance Rating Systems – Errors and bias in Rating – Types of Rating Methods.

UNIT – III: Personnel Selection & Testing

Validity and Reliability of Selection Procedure – Various Types of Selection Procedures: Interviews, Application Blanks. Biographical Inventories and Reference check-up Techniques – Testing Abilities – Testing Personality – Testing Skills and Achievements.

UNIT – IV: Training & Development

Introduction to Training and Development – Establishing Training needs – Methods and approaches in Management and Development – Methods and Approaches in Employee Training – Career Planning and Development.

UNIT – V: Psychology Applications for Safety in Industries

Accident Statistics and Reports – Causes of Accidents: Situational factors and Individual factors – Characteristics of Accident repeaters – Various measures of prevention of accidents; Performance Failures: Causes: Individual Causes, Group causes, Organisational / Contextual Causes – Treatment and corrective actions of performance failure factors – Characteristics of Accident repeaters – various measures of prevention of accidents

References

1. Miner John, B. Industrial and Organizational Psychology, New York: McGraw Hill 1992.
2. McCormick, E.J., & Ilgen, R. Industrial Psychology, (7th Edition), New Delhi: Prentice Hall of India, 1984.
3. Aamodt, M.G., (2013) 7th Edition. Industrial Psychology. Cengage Learning

HEALTH PSYCHOLOGY**UNIT I: INTRODUCTION**

Definition – Mind-body relationship – Field of Health Psychology – Focus of Health Psychology – Bodily Systems

UNIT II: Enhancing Health and Preventing Illness

Smoking, Reasons for smoking, Smoking and Health, Preventing and Quitting smoking, Alcohol use and abuse: Alcoholics, Reasons for use and abuse of alcohol, Preventing and treating for Alcohol abuse. Drug use and Abuse: Preventing and Stopping drug abuse. Nutrition: Consumption, Nutrition and Health, Weight control and diet, Exercise.

HEALTH BEHAVIOUR & PRIMARY PREVENTION

Health beliefs, behaviours and behaviour change – Health promotion – Changing Health Habits – Cognitive Behavioural approaches – Transtheoretical model of behaviour change – Health enhancing behaviours – Health compromising behaviours

Unit III: Becoming Ill and Getting Medical Treatment

Health Services, Perceiving and Interpreting systems, Using and misusing health services, The Patient- Practitioner relationship, adhering to medical advice. The hospital, Being hospitalized, Psychological problems of hospitalized patients.

UNIT IV: STRESS, PAIN & COPING

Defining, measuring and managing stress – theoretical contributions to stress – sources of chronic stress – stress and illness – coping with stress – coping and external resources – social support – coping outcomes – stress management

UNIT V: BEHAVIOURAL HEALTH

Health Promotion - Exercising – Obesity & its Management – Quality of Life – Yoga and Meditation.

References:

1. Shelley E. Taylor. Health Psychology Third Edition. McGraw Hill International Editions, 1995.
2. Brannon, L & Feist, J. Health Psychology. CA: Wadsworth / Thomson Learning, 2000.
3. Ogden, J. (2012). Health Psychology. 5th ed. McGraw-Hill Education
4. Taimini. L.K. (1973). Glimpses into the Psychology of Yoga, The Theosophical Publication House, Chennai

GUIDANCE AND COUNSELING

Unit – I: Counselling Meaning and definition. History of Counselling. Need for Counselling in Indian situations. Counselling and Advice. Guidance and Counselling. Objectives of Counselling. Education & Counselling.

Unit – II: Counselling approaches and practices Directive, non-directive, Eclectic and Integrative approaches in counselling

Unit – III: Counselling Steps Two steps of counselling. Basic Skills of a good counsellor

Unit – IV: Counselling Process Preparation for counselling- Counselling Context and Process – Therapeutic Relationship – Boundaries – Dual Relationship- Providing Privacy – Confidentiality in Counselling.

Unit – V: Tools & Techniques used in counselling and guidance Importance of assessment in counselling, Tools used in assisting individuals towards self discovery. Guidelines to use tools.

Reference

1. Antony, D. John. (2003) Skills of Counselling, 2nd edition, Dindigul, Anugraha Publications.
2. Dave, Indu (1992): Basic Essentials of Counselling
3. Sheitzer & Stone (1974): Foundations of Counselling
4. Pasricha, Prem (1976) : Guidance and Counselling In Indian education
5. Rao, Narayan (1984): Counselling Psychology
6. Prasantham, B.J. (1987) Therapeutic Counselling, Vellore, Christian Counselling Centre

SEMESTER- VI**CORE- 13****CLINICAL PSYCHOLOGY II**

Unit I: Personality Disorders Cluster A, Cluster B, and Cluster C.

