

# Applied Psychology

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

## Part-I

### Outlines of Tests

Paper	Title of Course	Marks
'A':	Basic Concepts in Psychology (Written)	75
C	Experiments (Practical-I)	25
	<b>Total</b>	<b>100</b>

## PAPER-I: 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

**Practical-I: Experiments****25 Marks**

Practical Examination	(15)
Practical Note Book	(05)
Viva Voce	(05)

**List of Experiments**

- Muller-Lyre Illusion
- Transfer of training
- Memory using meaningful vs Nonsense Syllables
- Size Constancy
- Personality Assessment (Projective Technique)
- Retroactive Inhibition vs Proactice Inhibition

**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. Stemberg 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.

# Applied Psychology

B.A./B.Sc.: Elective

## Part-II

<u>Paper</u>	<u>Title of Course</u>	<u>Marks</u>
'A':	Areas of Psychology (Written)	75
C	Statistics and mini research (Practical-II)	25
	<b>Total</b>	<b>100</b>

## Courses of Reading

### PAPER-II: 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.
- b) Frustration  
Nature and definition, causes (Objective, subjective, conflicts), Reaction to frustration, withdrawal reaction, aggression, compromise.

#### 3. Developmental Psychology

- c) Introduction
- d) Longitudinal, Cross-sectional designs
- e) 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

**Practical-II: Statistics and Mini Research** **25 Marks**

Written Stat Practical	(15)
Mini Research	(05)
Viva Voce	(05)

**Detail****A. 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

**B. Mini Research**

Students are required to perform mini research in group

**C. Viva Voce****RECOMMENDED BOOKS**

1. Coon. D(2001) Introduction to Psychology: Wordsworth 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

**APPLIED PSYCHOLOGY: OPTIONAL****Outlines of Tests**

<b>Paper</b>	<b>Title of Course</b>	<b>Marks</b>
Opt'	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.