

**Psychology General
Applied Psychology**

Semester V	Subject Code: A51717	Lectures: 60
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Objectives:

- To acquaint students with the various applied branches of psychology.
- To help the students understand the role of the psychologist in various fields of application

Unit 1: Nature and Scope of Applied psychology	12
<ul style="list-style-type: none"> • Definition and History of Applied Psychology. • Major Fields of Applied Psychology- Definition, Nature and Roles <ul style="list-style-type: none"> ○ Clinical Psychology ○ Counselling Psychology ○ Industrial Psychology • Applications in the field of Educational Psychology <ul style="list-style-type: none"> ○ Role of Educational Psychologist ○ Modern Perspectives on Education 	
Unit 2: Applications in the field of Forensic Psychology and Military Psychology.	12
<ul style="list-style-type: none"> • Applications in the field of Forensic Psychology <ul style="list-style-type: none"> ○ Role of Forensic Psychologists when working with Offenders ○ Competencies of Forensic Psychologist ○ Ethical issues associated with Forensic Psychology ○ Working with Allied Professionals- Psychiatrists, Lawyers • Applications in the field of Military Psychology <ul style="list-style-type: none"> ○ Definition and Nature of Military Psychology ○ Role of Military Psychologist 	
Unit 3: Application in the field of Consumer Psychology and Advertising Psychology	12
<ul style="list-style-type: none"> • Consumer Psychology <ul style="list-style-type: none"> ○ Definition and Nature of Consumer Psychology ○ Scope of Consumer Psychology ○ Consumer Behaviour and Motivation • Advertising Psychology <ul style="list-style-type: none"> ○ Definition and Nature of Advertising Psychology ○ Application Advertising Psychology- Manipulative Marketing ○ Persuasion in Advertising 	





Unit 4: Application in the field of Sports Psychology and Couple & Family Psychology	12
<ul style="list-style-type: none"> • Applications in the field of Sports psychology <ul style="list-style-type: none"> ○ Personality and Athletic Performance. ○ Motivation in Sports. ○ Application of Sports Psychology- Coaches, Motivational Speakers, Social Development ○ Working with Allied Professions- Physiotherapists, Sports Medicine • Applications in the field of Couple & Family Psychology <ul style="list-style-type: none"> ○ Introduction to Couple and Family Psychology ○ Role of Couple and Family Psychologist ○ Case Conceptualization in Couple and Family Psychology 	

*** Assignments and library hours (12 hours)**

- Community Psychology- Scope of Community Psychology, Development of Community Psychology and Community Mental Health.
- Environmental Psychology- Scope of Environmental Psychology, Effects of Crowding on Health
- Health Psychology- Bio psychosocial Model in Health Psychology, Environmental Stress and Health, Behavioural Medicine, Health Damaging Lifestyles, Health Promoting Lifestyles.

Recommended Text Books:

- Davey, G. (2011). Applied Psychology. The British Psychological Society and Blackwell Publishing Ltd., United Kingdom.
- Bayne R and Horton I (2003). Applied Psychology: Current Issues and New Directions, Sage Publications, London.
- Brewer, B. (2009). Sport Psychology: Handbook of Sports Medicine and Science. Sport Psychology. International Olympic Committee. ISBN: 978-1-405-17363-6.
- Goldstein A..P. and Krasner L (1989) .Modern Applied Psychology, Pergamon Press Inc. New York.
- Desale, Shitole, Naik, Deshmukh & Lokhande (2015). Manashastra G3. Success Publications: Pune.
- Pandit, R.V. & Kulkarni, A.V. (2012). Udyogik Manashstra Ani Upobhogta Vartan. Pimpalpure and Company, Nagpur.