Unit II: Schizophrenia & Delusional Disorder General symptoms, types & causes (briefly)
Delusional Disorder (paranoid) Clinical picture & causes.

Unit III: Mood Disorder Normal depression, symptoms of mild to moderate & moderate to severe mood disorder, causal factors.

Unit IV: Substance Abuse & Sexual Disorders Alcohol abuse & dependence, clinical picture, causes Drug abuse & dependence, narcotics, sedatives, stimulants, hallucinogens. Treatment & prevention Normal Sexuality. Desire, Interest, Arousal Disorders. Orgasm Disorders. Sexual Pain Disorders. Sexual Dysfunctions due to a general medical condition. Paraphilic Disorders.

Unit V: Treatment of Psychological Disorders Biologically based therapies, electroconvulsive therapy, pharmacological method; Psychotherapies – psychodynamic therapy, behaviour therapy, cognitive behaviour therapy – rational emotive therapy & stress inoculation, humanistic therapy, client centred therapy

References

1. Barlow David H. & Durand, V. Mark (1995) Abnormal Psychology, Brooks/Cole Publishing Co.
2. Bootzin RR, Acocella JR & Alloy LB (6th Ed) Abnormal psychology-current perspectives-the Graw Hill inc. USA
3. Carson RC & Butcher JN: Abnormal psychology & modern life (10th Ed) Harper-Collins NY
4. Ronald J Comer: Abnormal psychology (2nd Ed) WH Freeman & co. NY
5. John M Neale, Gerald C Davidson & David AF Haaga: exploring Abnormal psychology (6th Ed) John Wiley & sons

POSITIVE PSYCHOLOGY

UNIT I: INTRODUCTION Definition – Assumptions and Goals – From the negative to the positive – View of human functioning - Eastern and western perspectives – Classifications and measures of strengths and positive outcomes

UNIT II: POSITIVE PSYCHOLOGY IN CONTEXT Developing strengths and living well – Meaning and measure of happiness – Subjective Well Being – Self-Realization – Views of Happiness

UNIT III: POSITIVE EMOTIONAL STATES & PROCESSES Principles of pleasure: Understanding positive affect, positive emotions and well-being: Positive Emotions and Health Resources – Positive Emotions and Well – Being - Emotion-focused coping – Emotional Intelligence

UNIT IV: POSITIVE COGNITIVE STATES & PROCESSES Self-Efficacy, Optimism and Hope – Wisdom and Courage: the two universal virtues – Mindfulness, Flow and Spirituality

UNIT V: PROSOCIAL BEHAVIOUR & POSITIVE ENVIRONMENTS Empathy and Egotism: Altruism – Gratitude – Forgiveness – Societal implications – Attachment, Love and Flourishing relationships Positive Schooling – Gainful Employment – Building better communities – Life above Zero

TEXT BOOKS

1. Snyder, C. R., Lopez, S. J., & Pedrotti, J. T. (2010). Positive Psychology: The scientific and practical explorations of human strengths. 2nd ed. Sage Publications, India.
2. Baumgardner, S. R., & Crothers, M. K. (2009). Positive Psychology. Pearson Education, India.

SEMESTER- VI

ELECTIVE- 1

MARKETING AND CONSUMER BEHAVIOUR

Unit – I:Marketing in the Twenty first century Definition, Scope of Marketing Core marketing concepts; Direct and On line marketing -Advantages & disadvantages.

Unit – II: Market Segmentation Levels and patterns of market segmentation, Segmenting consumer and business markets; Market targeting; Marketing mix.

Unit – III: Understanding Consumer behavior Field and scope of consumer Behaviour; Types of consumers; Major Factors influencing Buyer Behaviour; cultural, social, personal and psychological factors.

Unit – IV: The Buying Decision process Buying roles, buying behaviour: Levels of consumer decision making; Models of consumers; Consumer Adoption process; the stages of buying - decision Process.

Unit – V: Consumer research History, consumer research Process; Conducting a research study; consumerism Guest lectures by experts in the field of marketing must be arranged.

References

1. Kotler, Philip (2001) : Marketing Management. Millenium edition, Eastern Economy, Prentice Hall India, New Delhi
2. Schiffman. L.G. and Kanuk, L.L (1999): Consumer behaviour, 12th edition, Prentice Hall of India Pvt Ltd

SEMESTER- VI

ELECTIVE- 2

PROJECT II - SURVEY RESEARCH

Survey in any two of the following areas:

1. Industrial work problems
2. Mental health problems
3. Social Phenomena
4. Family Problems
5. Consumer Behaviour
6. Environmental Issues

Project report should not exceed 50 typed pages