



<u>M.Sc. (PSYCHOLOGY) Syllabus</u>				
I Semester scheme				
1MSPSY01	ADVANCED GENERAL PSYCHOLOGY	40	60	100
1MSPSY02	ADVANCED SOCIAL PSYCHOLOGY	40	60	100
1MSPSY03	Psychology Practical	60	40	100
		140	160	300

<u>M.Sc. (PSYCHOLOGY)</u>				
II Semester scheme				
2MSPSY01	LIFE SPAN PSYCHOLOGY	40	60	100
2MSPSY02	RESEARCH METHODOLOGY	40	60	100
2MSPSY03	PSYCHOLOGICAL TESTING (PRACTICAL)	60	40	100
		140	160	300

<u>M.Sc. (PSYCHOLOGY)</u>				
III Semester scheme				
3MSPSY01	ORGANIZATIONAL BEHAVIOUR	40	60	100
3MSPSY02	MARKETING PSYCHOLOGY AND CONSUMER BEHAVIOUR	40	60	100
3MSPSY03	HUMAN RESOURCE MANAGEMENT	40	60	100
		120	180	300

<u>M.Sc. (PSYCHOLOGY)</u>				
IV Semester scheme				
4MSPSY01	COUNSELLING AND BEHAVIOUR MODIFICATION	40	60	100
4MSPSY02	HEALTH PSYCHOLOGY	40	60	100
4MSPSY03	Project work			100
		80	120	300

First semester

Paper I

ADVANCED GENERAL PSYCHOLOGY

Unit – I :

Basic concepts – Definition of Psychology – Schools of Psychology – Behaviorist – Gestalt – Psychoanalysis – Humanistic. Scientific methods in Psychology – Application of Psychology – Psychology in Industry, community, family, education, health, self development – Human relations.

Unit – II :

Hereditary and environment – Experimental studies – Growth and maturation – Physiological basis of behaviour – The brain and nervous system – The sensory process – Some general characteristic of senses – Five senses – Perception: Organization – The role of learning in perception – Perception and attention – Perceptual process.

Unit – III :

Learning – Principles and Methods – Classical conditioning – Operant Conditioning – The principle of reinforcement – Multiple response learning – Cognitive learning – Optimizing learning: Programmed learning and automated instruction – Transfer of learning – Role of Reward and punishment in learning.

Unit – IV :

Motivation and emotion – Physiological basis of motivation – Current status of motivational concepts – Theories of motivation – Motivational factors in aggression – Emotion – Emotional expression – Theories of emotions.

Unit – V :

Memory and forgetting – Kinds of remembering – Retrieval processes – The nature of forgetting – Two process theories of memory – Improving memory – Language and thought – Symbols and concepts – Structure – Forms of thought - thinking and reasoning – Concept formation.

Unit – VI :

Intelligence – Theories of intelligence – Measuring Intelligence – Kinds of intelligence tests – Ability – Formation of aptitude and attitude – Aptitude tests – Creativity and its tests - Personality – Definition of Personality – Theories of Personality – Assessment of Personality.

REFERENCES:

1. Clifford T. Morgan, Richard a. King, John R. Weis and John Schopler, "Introduction to Psychology" – 7th Edition. Tata McGraw Hill Book Co. New Delhi, 1993.
2. Ernest R. Hillgard, Richard C. Atkinson, Rita L. Atkinson, "Introduction to Psychology" 6th Edition, Oxford IBH publishing Co. Pvt. Ltd., New Delhi, 1975.
3. Baron.A. Robert, Psychology, Pearson Education Vth Ed.,2002

SunRise University

Paper II

ADVANCED SOCIAL PSYCHOLOGY

Unit – I :

Basic concept of social psychology – scope – individual, society and culture
- Social Psychology in the new millennium - Research Methods in Social Psychology: Systematic, Correlation and Experimental Methods.

Unit - II

Social Perception - Nonverbal Communications - Attribution: Understanding the causes of others Behaviour - Theories of Attribution- Kelley's model - Impression Formation and Management - Social Cognition: Social Information-Heuristics and Automated Processing - Sources of Error. Groups: Types and formation - Theories of Group Formation - Co-ordination - Group Decision making - Group Think.

Unit – III

Interpersonal attraction – Factors determining Attraction - Sociometry - Social Motives -types - Social Influences - Conformity- Compliance - Obedience - Prosocial Behaviour- Why do we help others- Situational Factors- Individual characteristics - Empathy - Altruism- Attitude: Components, Formation - influence on Behaviour - Changing the Attitudes - Persuasion - Cognitive Dissonance.

