

B.A. (HONOURS) APPLIED PSYCHOLOGY

(Three Year Full Time Programme)



COURSE CONTENTS

(Effective from the Academic Year 2011-2012 onwards)

**DEPARTMENT OF PSYCHOLOGY
UNIVERSITY OF DELHI
DELHI - 110007**

University of Delhi

Course: B.A. (Hons.) Applied Psychology

Semester I	Paper 1: Psychology & its applications –I
	Paper 2: Research Methodology & Statistics-I
	Paper 3: Practicum based on papers 1& 2
	Paper 4: Concurrent – Qualifying Language
Semester II	Paper 5: Psychology & its applications- II
	Paper 6: Research Methodology & Statistics-II
	Paper 7: Practicum based on paper 4
	Paper 8: Concurrent – Credit Language

Semester III	Paper 9: Applied Social Psychology-I
	Paper 10: Practicum based on paper 7
	Paper 11: Concurrent – Interdisciplinary
Semester IV	Paper 12: Applied Social Psychology –II
	Paper 13: Communication Skills
	Paper 14: Practicum based on paper 10
	Paper 15: Concurrent – Discipline Centered I

Semester V	Paper 16: Counselling Psychology
	Paper 17: Clinical Psychology –I
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	Paper 21: Concurrent – Discipline Centered II

SEMESTER BASED UNDER-GRADUATE HONOURS COURSES

Distribution of Marks & Teaching Hours

The Semester-wise distribution of papers for the B.A. (Honours), B.Com. (Honours), B. Com., B.Sc. (Honours) Statistics and B.Sc. (Honours) Computer Science will be as follows:

Type of Paper	Max. Marks	Theory Exam.	I.A.	Teaching per week
Main Papers	100	75	25	5 Lectures 1 Tutorial
Concurrent Courses	100	75	25	4 Lectures 1 Tutorial
Credit Courses for B.Sc.(Hons.) Mathematics	100	75	25	4 Lectures 1 Tutorial

- Size of the Tutorial Group will be in accordance with the existing norms.
- The existing syllabi of all Concurrent/Credit Courses shall remain unchanged.
- The existing criteria for opting for the Concurrent /Credit Courses shall also remain unchanged.

COURSE DETAILS

SEMESTER –I

Paper 1: Psychology and its Applications-I

UNIT I:

- (a) Nature of Psychology - Definition
- (b) Scientific Method, Historical Development and Current Status, Psychology in India. Biological Basis – Neuron, Structure and Function of Nervous System, Application

UNIT II: Attention & Perception - Nature, Selective and Divided Attention, Recognition, Perceptual Constancies, Application

UNIT III: Learning & Memory - Definition, Conditioning, Cognitive Learning, Observation learning. Memory - Models, Stages, STM, LTM, Improving memory, Applications

UNIT IV: Motivation & Emotion - Approaches to Understanding, Types of Motives, Elements of Emotions; Bodily changes and Emotions; Gender, Culture & emotions; Applications

Reading List:

Atkinson, R. L., Atkinson, R. C., Smith, E. E., Bem, D. J. & Hilgard, E. R. (1990). *Introduction to Psychology*. New York: H. B. J. Inc.

Ciccarelli, S. K., Meyer, G. E. & Misra, G. (2010). *Psychology: South Asian Edition*. New Delhi: Pearson Education.

Sternberg, R. J. (2010). *Cognitive Psychology*. New York: Cengage Learning

Passer, M.W. & Smith, R.E. (2010). *Psychology: The Science of Mind and Behaviour*. New Delhi: Tata McGraw-Hill

Paper 2: Research Methodology & Statistics- I

Questions will not be asked based on specific formula Use of calculators allowed

UNIT I:

- Tools of data collection: experimental method, survey method (questionnaire & structured interview), observation method, case study method, *Ex-post facto* studies.

UNIT II:

- Test standardization: item analysis, reliability, validity, norms.

