

சென்னைப் பல்கலைக்கழகம்
தொலைதரக் கல்வி நிறுவனம்



B.Sc. Degree Course in
PSYCHOLOGY
உளவியல்

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

Paper	Subjects	Hours	Marks
	Core Courses		
I	Basic Psychology	3	100
II	Social Psychology & Applied Social Psychology	3	100
	Allied Subject		
I	Environmental Psychology	3	100

SECOND YEAR

	Core Courses		
III	Psychology of Childhood, Adolescence & Adulthood	3	100
IV	Experimental Psychology (Practicals)	3	100
	Allied Subject		
II	Marketing and Consumer Behaviour	3	100

THIRD YEAR

	Core Courses		
V	Psychopathology	3	100
VI	Organisational Behaviour	3	100
VII	Statistical Reasoning in Psychology	3	100
VIII	Descriptive Statistics for Psychology	3	100
	Applicaiton Oriented Subject		
	Psychology of Advertising	3	100

INSTITUTE OF DISTANCE EDUCATION
B.Sc. DEGREE COURSE IN
PSYCHOLOGY
SYLLABUS
FIRST YEAR

PAPER I - BASIC PSYCHOLOGY

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

Principles of learning - Classical conditioning, Operant Conditioning, Principles of reinforcement, Cognitive Learning, Individualized learning, Learner & learning memory - kinds of memory, processes of memory, stages of memory, forgetting.

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: Measurement of personality

REFERENCE

1. Morgan, Clifford. T., King, Richard. A., Weisz, John.R., Schopler, John (1993) : Introduction to Psychology, TataMcGraw Hill.
2. Marx, Melvin H. (1976) Introduction to psychology - Problems, Procedures & Principles, MacMillan Publishing Co.
3. Rathus, Spencer A. (199) : Essentials of Psychology.

4. Kalat, James W. (1996) : Introduction to psychology, 4th edition, Brooks / Cole Publishing Co.
5. Hilgard, Ernest R., Atkinson, Rita L., Atkinson, Richard C. (1979) : Introduction to Psychology, Harcourt Brace Jovanovich. Inc.

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

1. Baron, Robert. A. and Byrne, Donn Social Psychology, 7th edition, Prentice Hall of India Pvt. Ltd.
2. Lindgren, Henry. C. (1973) An introduction to Social Psychology, John Wiley & Sons.

3. Myers, David G. (1988) Social Psychology 2nd Edition McGraw Hill Book Company.
4. Adinarayanan. S.P. Social Psychology.
5. Sharma, Rajendra. K. and Sharma, Rachana (1997) Introduction to Social Psychology, Atlantic Publishers.

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

1. Fisher, J.D., Bell, P.A. and Ban, A. (1984) : Environmental psychology, 2nd edition, New York : Holt, Rinehart and Winston.
2. Pajeons, J.D. (1977) : Environmental and Behaviour, Massachusetts, Addi and Westey Publishing Co.
3. Bell, P.A., Fisher, J.D. & Loomis, R.J. (1978) : Environmental Psychology, Philadelphia : W.E. Saunders Co.

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

1. Papalia, Diane E, Olds, Sally Wendoks (1992) : Human Development, Tata McGraw Hill Publishing Co.

2. Shaffer, David R. (1996) : Developmental Psychology, IV Edition, Brooks / Cole Publishing Company.
3. Conger, John. J. and Galambos, Nancy. L. (1997) : Adolescence and Youth, 5th edition, Longman, New York.

RECOMMENDED READING

4. Hurlock, E.: Developmental Psychology (1980), Tata McGraw Hill Publishing Co.

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.
4. Muller Lyer Illusion.
5. Horizontal vertical Illusion.
6. Organization in perception.
7. Set in perception.
8. Motor learning.
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

1. Chaube. S.P. (1985) : Experimental Psychology, Laxmi Narain Publishers.

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

1. Kotler, Philip (2001) : Marketing Management, Millenium edition, eastern economy, Prentice Hall india, New Delhi.
2. Schiffman, L.G. and Kanuk, L.L. (1991) : Consumer behaviour, 12th edition, Prentice Hall of India Pvt. Ltd.

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

Substance related disorders : alcohol abuse and dependence; drug Abuse and dependence; causes of substance related disorders; treatment sexual disorders : Sexual dysfunctions - causal factors & treatment sexual variants - paraphilias, incest & rape; causes and treatment.

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

1. Barlow David H. & Durand, V. Mark (1995) Abnormal Psychology, Brooks / Cole Publishing Co.
2. Carson, Robert, Butcher, James V., Coleman, James (1988) : Abnormal Psychology and Modern Life, VIII edition, Scott, Frismand & Co., Brooks / Cole Publishing Co.

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 - intraindividual conflict, interpersonal conflict, coping with conflict, negotiation skills.

REFERENCE

1. Keith Davis (2000) Human Behaviour at Work, Tata McGraw Hill.
2. Luthans, Fred, (2002) Organizational Behaviour, McGraw Hill.
3. Robbins, Stephen (1996) Organizational Behaviour, Prentice Hall.

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

1. Mangal. S.K. (1987) : Statistical in Psychology Tata McGraw Hill Publishing Co.

RECOMMENDED READING

1. Garrett, Henry E. (1981) : Statistics in Psychology & Education, Vakils, Feffer & Simons.

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

1. Mangal. S.K. (1987) : Statistics in Psychology Tata McGraw Hill Publishing Co.
2. Extra reading : Garrett, Henry E. (1981) : Statistics in Psychology & Education, Vakils, Feffer & Simons Ltd.

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

1. Kotler, Philip (2001) : Marketing Management, Millenium edition, Eastern Economy, Prentice Hall India, New Delhi.
2. Batra, Rajesh; Myers, John.G., Aaker, David, A. (1997) Advertising Management, Prentice Hall of India, New Delhi.