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

Outlines of Tests

<table>
<thead>
<tr>
<th>Paper</th>
<th>Title of Course</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>'A':</td>
<td>Basic Concepts in Psychology</td>
<td>75</td>
</tr>
<tr>
<td>'B':</td>
<td>Areas of Psychology</td>
<td>75</td>
</tr>
<tr>
<td>'C':</td>
<td>Experimental Statistical Evaluation</td>
<td>50</td>
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<td>Total</td>
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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

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Outlines of Tests and Courses of Reading BA/B Sc Pass Course

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**


**PAPER B : AREAS OF PSYCHOLOGY**

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1. **Psychometrics**
   a) Definition
   b) Characteristics of Psychological Tests: Application of Psychological tests
   c) Standardization, Objectivity, Reliability, Types of Psychological 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

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**


**PAPER C: EXPERIMENTS AND RESEARCH**

<table>
<thead>
<tr>
<th></th>
<th>Marks</th>
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<tbody>
<tr>
<td>Practical Note Book:</td>
<td>15</td>
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<td>Practical Examination:</td>
<td>25</td>
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<tr>
<td>Viva Voce:</td>
<td>10</td>
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<td><strong>Total</strong></td>
<td>50</td>
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1. **STATISTICS**

   GC University, Faisalabad
(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

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<td>Applied Psychology</td>
<td>(Written): 100</td>
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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.
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.