Unit --IV

Prejudice -Discrimination in Action - Origin - Methods to reduce it - Aggression - Theories of Aggression - Types of Aggression - Determinants of Aggression - Environmental causes - prevention and control of Aggression.

Unit – V:

Environmental Influences: The urban environment and social behaviour - Environmental Stress: The hazards of a noisy environment - Temperature and weather as environmental stressors - Temperature and aggression - Air pollution – Effects of negative ions - Personal space – Territorial behaviour – Territorial dominance – architectural designs - Crowding - The effects of too many people and too little space.

REFERENCES:

1. Kuppusamy .B An introduction to Social psychology – Bombay – Asia Publishing House – 1965.
2. Baron and Byrne . Social Psychology, Tata McGraw Hill, 1998.
3. Lindgren, Introduction to Social Psychology.
4. David G Myers, Social Psychology, McGraw Hill Book Company, New Delhi 1988.

Semester II
LIFE SPAN PSYCHOLOGY

Unit – I :

Basic Concepts – Aspects of Development, Life Span periods – Methods – Non Experimental, Experimental - Stages of Development – Principles of Development – Prenatal period – Birth – Neonatal stage – First year of Life – Early childhood, Middle childhood – Adolescence, Adulthood and old age.

Unit -II

Physical Development – Motor Skills – Growth rate – Physical health during Adulthood, Physical fitness & energy – Motor functions in old age. Intellectual Development –Approaches: Psychometric, Piagetian and Information processing approach – Cognitive Development – Piaget’s model – Language Acquisition and Development of language, Memory, Intelligence and Moral Development.

Unit – III:

Personality and Social Development – Emotions – emergence of Self – Role of parents and siblings – peer group influence – Psychoanalytic, social learning and cognitive perspectives in the personality development – Emotional problems of childhood – identity crisis in adolescence, relationship with parents and peers, sexual identity- Teenage problems.

Unit – IV :

Personality and Social issues in young adulthood - Parenthood – Career planning – Intimate relationship and personal life styles – work life – personal relationship in family and work life

Unit – V :

Old age – Physical changes - Psychomotor functioning – Health & fitness – Health problems – Memory changes – Work and Retirement – Adjustment to Old age - Personal Relations in Late life – Death Bereavement – Purpose and meaning of life.

REFERENCES :

1. Elizabeth B. Hurlock, Developmental Psychology – A Life Span Approach, Fifth Edition, Tata McGraw Hill Publishing co. Ltd., New Delhi.
2. Zubek J.P. and Solberg, P.A., Human Development, New York, McGraw Hill Book Co. Ltd., 1954.
3. Papalia, Diane E and Old, Human Development V Ed 1992, Tata McGraw Mill Publishing Co., Ltd

RESEARCH METHODOLOGY

unit I :

Scientific Method and its goals - Research process – Criteria of good research – Research problem – Criteria for selecting the problem –Defining the research problem – Hypotheses – Types of Hypotheses – Testing of Hypotheses and their limitations.

unit II :

Research Design – Meaning, needs for research design - Important concepts relating to research design – Different Research Designs. Sampling design- Steps in sampling design – Characteristics of good sampling design – Sampling techniques - Sample size and its determination – the approach based on Precision rate, Confidence level and on Bayesian statistics.

unit III :

Research Methods – Survey – Experimental, Exploratory – Case study – Cross sectional and longitudinal methods – Selection of Tools – Criteria for selection of tools – Different types of tools- Observation, interview, questionnaire, check list, inventories – rating scale, attitude scale – Criteria of good research tool – Reliability, Validity, objectivity and practicability – Standardization of test and Item Analysis.

unit IV :

Measurement – Concepts of Hypothesis testing - Procedure for hypothesis testing – Important Parametric tests – Hypothesis testing – Hypothesis testing using ‘t’ test, Correlations, ANOVA - Non-parametric tests – Chi-square test – Multivariate analysis.

unit V:

Research Proposal – Meaning of Interpretation- Significance of Report writing – Steps in writing report- Types of Reports – Role of computers in Research.

REFERENCES :

1. Guilford J.P. Fundamental Statistics Psychology and Education – New York – McGraw Hill Booth Co. 1965.
2. Fred N. Kerlinger, Foundations of Behaviour Research, Surjeet Publications, 1983.
3. Kothari, C.R. Research Methodology, Willy Eastern Limited, New Delhi.

PSYCHOLOGICAL TESTING (PRACTICAL)

Fifteen tests from the following areas will be selected by the University and conducted during the I year of the course.

