B.Sc. Degree Course in
PSYCHOLOGY

Syllabus

Non-Semester
(Effective from the Academic Year 2006 - 2007)

UNIVERSITY OF MADRAS
INSTITUTE OF DISTANCE EDUCATION
CHENNAI - 600 005
# B.Sc. DEGREE COURSE IN PSYCHOLOGY
## SCHEME OF EXAMINATION

### FIRST YEAR

<table>
<thead>
<tr>
<th>Paper</th>
<th>Subjects</th>
<th>Hours</th>
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<tr>
<td></td>
<td><strong>Core Courses</strong></td>
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<tr>
<td>I</td>
<td>Basic Psychology</td>
<td>3</td>
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<tr>
<td>II</td>
<td>Social Psychology &amp; Applied Social Psychology</td>
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<td><strong>Allied Subject</strong></td>
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<tr>
<td>I</td>
<td>Environmental Psychology</td>
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### SECOND YEAR

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<th>Paper</th>
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<td></td>
<td><strong>Core Courses</strong></td>
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<tr>
<td>III</td>
<td>Psychology of Childhood, Adolescence &amp; Adulthood</td>
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<td>IV</td>
<td>Experimental Psychology (Practicals)</td>
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<td><strong>Allied Subject</strong></td>
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<tr>
<td>II</td>
<td>Marketing and Consumer Behaviour</td>
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### THIRD YEAR

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<th>Paper</th>
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<tr>
<td>V</td>
<td>Psychopathology</td>
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<tr>
<td>VI</td>
<td>Organisational Behaviour</td>
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<td>VII</td>
<td>Statistical Reasoning in Psychology</td>
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<td>VIII</td>
<td>Descriptive Statistics for Psychology</td>
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<td><strong>Application Oriented Subject</strong></td>
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<td></td>
<td>Psychology of Advertising</td>
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CHAPTER - I

A definition of Psychology-practical problems, Methods of Psychology, Work of Psychologists, Schools of psychology.

CHAPTER - II

Attention & Perception - Conscious clarity, determinants of Attention, Distraction, Sensory deprivation, Perceptual constancies, perception of fundamental physical dimensions, Illusions, Organizational factors of perception.

CHAPTER - III

CHAPTER - IV

Thinking and language - Thinking process, Concepts.

CHAPTER - V

Intelligence - Theories - Measurement of Intelligence; Determinants; Testing for special aptitudes.

CHAPTER - VI

Motivation - Motives as inferences, Explanations and predictors, Biological motivation, Social motives, Motives to know and to be effective.

CHAPTER - VII

Emotions - Physiology of emotion, Expression of emotions, Theories of emotions; Frustration and conflict.

CHAPTER - VIII

Personality - Determinants of Personality, Theories of personality Psychodynamic, Trait, Type, Learning, Behavioural & Self: Mesurement of personality

REFERENCE


PAPER- II - SOCIAL PSYCHOLOGY & APPLIED SOCIAL PSYCHOLOGY

CHAPTER - I

The field of social psychology : Social psychology - a working definition; social psychology focuses on the behaviour of individuals; Research methods in social psychology.

CHAPTER - II

Behaviour and Attitudes : Attitude formation, Attitude measurement, attitude change - theory of cognitive dissonance.

CHAPTER - III

Conformity : Classic studies - Sherif’s studies of norm formation Asch’s studies of group pressure, Milgram’s obedience experiment

CHAPTER - IV

Interpersonal Attraction & Altruism : A simple theory of attraction, linking : proximity, physical attractiveness, similarity Vs complementarity, determinants of attraction and altruism, sociometry.
CHAPTER - V

Communication: Process - Channels - Types - Barriers to communication - Communication and interpersonal behaviour.

CHAPTER - VI

Groups Processes: Types of groups, group cohesiveness, group morale & social climate; group Vs individuals in problem solving, positive and negative impacts of group influence, cooperation and competition; Leaders and leadership - types of leaders, functions of leaders, basic styles of leaders, personal qualities of leaders.

CHAPTER - VII

Aggression: The nature of aggression, process of aggression, causes of aggression - reducing aggression; war and peace - aggression in various social settings; psychological causes of war, facts about war, suggestions for Peace.

CHAPTER - VIII

Public opinion and propaganda: Dynamics of public opinion, measurement of public opinion, changing public opinion propaganda: Techniques of propaganda: Instruments of propaganda.

