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**

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**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:

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<tr>
<th>Type of Paper</th>
<th>Max. Marks</th>
<th>Theory Exam.</th>
<th>I.A.</th>
<th>Teaching per week</th>
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<td>Main Papers</td>
<td>100</td>
<td>75</td>
<td>25</td>
<td>5 Lectures, 1 Tutorial</td>
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<td>Concurrent Courses</td>
<td>100</td>
<td>75</td>
<td>25</td>
<td>4 Lectures, 1 Tutorial</td>
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<tr>
<td>Credit Courses for B.Sc.(Hons.) Mathematics</td>
<td>100</td>
<td>75</td>
<td>25</td>
<td>4 Lectures, 1 Tutorial</td>
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- 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:


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:


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:


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:


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


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:


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 usual aids- (any one)
- Problem of violence in India
- Poverty
Paper 11

Concurrent - Interdisciplinary
SEMESTER-IV


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:


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:


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:


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:


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:**


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:


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


Reading List:


**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:


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:


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:


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 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