UNIT III:

Levels of measurement

- Measures of central tendency
- Measures of dispersion
- Derived scores (only theoretical inputs)
- Normal distribution: nature & properties, finding areas when the score is known, finding the scores when the area is known

UNIT IV:

- Correlation: a matter of direction, a matter of degree, formulas for Pearson's coefficient correlation, factors effecting correlation coefficient.

Reading List:

Aron, A., Aron, E.N., & Coups, E.J. (2007). *Statistics for Psychology*. (4th Ed.) India: Pearson Education, Prentice Hall.

King, B.M. & Minium, E.W. (2007). *Statistical Reasoning in the Behavioral Sciences*. (5th Ed.) USA: John Wiley.

Paper 3: Practicum based on Papers 1 and 2

Practicum based on Paper 1

- a) Application of Psychology in everyday life:
Interactive and experiential activities with the use of videos, films, personal narration in the following:-
- Experiencing positive/negative emotions
 - Experiencing relevance of motivation referring to personal goals
- b) Understanding and Conduction of Experimental Designs. One experiment to be done from the following:
- Attention and Perception
 - Learning and Memory

Practicum based on Paper 2

Analyzing data- following exercise

- Explanation of levels of measurement, types of data, measures of central tendencies, measures of dispersion through help of research data.
- Making inferences of results

Paper 4

Concurrent - Qualifying Language

SEMESTER-II

Paper 5: Psychology & its Application – II

UNIT I: Cognition – Thinking, Concepts and Categorization, Problem Solving, Application

UNIT II: Intelligence – Nature, Theories, Application

UNIT III: Personality – Nature, Theories, Application

UNIT IV: Assessment of cognition, intelligence, personality and their application

Reading List:

Atkinson, R. L., Atkinson, R. C., Smith, E. E., Bem, D. J. & Hilgard, E. R. (1990). *Introduction to Psychology*. New York: H. B. J. Inc.

Ciccarelli, S. K., Meyer, G. E. & Misra, G. (2010). *Psychology: South Asian Edition*. New Delhi: Pearson Education.

Sternberg, R. J. (2010). *Cognitive Psychology*. New York: Cengage Learning

Passer, M.W. & Smith, R.E. (2010). *Psychology: The Science of Mind and Behaviour*. New Delhi: Tata McGraw-Hill

Paper 6: Research Methodology & Statistics- II

UNIT I:

- Sampling
- Probability: simple random, stratified & cluster
- Non- probability: accidental, quota, purposive

UNIT II:

- Qualitative research: define, differentiate from quantitative research
- Scale construction: Likert, Thurstone, Guttman & semantic differential.

UNIT III:

- Hypothesis testing: single & double (dependent & independent) means Z and student's *t*.
- Type I & II errors, power of a test

UNIT IV:

- Hypothesis testing for more than two means: one way ANOVA
- Introduction to non parametrics: Chi square.

Reading List:

Aron, A., Aron, E.N., & Coups, E.J. (2007). *Statistics for Psychology*. (4th Ed.) India: Pearson Education, Prentice Hall.

King, B.M. & Minium, E.W. (2007). *Statistical Reasoning in the Behavioral Sciences*. (5th Ed.) USA: John Wiley.

Paper 7: Practicum based on Paper 4

One from each of the following:

- i) Intelligence – using a test battery
- ii) Personality – Any one test (16 PF, MBTI, MMPI etc.)
- iii) Critical Thinking / Problem solving & reasoning using any test.

Paper 8

Concurrent – Credit Language

SEMESTER –III

Paper 9: Applied Social Psychology – I

UNIT I: Introduction to the field of Social Psychology & Applied Social Psychology

- Definitions, historical roots, theories, Indian scenario.

UNIT II: Social Cognition

- Self in a social world.
- Attribution, biases, impression formation and impression management.

UNIT III: Behaviour and attitudes.

UNIT IV: Application of Social Psychology to Social Problems

- Social Problems : Concept and approaches.
- Aggression & Violence.
- Poverty.

Reading List:

Aronson, E., Wilson, T.D. and Akert, R.M. (2010). Social Psychology (7th ed.). Boston: Prentice Hall.

