

# Applied Psychology

B.A./ B.Sc.: Elective and Optional

## Outlines of Tests

<u>Paper</u>	<u>Title of Course</u>	<u>Marks</u>
'A':	Basic Concepts in Psychology (Written):	75
'B':	Areas of Psychology (Written):	75
'C':	Experimental Statistical Evaluation	50
	<b>Total</b>	<b>200</b>

## Courses of Reading

### PAPER A : BASIC CONCEPTS IN PSYCHOLOGY

#### Course Contents

1. **Introduction to Psychology:**
  - a) Definition
  - b) Brief historical background and schools of Psychology
  - c) Careers & Specialization in Psychology
2. **Research Methods in Psychology:**
  - a) Observation (Naturalistic and Field study)
  - b) Case history, Experimentation Survey
  - c) Interview
3. **Biological basis of Behavior:**
  - a) Brain Structure and Functions, Nervous System, Neurons, parts of Nervous System
  - b) Endocrine glands
4. **Sensation and Perception**
  - a) Sensation: Characteristics of Sensation,
  - b) Visual sensation: Structure and functions of the eye, Auditory Sensation Structure and Functions of the ear
  - c) Perception: Factors in perception, Types of perception, perceptual organization; perceptual problems Illusions and Hallucinations
5. **Motivation**
  - a) Definition and Classification
  - b) Primary (Biogenic) Motives Secondary Motives
  - c) Intrinsic and Extrinsic Motivation
  - d) Theories of Motivation
6. **Emotion**
  - a) Definition
  - b) Components of Emotions
  - c) Theories of Emotions
  - d) Expression of Emotions and Psychological Well-being
7. **Learning and Conditioning**
  - a) Definition and types
  - b) Classical and instrumental conditioning
  - c) Learning through imitation
  - d) Cognitive learning
8. **Memory**
  - a) Definition
  - b) Types of Memory

- c) Models of Memory
  - d) Memory processes: Retention, Recall, Recognition and Retrieval
  - e) Forgetting, Theories of Forgetting
  - f) Improving Memory: Mnemonics
- 9. Thinking**
- a) Definition
  - b) Types (Realistic, Autistic Thinking, Creativity, problem Solving)
  - c) Tools of Thinking
  - d) Imagery
  - e) Language
  - f) Concepts
- 10. Intelligence**
- a) Definition
  - b) Theories of Intelligence
  - c) Assessment of Intelligence
- 11. Personality**
- a) Definition
  - b) Theories of Personality
  - c) Assessment of Personality

### **RECOMMENDED BOOKS**

1. Birch, A., & Malim, T. (1998). Introductory Psychology London: MacMillan Press Ltd.
2. Coon, D. (2001). Introduction to Psychology: Wordsworth Publications.
3. Feldman, R.S. (2000). Essentials of Understanding Psychology (4<sup>th</sup> ed.) Boston: McGraw Hills Higher Education
4. Gleitman, H. Fridlund, A.J., D. (1999). Psychology (5<sup>th</sup> ed.) New York: W.W. Norton & Company Ltd
5. Gray, p. (2002) Psychology (4<sup>th</sup> ed.) U.S.A.: Worth Publishers.
6. Lahey, B.B. (2002). Essentials of Psychology Boston: McGraw Hill Higher Education
7. Lyle E. Boume, jr. Bruce R. Ekstrand, (1998). Psychology its Principles and Meanings.
8. Morris, C.G. & Maisto, A.A. (2001). Understanding Psychology (5<sup>th</sup> ed.) New Jersey: Prentice Hall, Inc.
9. Papalia, D. and Old S.W., (1998) Psychology (2<sup>nd</sup> ed.): U.S.A. McGraw Hills U.S.A.
10. Rosenberg, D., Gleitman, H & Fridlund, A.J. (2004). Psychology (6<sup>th</sup> ed.), New York: W.W. Norton & Company Inc.
11. Scot. P & Spencer, C (1988) Psychology-A Contemporary Introduction Oxford: Blackwell publishers Ltd.
12. Smith, E.E; Bem, D.J; Hoeksema, S. N. (2001). Fundamentals of Psychology New York: Heart Court College Publishers.
13. Sternberg R.J. (2001). Psychology-In search of the human mind (3<sup>rd</sup> ed.) Orlando Harcourt College publishers.
14. Weiren, W. (2001). Psychology-Themes and variations (5<sup>th</sup> ed.). Thomson learning Inc. U.S.A.
15. Shehnaz, R. (2010). An approach to Psychology for graduate classes. Caravan Publishers, Pakistan.

