

SINGHANIA UNIVERSITY

M.A - Psychology

Syllabus

First Year	Course	Paper Code
Paper- I	- Advanced General Psychology	MSY 101
Paper- II	- Advanced Social Psychology	MSY 102
Paper- III	- Life Span Psychology	MSY 103
Paper- IV	- Research Methodology	MSY 104
Second Year		
Paper- VI	- Organizational Behaviour	MSY 201
Paper- VII	- Marketing Psychology and Consumer Behaviour	MSY 202
Paper- VIII	- Human Resource Management	MSY 203
Paper- IX	- Counselling and Behaviour Modification	MSY 204
Paper- X	- Health Psychology / Project.	MSY 205

FIRST YEAR

Paper I

ADVANCED GENERAL PSYCHOLOGY (MSY 101)

Block – 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.

Block – 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.

Block – 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.

Block – 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.

Block – 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.

Block – 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

Paper II
ADVANCED SOCIAL PSYCHOLOGY (MSY 102)

Block – 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.

Block - 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.

Block – 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.

Block --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.

Block – 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.

Paper III LIFE SPAN PSYCHOLOGY (MSY 103)

Block – 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.

Block – 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.

Block – 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.

Block – 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

Block – 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

Paper IV **RESEARCH METHODOLOGY (MSY 104)**

Block 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.

Block 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.

Block 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.

Block 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.

Block 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.

SECOND YEAR

Paper VI

ORGANIZATIONAL BEHAVIOUR (MSY 201)

Block – I

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

Block – 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.

Block – 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.

Block – 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.

Block – 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.

Paper VII

MARKETING PSYCHOLOGY AND CONSUMER BEHAVIOUR (MSY 202)

Block – I

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

Block – 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.

Block – III

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

Block – 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.

Block – 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.

Paper VIII HUMAN RESOURCE MANAGEMENT (MSY 203)

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.

Paper – IX

COUNSELLING AND BEHAVIOUR MODIFICATION (MSY 204)

Block – 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.

Block – II

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

Block – 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.

Block – 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.

Block – 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.

Paper – X

HEALTH PSYCHOLOGY (MSY205)

Block – 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.

Block – 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.

Block – 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.

Block – 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.

Block - 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.