Reading Material:

- Hecker and Thorpe (2005). Introduction of Clinical Psychology, Pearson Education Inc.
- Nagar D. (2006) Environmental Psychology, Concept Publishing Co.
- Woolfolk A (2004) .Educational Psychology, 9th Ed., Pearson Education, New Delhi.
- Schultz D and Schultz E.S (2002) .Psychology and Work Today. 8th Ed. , Pearson Education Inc.
- Danciu, V. (2014). Manipulative Marketing: Persuasion and Manipulation of The Consumer Through Advertising. Theoretical and Applied Economics Volume XXI (2014), No. 2(591), pp. 19-34.
- Kalmbach, K.C. & Lyons, P. M. (2006). Ethical Issues in Conducting Forensic Evaluations. Applied Psychology in Criminal Justice, 2(3).



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**Psychology General
Psychology at Work**

Semester VI	Subject Code: A61717	Lectures: 60
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Objectives:

- To help the students understand how Industrial- Organizational (I-O) Psychology will influence their lives.
- To acquaint students with the nature of work in Modern Society.
- To help the students understand the various roles of I-O Psychologist

Unit 1: Work psychology	12
<ul style="list-style-type: none"> • Definition, Nature and Historical Development of Industrial/Organizational psychology. • Human Resource Planning (definition, steps) • Personnel Selection and Training (need analysis and steps) • Performance Appraisal (Nature, Methods and errors in Performance Appraisal) 	

Unit 2: Work Motivation and Job satisfaction	12
<ul style="list-style-type: none"> • Work Motivation <ul style="list-style-type: none"> ○ Definition, Self Efficacy and Work Motivation ○ Content Theories of Motivation ○ Process Theories of Motivation • Job Satisfaction <ul style="list-style-type: none"> ○ Job Satisfaction and Quality of Work-life model ○ Determinants of job satisfaction- Personal and Organisational ○ Measurement of Job Satisfaction 	

Unit 3: Leadership	12
<ul style="list-style-type: none"> • Approaches to leadership • Contingency Theories of Leadership (Path-goal, Fidler's and Situational Theory) • Empowerment in Leadership (Meaning, Processes and Programs) • Applications of Emotional Intelligence to leadership 	

Unit 4: Engineering Psychology and Artificial Intelligence	12
<ul style="list-style-type: none"> • Engineering Psychology <ul style="list-style-type: none"> ○ Historical Antecedents of Engineering Psychology -Time-and-Motion 	





<p>Study</p> <ul style="list-style-type: none">○ Person Machine System (Ergonomics)○ Workspace Design (Physical Ergonomics)○ Presentation of Information (Cognitive Ergonomics)● Artificial Intelligence<ul style="list-style-type: none">○ Goals of Artificial Intelligence○ Applications of Artificial Intelligence	
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***Assignments and library hours (12 hours)**

- Scope and Content of Industrial and Organizational Psychology
- Meaning and nature of Job Analysis and Job Specification
- Factors affecting job satisfaction
- Consequences of job satisfaction on job behaviour
- Role of emotions at workplace

Reference Books:

- Aswathapa, K. (2005). Human Resource and Personnel Management. Tata McGraw-Hill Education: United States of America.
- Jex S (2006). Organizational Psychology – A Scientist Practitioner Approach, John Wiley and Sons. N.Y.
- Pandit, R.V. & Kulkarni, A.V. (2012). Udyogik Manashstra Ani Upobhogta Vartan. Pimpalpure and Company, Nagpur.
- Kaila H.L. (2008) .Psychology of Human Resource in the Indian Context, The Associated Publishers, Delhi.
- Luthans F (2008) .Organizational Behaviour. 11th Ed., McGraw- Hill Companies Inc.
- Schultz D and Schultz E.S (2002) .Psychology and Work Today. 8th Ed. , Pearson Education Inc.
- Snyder & Lopez (2011), "Positive Psychology," Sage Publications, New Delhi.
- Arnold, et.al (1991) "Work Psychology," Macmillan, New Delhi
- Singh (2003), "Emotional Intelligence at Work," Sage publications, California.