1. Intelligence
2. Memory
3. Creativity
4. Aptitude
5. Interest
6. Personality
7. Stress
8. Study Skills
9. Interpersonal relations
10. Anger
11. Organizational Climate
12. Job involvement
13. Job satisfaction
14. Leadership
15. Self esteem
16. Assertiveness
17. Anxiety

REFERENCES:

1. Cronbach, L.J. Essentials of Psychological Testing, 1972. New Delhi, Prentice Hall Inc.
2. Woodworth R.S. and Scholsberg, 1981, Experimental Psychology, New Delhi, Taa McGraw Hill Co. Ltd.,
3. Udaipeek, T. Venkateswara Rao. Handbook of Psychological and Social Instruments. Samashti, B-2, Chamelibagh, Baroda-2.

Third Semester

ORGANIZATIONAL BEHAVIOUR

unit – I

Organisational Behaviour – Definitions- Fundamentals of Organizational Behaviour – Dynamics of people and organization – Theoretic Frameworks - Models and Approaches of organizational behaviour.

unit – II

Foundations of Individual Behaviour –Perception: Selectivity and Organisation – Personality: Meaning and Determinants of Personality- its influence on Organisation- Learning: Principles- Reinforcement Schedules – Punishment. Motivation: Types of Motives – theories of Motivation- Content and Process – Attitude- Components, Functions and Changing – Job Satisfaction: Determinants and Effects.

unit – III

Foundations of Interpersonal Behaviour – Groups: Meaning, Formation, Types – Team Building – Group Decision making. Leadership: Styles, Power and Theories of Leadership – Traditional and Modern. Communication: Meaning, Types – Upward, Downward, and Interactive- process.

unit – IV

Stress and Conflict Management – Stress: Individual and Organisational Stressors, Effects and Management – Types of Counselling – Conflict: Types, Interpersonal and Intra-individual Conflicts- Conflict Resolution and Management.

unit – V

Organisational Culture – Functions - Organisational Change and its effects –Managing Change and Resistance to change – Organisational Structure – Designs - Organizational Behaviour Modification process - Quality of Work Life – Employee Assistance Programs.

REFERENCES:

1. John W. Newstrom and Keith Davis – Organizational Behaviour – Human Behaviour at Work. 10th ed. Tata McGraw Hill, 2002.
2. Fred Luthans – Organisational Behaviour, McGraw Hill- Irwin, 9th Ed.2002.
3. Stephen P. Robbins - Organisational Behaviour, Prentice Hall of India, 2003.

MARKETING PSYCHOLOGY AND CONSUMER BEHAVIOUR

unit – I

Understanding Marketing Management – Basic concepts of marketing — Market oriented strategic planning – Corporate and Division Strategic Planning – Identifying and Analyzing competitors.

unit – II

Developing Market Strategies – Differentiating and positioning –Challenges in New Product Development – Market testing – Customer Adoption Process. Components of Marketing Information System – Marketing Intelligence System - Marketing Research – Marketing Decision Support System - Marketing research program for a new product - common errors.

unit – III

Managing marketing communications – Developing Effective Communications – Developing and Managing an Advertising Program – Media Decisions - Sales Promotion and Public Relations.

unit – IV

Understanding Consumer Behaviour – Definition – Influencers Building customer satisfaction– Attracting and Retaining Customers - Analyzing consumer markets buying behaviour – Buying Decision Process – Stages in the process- Marketing strategies – Market segmentation- Levels and patterns of Market Segmentation.

unit – V

Influences on Consumer Behaviour – Environmental influences: culture – subcultures – social class – Social groups – Family – Personal influence and diffusion of Innovations – Individual determinants of consumer behaviour – Personality and self concept – Motivation and Involvement – Information processing – Learning and memory attitudes.

REFERENCES:

1. Kotler, P. (2003), Marketing Management, (Eleventh Edition). Prentice Hall.
2. Mamoria, C.B. and Joshi, R.L. (1998), Marketing Management, Analysis, Planning, Implementation and control, (Ninth Edition) Prentice Hill.
3. Loudon, D.L. and Della Bitta, A.J. (2002) Consumer Behaviour (forth edition) Tata McGraw Hill.
4. Advertising Management, Aaker & Myers, Batra.

HUMAN RESOURCE MANAGEMENT

Block – I

Nature and scope of Human Resource Management – Human Resource Planning – Job Analysis - Job description - Job specification - Recruitment and Selection – Types – Interview types and selection process.

Block – II

Employee testing – Importance of Selection – Psychological tests – Other informations - Development of Human Resources - Types of training and Executive Development - Performance appraisal – Methods and uses.

Block – III:

Maintenance of Human Resource – Motivation and Reward System.- Job evaluation - Compensation – Wage and salary, Incentive patterns - Collective Bargaining – Types and process - Importance.

Block – IV :

Employee problems – Disciplining, Promotion, Transfer and Separations - Employee welfare safety health benefits and services - Industrial Counseling and Intervention Programmes.