Baron, R.A., Branscombe, N.R., Byne, D. and Bhardwaj, G.(2010). Social Psychology (12th Edition). Delhi, Pearson.

Misra, G. (2009). Psychology in India: Social and Organisational Processes. Delhi. Pearson.

Myers, D.G. (2005). Social Psychology (8th ed.). New Delhi : Tata McGraw Hill Pub. Co. Ltd.

Paper 10: Practicum based on Paper 7

Three practicum based in laboratory to be done, one from each unit:

Unit I: One experiment to be conducted based on the classic study of any social processes.

Unit II: Simulated exercises/assessment - Any one of the following:

1. Impression formation and attribution
2. Attitude

Unit III: Understanding of social problem in India – using case studies & audio visual aids- (any one)

- Problem of violence in India
- Poverty

Paper 11

Concurrent - Interdisciplinary

SEMESTER-IV

Paper 12: Applied Social Psychology – II

UNIT I: Social Influence

- Group processes.

UNIT II: Social Relations

- Interpersonal attraction.
- Prosocial behaviour.

UNIT III: Intergroup Relations

- Prejudice, conflict and peace-making.

UNIT IV: Applying Social Psychology

- Social Psychology and environmental problems.
- Social Psychology at the work-place.
(Work related attitudes, organizational citizenship behaviour, leadership).

Reading List:

Aronson, E., Wilson, T.D. and Akert, R.M. (2010). Social Psychology (7th ed.). Boston: Prentice Hall.

Baron, R.A., Branscombe, N.R., Byne, D. and Bhardwaj, G.(2010). Social Psychology (12th Edition). Delhi, Pearson.

Misra, G. (2009). Psychology in India: Social and Organisational Processes. Delhi. Pearson.

Myers, D.G. (2005). Social Psychology (8th ed.). New Delhi : Tata McGraw Hill Pub. Co. Ltd.

Paper 13: Communication Skills

UNIT I: Introduction to Communication-

Definition of Interpersonal Communication, General Characteristics; Process- linear view, Transactional view, Concept of Communicative Competence and skill & Functions

UNIT II: Effective Interpersonal Communication-

Characteristics of Effective Communicator; Types of Interpersonal Communication Skills:- Verbal skills and non-Verbal Communication Skills – General Characteristics, Functions and Improvement.

UNIT III: Barriers to Effective Communication-

Psychological Barriers- Defensiveness, Motivational Distortion, Self preoccupation, game play: Cultural & Gender Barriers, Overcoming Communication Barriers.

UNIT IV: Significance of Communication Skills in Interpersonal Relationships, Group Performance, Media, Health Promotion

Reading List:

Adler, R.B & Rooman, G. (2006). *Understanding Human Communication*, 9th Ed. Oxford: Oxford University Press.

Corcoran, N. (Ed) (2007). *Communicating Health-Strategic for Health Promotion*. New Delhi: Sage.

Fisher, D. (2006). *Communication in Organizations*. New Delhi: Jaico Publishing House.

Trenholm, S. & Jensen, A. (2008). *Interpersonal Communication*, 6th Ed. New York: Oxford University Press.

Paper14: Practicum based on Paper 10

Three practicals to be done in all, two from I and one from II.

- I-** Skill training – simulated exercises
 - a) Self awareness
 - b) Non verbal Skills
 - c) Verbal Skills

- II-** One detailed practicum in the field from Unit 4 of Communication Skills that is, Significance of Communication Skills in the areas of interpersonal relationship, group performance, media and health promotion.

Paper 15

Concurrent – Discipline Centred I

SEMESTER-V

Paper 16: Counselling Psychology

UNIT I:

- Introduction to counselling psychology: Historical development
- Definitions and goals
- Counselling and psychotherapies (similarities and differences)
- Ethical considerations
- Future trends

UNIT II: Techniques of counselling psychology-I

- Person centered approach
- Psychodynamic approach

UNIT III: Techniques of counselling psychology-II

- Behavioural counselling
- Cognitive behavioural approach: CBT

UNIT IV:

Applications of counselling: School, Career.