REFERENCE


ALLIED - I ENVIRONMENTAL PSYCHOLOGY

CHAPTER - I

Environmental psychology - Need for the study of Environmental Psychology - Nature and meaning of Environmental Psychology, A brief overview of Environmental Behaviour relationship.

CHAPTER - II

Environmental Stresses : Natural Disaster - Characteristics of Natural Disasters, Effects of natural disasters.

CHAPTER - III

Technological catastrophe; Noise - defining, Measuring & Perceiving noise, Impact of noise on performance, Social behaviour; Effects of over population, Consequences on health and quality of life; Effects of density on behaviour causes and effects of crowding.

CHAPTER - IV

Education and management eco-destructive and eco finally behaviours conservation and management visits to centers / organizations related to environmental issues like pollution, energy conservation should be arranged.
REFERENCE


SECOND YEAR

PAPER III - PSYCHOLOGY OF CHILDHOOD, ADOLESCENCE & ADULTHOOD

CHAPTER - I

Conception through birth : Fertilization, Prenatal development, Environmental Influences; milestones sensory motor development during infants - developmental tasks and hazards.

CHAPTER - II

Childhood - development of Motor Skills, academic emotional social skills; impact of child rearing practices on later personality development.

CHAPTER - III

Adolescence : Physical changes - Adolescent growth spurt, Maturation in adolescence, Psychological impact of physical health concerns of adolescents; Intellectual development.
CHAPTER - IV

Adolescence - developmental tasks - Achievement and failures vocational planning - Youth and unemployment related risks : Homicidal, suicidal tendencies substance abuse and terrorism; Adolescence, Identity and sex role identity; identity crisis and identity coping.

CHAPTER - V

Relationship with parents - pen group & siblings and problems; coping strategies.

CHAPTER - VI

Young adulthood : Intellectual development; Vocational adjustment in young adulthood - stability of vocational choice; work and gender influences; Health & fitness in young adulthood.

CHAPTER - VII

Young adulthood : Marriage and areas of marital adjustment; parenthood; factors influencing adjustment to parenthood; Alternate ways to parenthood; Separation and single parent - Family issues.

CHAPTER - VIII

Middle Age : Physical changes and health in middle age; Adjustment to physical changes; work in middle ages; marital satisfaction in midlife; Relationship with maturing children; relationship with aging parents.

REFERENCES


RECOMMENDED READING


**PAPER IV EXPERIMENTAL PSYCHOLOGY (PRACTICALS)**

Historical background of Experimental Psychology and relationship with other sciences; Scope of Experimental Psychology and its Methods.

**List of experiments (Any 15)**

1. Distraction.
2. Span.
3. Division.
5. Horizontal vertical Illusion.
7. Set in perception.
9. Insight & Trial.
10. Transfer of learning - Habit Interference.
11. Retroactive Inhibition & Proactive inhibition.
12. Memory for names & faces.
13. Paired Associate Learning.
14. Facial expressions (group experiment).
15. Bhatia’s Battery.
16. Level of Aspiration.

REFERENCE


ALLIED II - MARKETING AND CONSUMER BEHAVIOUR

CHAPTER - I

Marketing in the twenty first century : definition, scope of marketing - core marketing concepts; direct and on line marketing - advantages & disadvantages.

CHAPTER - II

Market Segmentation - levels and patterns of market segmentation, segmenting consumer and business markets; market targeting; marketing mix.

CHAPTER - III

Understanding consumer behaviour - Field and scope of consumer behaviour; Types of consumers; Major factors influencing buyer behaviour; cultural, social, personal and psychological factors.

CHAPTER - 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.
CHAPTER - V

Consumer research : History, consumer research process; Conducting a research study; Consumerism; Guest lectures by experts in the field of marketing must be arranged.

REFERENCE


THIRD YEAR

PAPER V  PSYCHOPATHOLOGY

CHAPTER - I

What do we mean by abnormal behaviour? Hostrical conceptions of abnormal behaviour; different view points anxiety disorders : panic disorders & agoraphobia; specific phobias, social phobia; generalized anxiety disorder; obsessive, compulsive disorders.