### **PAPER B : AREAS OF PSYCHOLOGY**

1. **Psychometrics**
  - a) Definition
  - b) Characteristics of Psychological Tests: Application of Psychological tests
  - c) Standardization, Objectivity, Reliability, Types of Psychological Tests:
  - d) Performance Tests, Ability Tests and Personality Tests.
2. **Psychopathology and Clinical Psychology**
  - a) Concept of normality and abnormality, Brief Introduction to Psychopathologies Assessment & Intervention.
3. **Developmental Psychology**
  - b) Introduction
  - c) Longitudinal, Cross-sectional designs
  - d) Aspects of Development: Physical, Psychological, Social, Linguistic & Cognitive Phases of Development: Prenatal, Birth, Infancy, Childhood, Adolescence, Adulthood, Old-age.
4. **Educational Psychology Introduction**
  - a) Learner's Characteristics: Abilities, Motivation, Interest, Aptitude, Teachers characteristics: Teacher's Personality, Communication skills,
  - b) Teacher as a model.
  - c) Counseling and Vocational Guidance
  - d) Special Education: Physical Disability, Children with Special Needs
  - e) Gifted children
5. **Social Psychology**
  - a) Introduction
  - b) Group Types: Primary group, Secondary group, Reference group, In and out group, Attitude: Types of attitudes; (Stereotypes, Prejudices), Nature and components. Leadership: Types and Characteristics
  - c) Mass Communication: Electronic media and Print media
6. **Organizational Psychology**
  - a) Introduction
  - b) Personnel Selection and Placement: Work environment:
  - c) Physical and Psychological

### **RECOMMENDED BOOKS**

1. Coon. D(2001) Introduction to Psychology: Wordswoth Publications
2. McGrath J.E., Social Psychology: SAGE Publications London (1990)
3. Papaliatese. D.E., Olds, W. (1989). Human Development (4<sup>th</sup> ed.): McGraw-Hills.
4. Stenberg R.J. (2001). Psychology- In search of the human mind (3<sup>rd</sup> ed.) Orlando:
5. Harcourt College Publishers.
6. Shenaz, R.(2011) An approach to Psychology for graduate classes volume 2. Caravan Publishers. Pakistan

### **PAPER C: EXPERIMENTS AND RESEARCH**

	Marks
• Practical Note Book:	15
• Practical Examination:	25
• Viva Voce:	10
• <b>Total</b>	<b>50</b>

#### **1. STATISTICS**

- (i) Definition and Importance of Statistics in Psychology
- (ii) Graphic Representation
- (iii) Measures of Central Tendency: Mean, Median and Mode.
- (iv) Measures of Variability: Standard deviation
- (v) Correlation: Pearson Product-moment & Rank Order

**2. LIST OF EXPERIMENTS**

- 1. Muller-Lyre Illusion
- 2. Transfer of Training
- 3. Memory using Meaningful vs Nonsense Syllables
- 4. Size Constancy
- 5. Personality Assessment (Projective Technique)
- 6. Retroactive Inhibition vs Proactive Inhibition
- 7. Reaction Time

**3. MINI RESEARCH**

Students are required to perform mini research in group.

**4. PRACTICAL EXAMINATION AND VIVA VOCE**

**APPLIED PSYCHOLOGY: OPTIONAL**

**Outlines of Tests**

<b>Paper</b>	<b>Title of Course</b>	<b>Marks</b>
'A':	Applied Psychology (Written):	100

**Syllabi and Courses of Reading**

Elementary discussion of the following topics:

- 1. Definition and methods of Psychology.
- 2. Introduction to the fields of Applied Psychology.
- 3. Individual differences.
- 4. Criminal Psychology.
- 5. Industrial Psychology.
- 6. Child Psychology.
- 7. Educational Psychology.
- 8. Advertising.
- 9. Abnormal Psychology.

**Recommended Books**

Relevant chapters of the following books to be studied for the above topics:

- 1. Monn, N.L. ... Introduction to Psychology
- 2. Marcuse F.L. ... Areas of Psychology.