Reading List:

Belkin, G. S. (1988). *Introduction to Counselling*. W. C.: Brown Publishers.

Nelson, J. (1982). *Theory and Practice of Counselling Psychology*. New York: Holt Rinehart & Winston.

Udapa, K. N. (1985). *Stress and its Management by Yoga*. Delhi: Motilal Banarsi Das.

Windy, D. (Ed.) (1988). *Counselling in Action*. New York: Sage.

Paper 17: Clinical Psychology-I

UNIT I: Understanding Abnormal Behavior

- a) Concept of Normalcy & Abnormal
- b) Dia thesis Stress Model

UNIT II: Classification of Disorders

- a) Classification : DSM IV – TR: ICD 10
- b) Introduction to various groups of Disorders on Axis I and Axis II (only general characteristics)
- c) Overview of Treatment: Biological, Psychological

UNIT III: Anxiety Disorders

- a) Overview of Anxiety disorders and their commonalities
- b) GAD – Clinical picture, Causal factors.
- c) OCD – Clinical picture, Causal factors.

UNIT IV: Schizophrenia

Clinical Picture, Subtypes, Causal factors

Reading List:

Alloy, L.B., Riskino, J.H. and Manos, M.I. (2006). *Abnormal Psychology; Current Perspectives*. New Delhi: Tata McGraw Hill

Barlow, D.H. & Durand, V.M. (2010). *Textbook of Abnormal Psychology*. New Delhi: Cengage Learning India Pvt. Ltd.

Carson, R.C., Butcher, J.N., Mineka, S & Hooly, J. M. (2007). *Abnormal Psychology*, 13th Ed. New Delhi: Pearson.

Nolen-Hoeksema, S. (2010). *Abnormal Psychology*. New Delhi: Tata McGraw-Hill.

Paper 18: Practicum based on Paper 12

Participatory exercises/ case studies/ audio-visuals for understanding counselling process acquisition and training of basic social skills applied in different field contexts as follows:

- a) Understanding of Counselling process and it's application in interpersonal relations, developmental context
- b) Training for counselling skills at relating stage and problem identification
- c) Externships in reference to different counselling contexts

SEMESTER VI

Paper 19: Optional Papers

a) Clinical Psychology -II

UNIT I: Anxiety Disorders: Clinical Picture, Causal factors

- a) Specific Phobia
- b) Social Phobia
- c) Panic disorder with and without Agoraphobia

UNIT II: Mood Disorder – Clinical picture, Types, Causal Factors

UNIT III: Clinical picture and Causal Factors of

- a) Conversion Disorder
- b) Anti social Personality

UNIT IV: Sexual Disorders – Clinical picture and Causal factors of

- a) Paraphilia
- b) Gender Identity Disorder

Reading List:

Alloy, L.B., Riskino, J.H. and Manos, M.I. (2006). *Abnormal Psychology; Current Perspectives*. New Delhi: Tata McGraw Hill

Barlow, D.H. & Durand, V.M. (2010). *Textbook of Abnormal Psychology*. New Delhi: Cengage Learning India Pvt. Ltd.

Carson, R.C., Butcher, J.N., Mineka, S & Hooly, J. M. (2007). *Abnormal Psychology*, 13th Ed. New Delhi: Pearson.

Nolen-Hoeksema, S. (2010). *Abnormal Psychology*. New Delhi: Tata McGraw-Hill.

b) Organizational behaviour

UNIT I: Understanding Organization Behaviour

- Defining Organizational Behaviour(OB)
- Culture and its impact on OB
- OB Model
- The Organizational structure
- Common Organizational Designs

- New Design Options

UNIT II: Individuals' Attitudes

- Job Satisfaction; Global Implications
- Organizational Commitment and Organizational Citizenship behaviour
- Organizational Context for positive Attitudes
- Two work Attitudes relevant to India-Karma Yoga & Work Dedication
- Shaping the characteristics of jobs; the redesigning of jobs