CHAPTER - II

Somatoform & dissociative disorders : Somatization disorder, hypochondriasis, pain disorder, Conversion disorder; Fugue, identity disorder, Multiple personality disorder personality disorders - clinical features, types, Causal factors in Personality disorder, Treatment; anti-social (psychopathic) personality - clinical picture, casual factors & treatment.
CHAPTER - III

Schizophrenia - Clinical description; schizophrenia subtypes; causes of schizophrenia - psychological and social contributions; treatment mood disorders - clinical descriptions of mood disorders; depressive disorders; bipolar disorders; causes of mood disorders; Treatment.

CHAPTER - IV


CHAPTER - V

Mental retardation & Organic mental disorders definition of mental retardation, causes - biological, psychosocial deprivation; types of mental retardation; organic mental disorders - delirium, dementias associated with age-causal factors & treatment Behaviour Disorders of Childhood and adolescence : Hyperactivity, conduct disorders, delinquent behaviour, eating disorders, autistic disorders, elimination disorder.

REFERENCE


PAPER VI ORGANIZATIONAL BEHAVIOUR

CHAPTER - I

Introduction: Understanding Organizational Behaviour; fundamental Concepts - nature of people, nature of organizations; Basic Approaches - Human resource approach, Contingency approach, Results oriented approach, Systems approach (Luthans, Fred).

CHAPTER - II

Work motivation: Motivational model; types of motivation, theories or motivation.

CHAPTER - III

Employee attitudes and their effects: Nature of employee attitude Effects of employee attitude, studying job Satisfaction (Davis, Keith).

CHAPTER - IV

Communication: Fundamentals of communication - importance communication process, barriers, communication symbol, downward communication, upward communication, lateral communication, electronic communication; informal communication - grapevine pattern, features of grapevine, grapevine, management response to grapevine, rumors.

CHAPTER - V

Organizational stresses & conflicts: What is stress - causes, types, managing stress conflict - intrainsdividual conflict, interpersonal conflict, coping with conflict, negotiation skills.
REFERENCE

PAPER VII  STATISTICAL REASONING IN PSYCHOLOGY

CHAPTER - I
The normal curve - characteristics & properties, skewness, kurtosis, applications of the normal curve.

CHAPTER - 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.

CHAPTER - 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.

CHAPTER - IV
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.
CHAPTER - V

Analysis of variance - meaning of the term; procedure for calculating analysis of variance.

REFERENCE


RECOMMENDED READING


PAPER VIII DESCRIPTIVE STATISTICS FOR PSYCHOLOGY

CHAPTER - I

Introduction - meaning of statistics, need and importance of statistics in psychology & education.

CHAPTER - II

Scales of measurement - nominal, ordinal, Interval & Ratio; Organization of data - statistical tables, frequency distribution.

CHAPTER - III

Graphical representation of ungrouped data - bar diagram. Pie diagram, line graph; Graphical representation of grouped data - frequency polygon, histogram, cumulative frequency graph and O give; computing percentiles & percentile ranks graphically.

CHAPTER - IV

Measures of Central Tendency - mean, median & mode; mean from combined samples, When to use the mean, median & mode.
CHAPTER - V

Measures of variability - range, quartile deviation, Average Deviation & Standard deviation, Coefficient of Variation.

CHAPTER - VI

Correlation - meaning & types; correlation & causation; coefficient of correlation and its interpretation; rank difference method and product moment method (computation in ungrouped data).

CHAPTER - VII

Qualitative and quantitative statistics.

CHAPTER - VIII

Use of SPSS for data entry, coding and processing.

REFERENCE


APPLICATION ORIENTED SUBJECT

PSYCHOLOGY OF ADVERTISING

CHAPTER - I

Introduction : The Advertiser, facilitatin institutions, Perspectives on advertising; Advertising and society; global marketing and advertising.
CHAPTER - II

Managing Integrated Market communications: The Communications Process; developing effective communications; deciding a marketing Mix, Integrated marketing communications.

CHAPTER - III

Managing Advertising: Developing and managing an advertising Program, deciding on media and measuring effectiveness.

CHAPTER - IV

Segmentation and positioning: Segmentation and positioning Strategies.

CHAPTER - V

Message Strategy: Brand equity, Image and personality, group Influence and word of mouth advertising; message tactics: creative Approaches, the art of copywriting.

Guest lectures from experts in the field of advertising must be arranged.

REFERENCE