Block – V

Human relations – Participative management – Quality circles – Total quality management – Industrial relations – Employee communication – Human Engineering – Working conditions – Improvement in work environment – International Human Resource Management.

REFERENCES:

1. David A. De Cenzo – “Personnel / Human Resource Management”, 3rd Ed. Prentice – Hall of India Private Limited, New Delhi – 11000/1998.
2. K. Aswathappa - Human Resource and Personnel Management, 3rd Edition, Tata McGraw Hill, New Delhi.
3. Gary Dessler - Human Resource Management, 9th Edition – Pearson Education 2003.

Semester IV

COUNSELLING AND BEHAVIOUR MODIFICATION

Unit – I

Basic concepts – Meaning of Guidance and Counseling and their differences – Approaches to counselling, person centred, Gestalt, Psychoanalytic, Cognitive, Trait factor, Behavioral and eclectic approach - Assessment Techniques - Important Factors – Tools of Assessment.

Unit – II

Goals of counselling – counselling process – characteristics of counselor – Group counselling – special areas of counselling - applied areas multicultural counselling – Ethical issues.

Unit – III

Basic concepts of Behaviour Modification: Behaviour Counselling: Salient Features Enhancement of Client's Involvement – Some Misconceptions about Behavioral Approach. Relaxation Techniques: Jacobson's Deep Muscle Relaxation Training, Autogenic Training, Yoga and Meditation.

Unit – IV

Assertion Training – Basic Dimensions – Training procedure – Components of Social Skill Training – Uses of social skill training – Precautionary points – systematic desensitization -. Operant Conditioning Techniques – Basic Paradigm – Schedules of Reinforcement – Aversive Conditioning and application – Token Economy – Shaping – Chaining – Other Operant Procedures, Premack's Principle and Prompting.

Unit – V

Cognitive Behaviour Modification – Fundamental Aspects – Cognitive Restructuring – Meichenbaum's Self Instructional training – Beck's Model – Rational Emotive Therapy (Ellis) – Thought Stopping and Variations – Problem Solving Techniques.

REFERENCES:

1. Nelson-Jones, R. (1994). - The theory of practice of counseling psychology – Cassel London.
2. Rimm, D.C. and Masters, J.C. (1974), - Behaviour Therapy: Techniques and Empirical Findings. New York: John Wiley and Sons.
3. Robert C. Carson. James. N. Butcher and Susan Mincka (1996) - Abnormal Psychology and Modern Life, 10th Edition, New York; Harper Collins College Publishers.
4. Swaminathan V.D. and Kaliappan, K.V. (1997), Psychology for effective living – Behaviour modification, Guidance, Counselling and Yoga, Chennai. The madras Psychology society publication.

HEALTH PSYCHOLOGY

unit –I

An Introduction to Health Psychology: Meaning of Health Psychology - Relating Health Psychology to other fields -Nervous and Body system functions – The Endocrine System – The digestive System – The respiratory system – The Cardiovascular System – The Immune System.

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.

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 Management: Stress - Definitions- Models of Stress – Theories of Stress - Stress reactions – Coping and Stress Management techniques- Pain and its management - Psychological reactions of a patient to loss – Stages of Acceptance by Kubler-Ross.

unit - V

Management of Ill and Yoga: Management of Chronic and Terminally ill – Quality of Life – Social support and rehabilitation. Role of Indian Treatment - Yoga Asanas – Principles in Yoga Practice – Pranayama.

REFEFENCES:

1. Shelley E. Taylor. Health Psychology Third Edition. McGraw Hill International Editions, 1995.
2. Neil Niven, Health Psychology Second Edition. Churchill Livingstone, London
3. Taimini. L.K. (1973). Glimpses into the Psychology of Yoga – The Theosophical Publication House, Chennai.
4. Swaminathan, V.D, Latha Sathish, Psychology for Effective Living, Department of Psychology, University of Madras.

SunRise University

PROJECT WORK

A Student can take up “Project Course” in IV semester

Objective:

The objective of the project is to help the student develop ability to apply various psychological concepts, tools and techniques to solve day-to-day life problems.

Types of Project

1. Case study of any organization
2. Field study (Empirical Study)
3. Survey

Selection of project :

Students are guided to select projects of their interest in consultation with resource persons.

Project Report Formulation :

The report may be organized into five or six chapters. The length of the project may be at least 50 double space types pages not exceeding 1000 words. However 10% variation on either side is permissible.

Submission Project Report :

Two typed copies of the project report are to be submitted and one copy can be retained by the student.

Project Evaluation :

Two external examiners will be evaluating the project for a maximum of 100 marks.

SunRise University