UNIT III: Basic Approaches to Leadership

- Defining Leadership
- Trait Theories
- Behavioural Theories
- Contingency Theories
- Leader-Member Exchange Theory
- Inspirational Approaches to Leadership
- Authentic Leadership
- Contemporary Approach
- Challenges to Leadership

UNIT IV: Introduction to Human Resource Management

- HRM at work
- The changing Environment of HRM
- The changing Role of HRM
- The HR Manager's Proficiencies
- Labour Legislation in India

Reading List:

Aamodt, M. G. (2001) *Industrial Organizational Psychology*. India: Cengage Learning

Greenberg, J. & Baron, R.A. (2007). *Behaviour in Organizations* (9th Ed.). India: Dorling Kindersley.

Luthans, F. (2009). *Organizational behavior*. New Delhi: McGraw Hill.

Muchinsky, P.(2006). *Psychology applied to work: An introduction to industrial and organizational psychology*. NC: Hypergraphic Press.

Pareek, U.(2010). *Understanding organizational behaviour*. Oxford: Oxford University Press.

Prakash, A. (2011). *Organizational behaviour in India: An indigenous perspective*. In G. Misra (Ed.), *Handbook of Psychology*. New Delhi: Oxford University Press.

Singh, K. (2010). *Organizational Behaviour: Texts & Cases*. India: Dorling Kindersley.

c) Applying Developmental Themes to Human Life Span

UNIT I: Nature of development- The life-span perspective, theories of development, research in life-span development

UNIT II: Physical development (growth and maturation) and Cognitive development (Piaget and Vygotsky) across the life-span; Language development

UNIT III: Emotional and social development across the life-span: Development of emotions, temperament, attachment, peer relations, Moral development

UNIT IV: Applications in life-span development: Promoting self-esteem in children, strategies for reducing risk-taking behaviour in adolescence, understanding factors that determine successful aging

Reading List:

Berk, L. E. (2010). *Child Development* (8th Ed.). New Delhi: Prentice Hall.

Mitchell, P. and Ziegler, F. (2007). *Fundamentals of development: The Psychology of Childhood*. New York: Psychology Press.

Misra, G. (2009). *Psychology in India, Vol 1: Basic Psychological Processes and Human Development*. India: Pearson.

Papalia, D. E., Olds, S.W. & Feldman, R.D. (2006). *Human development* (9th Ed.). New Delhi: McGraw Hill.

Santrock, J. W. (2008). *Child Development* (11th Ed.). New Delhi: McGraw Hill.

Santrock, J.W. (2006). *Adolescence*. New Delhi: McGraw Hill.

Saraswathi, T.S. (2003). *Cross-cultural perspectives in Human Development: Theory, Research and Applications*. New Delhi: Sage Publications.

Srivastava, A.K. (1997). *Child Development: An Indian Perspective*. New Delhi: NCERT.

d) Psychology of Advertising

UNIT I: Marketing communications-I

Developing effective communications (identifying the target audience, communication objectives, designing the message, communication channels, communication budget)

UNIT II: Marketing communications-II

Communication mix (promotional tools, factors in setting the marketing communications mix, measuring communications' results)

UNIT III: Introduction to advertising: definition, types

UNIT IV: Advertising as a communication tool

Designing an advertising program (Objectives, budget, message, media and measuring effectiveness)

Reading List:

Berko, Wolvin and Wolvin (2000). *Communicating: A social and career focus*. New York: Houghton Mifflin Company.

Kotler (2008). *Marketing management*. New Delhi: Pearson Education.

Wells, Burnett and Moriarty (2010). *Advertising: Principles and practice*. New Delhi: Pearson Education.

e) Health and Well-Being

UNIT I: Health Psychology:

Definition, Field, Biopsysocial model in Health Psychology

UNIT II: Health and Behavior:

Role of Behavioral factors in Disease and Disorder, what are health behaviors, Practicing and Changing Health behavior, Barriers to modifying Poor Health Behavior.

UNIT III: Health Enhancing Behavior:

Exercise, Accident Prevention, Pain(Meaning, Measurement and Management), cancer related health behavior, HIV, Death across lifespan.

UNIT IV: Happiness, Life Satisfaction, Wellbeing, Optimism and Hope.

Reading List:

Taylor, S. E. (2006). *Health Psychology*, Sixth edition. New Delhi: Tata-McGraw Hills.

Snyder, C R., Lopez, S. J. & Pedrotti, J. T. (2010). *Positive Psychology: The scientific and Practical Explorations of Human*. Thousand Oaks: Sage.

Brannon, L. & Feist, J. (2009). *Health Psychology An Introduction to Behavior and Health*, Seventh edition. London: Wadsworth Cengage Learning.

f) Applied Psychology in Contemporary Social Context

UNIT I: Psycho-Social and Cognitive effect of Media:

(a) Media use across childhood: Access, Time and content

- (b) Gender media use and effect
- (c) Prosocial, para social and unsocial effects of media exposure on the family.
- (d) Media symbol systems and cognitive processes.
- (e) Learning from educational media.

UNIT II: Psychology of Terrorism and Naxalism:

- (a) Psychological issues in understanding terrorism and the response to terrorism.
- (b) The Psychological issues of us and them in naxalism.
- (c) Unresolved trauma-fuel the cycle of violence and naxalism.
- (d) From terror to triumph-the path of resilience.

UNIT III: Moral Psychology:

- (a) Psychological issues for understanding morals and conduct of passions.
- (b) Understanding Psycho-Social dynamics of corruption.
- (c) Persons, situations and virtue ethics.

UNIT IV: Other Psychological issues relevant in Indian context.

- (a) Understanding honor killings with reference to love marriage dynamics.
- (b) Psychological issues in doctor patient communication
- (c) Intergenerational gap and challenges of parenting.
- (d) Psychology and urbanization with understanding of issues like road-rage, weak neighborhood and cases of homicide suicide due to economic adversity.

Reading List:

Thomas, N, Nohmias, E & Nichalos, S. (2010). *Moral Psychology*. New York: Wiley-Black Well.

Stout, C. E. (2010). *Psychology of Terrorism: Coping with Continuing Threat*. Pentagon Press.

Calvert, S. L. & Wilson, B.J. (2008). *The Handbook of Children Media, and Development*. New York: Wiley-Black Well.

Bornstein, M. H. & Lamb, M. E. (2011). *Developmental Science*. Boston: Psychology Press.

Wilmmer, R. D. & Dominick, J. R. (2003). *Mass Media Research*. New York: Thomson Woodsworth.

Paper 20: Project/Internship

Project

- American Psychological Association (APA) – Publication Manual 2006 to be followed for project writing
- Format and Distribution of marks.

Marks

- ☞ **Abstract** – 150 words including problem, method & results.
- ☞ **Introduction** – Theoretical consideration, review, present study, objectives and hypotheses.
- ☞ **Method** – Design, Sample, Measures, Procedure
- ☞ **Results**
 - Quantitative analysis of group data
(Raw data should not be attached in Appendix)
 - Graphical representation of data wherever required.
 - Qualitative analysis wherever done should indicate the method of qualitative analysis.
- ☞ **Discussion**
- ☞ **References (APA Style) & Appendix**

- Project should be in Soft binding. It should be typed in 1.5 spacing on both sides of the paper. Total text should not exceed 50 pages (References & Appendices extra).
- Date of submission of projects to be announced towards the end of semester
- Project should be prepared in the form of research paper to be published in a reputed scientific journal.
- Four copies of the project along with one CD should be submitted to the College.

Evaluation Scheme

Viva
Project Report

***Viva for any paper should be conducted jointly by one internal and one external examiner.**

Internship

Extensive training program (minimum 8 visits) a field set up—relevant to any area of Paper15 and to submit a visit-wise report along with a comprehensive report

Report
Viva

Paper 21

Concurrent – Discipline Centred II