


| | | | | | |
|---|--|-----------------------------------|---|---|---|
|  | Government College (Autonomous) Rajahmundry | Program & Semester | | | |
| Course Code PSY-120801 | Paper- I: FUNDAMENTALS OF SOCIAL SCIENCES | I B.A (I Sem) | | | |
| Teaching | Hours Allocated: 60 (Theory) | L | T | P | C |
| Pre- requisites: | | 5 | 1 | - | 4 |

Course Objectives:

- To understand the nature and various approaches
- To acquire knowledge on the organs of the state
- To understand the social perspectives
- To know about the application of ICT

Course Outcomes:

On the completion of this course, the student will be able to:

- Learn about the nature and importance of social science.
- Understand the Emergence of Culture and History
- Know the psychological aspects of social behaviour
- Comprehend the nature of Polity and Economy
- Knowledge on application of computer technology

Syllabus

Unit-I: What is Social Science

1. Definition and Scope of Social Science – Different Social Sciences
2. Distinction between Natural Science and Social Sciences
3. Interdisciplinary Nature of Social Sciences
4. Methods and Approaches of Social Sciences

Unit-II: Understanding History and Society

1. Defining History, Its Nature and Scope
2. History- A Science or an Art
3. Importance of History in the Present Society
4. Types of History and Chronology of Indian History

Unit-III: Society and Social Behaviour

1. Definition, Nature and Scope of Psychology
2. Importance of Social Interaction
3. Need of Psychology for present Society
4. Thought process and Social Behavior

Unit-IV: Political Economy

1. Understanding Political Systems
2. Political Systems – Organs of State
3. Understanding over Economics - Micro and Macro concepts
4. Economic Growth and Development - Various aspects of development

Unit-V: Essential of Computer


1. Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers
2. Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications
3. Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals
4. Cryptography – Symmetric and Asymmetric –malware – Fire walls – Fraud Techniques – Privacy and Data Protection

References

1. The social sciences: An Integrated Approach by James M. Henslin and Danniell F. Chambliss
2. The Wonder that was India – A.L.Bhasham
3. Introduction to Psychology – Morgan and King
4. Principles of Political Science – A.C. Kapoor
5. Contemporary Political Theory – J.C.Johari
6. M.L.Jhingan – Economic Development – Vikas, 2012
7. ML Seth – Macro Economics - Lakshminarayana Agarawal, 2015
8. Fundamentals of Computers by V. Raja Raman
9. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

Co-circular Activities

1. Group Project Work
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
8. Identify the types of malwares and required firewalls to provide security.
9. Latest Fraud techniques used by hackers.

| | | | | | |
|---|--|-----------------------------------|---|---|---|
|  | Government College (Autonomous) Rajahmundry | Program & Semester | | | |
| Course Code PSY120802 | Paper- II: PERSPECTIVES ON INDIAN SOCIETY | I B.A (I Sem) | | | |
| Teaching | Hours Allocated: 60 (Theory) | L | T | P | C |
| Pre-requisites: | | 5 | 1 | - | 4 |

Course Objectives:

- To demonstrate the significance of social sciences
- To understand various fields of social sciences in a better way
- To apply methods and approaches to social phenomena

Course Outcomes:

On the completion of this course, the student will be able to:

- Learn about the significance of human behavior and social dynamics.
- Remembers the Indian Heritage and freedom struggle
- Comprehend the philosophical foundations of Indian Constitution
- Knowledge on Indian Economy

I. Syllabus

Unit-I: Man in Society

Human Nature and Real Life Engagement
 Social Groups and Social Dynamics
 Individualism and Collectivism – Ethical Concerns
 Human Life – Social Influence and Social Impact

Unit-II: Indian Heritage and Freedom Struggle in India

Cultural & Heritage sites of Tourism in India
 Indian Dance, Music and Yoga
 Rise of Nationalism Under British Rule in brief (1857-1947)
 Contemporary history of India-integration of Princely States, abolition of Zamindari, formation of linguistic states

Unit-III: Indian Constitution

Philosophical Foundations of Indian Constitution
 Elements of Indian Constitution
 Study of Rights in Indian Constitution
 Directive principles to State

Unit-IV: Indian Economy

Indian Economy - Features – Sectoral contribution in income
Role of Financial Institutions - RBI - Commercial Banks
Monetary and Fiscal Policies for Economic Development
Economic Reforms - Liberalization - Privatization- Globalization

Unit-V: Impact on Society and Analytics


Role of Computer, impact of Computers on human behavior, e-mail,
Social Networking- WhatsApp, Twitter, facebook, impact of Social Networks on
human behavior.
Simulating, Modeling, and Planning, Managing Data, Graphing, Analyzing
Quantitative Data,
Expert Systems and Artificial Intelligence Applications in the Social Sciences

References

1. Introduction to Psychology – Atkinson RC
2. History of the freedom movement in India – Tarachand
3. India since Independence – Bipinchandra
4. Introduction to the Constitution of India D.D.Basu
5. S.K Misra & V.K Puri – Indian Economy, Himalaya Publishing House , 2015
6. Government of India, Economic Survey (Annual), New Delhi
7. Information and Communication Technology by APCCE
8. Computer Applications in the Social Sciences by Edward E. Brent, Jr. and Ronald E. Anderson

Co-circular Activities

1. Assignment
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identify the peripherals connected to a system and label them as either Input or Output or both.
8. Identify the Operating System loaded in your system and compare the features with other existing Operating System.
9. Collect latest census data and draw a graph indicating the growth rate.
10. Predicting the risk of depression, substance dependency, drinking, obsessive compulsive disorders, and suicide using AI.

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry Department of Psychology | Program & Semester |
| Course Code MDC PSY-120800 | Multidisciplinary Course (w.e.f. AY 2023-24) PRINCIPLES OF PSYCHOLOGY | I B.A-I Sem |
| Teaching | Hours Allocated: 30(Th)2 hrs/week | |

Syllabus:

Unit I

Introduction: Definition, Origin of Psychology, Psychology as a scientific study of behavior, applied fields of Psychology biological bases of behaviour

Sensory and perceptual processes: Structure and function of visual and auditory senses; Attention: selective, sustained and divided attention. Perception: Nature and determinants; Perceptual constancies.

Unit II

Emotion and Motivation: Nature of emotion; components of emotions. Theories of emotion: James-Lange, Cannon-Bard and Schachter-Singer.

Motivation: Nature and types; Maslow's hierarchy model


Unit III

Individual differences: Learning and memory: Learning – Definition, Classical and instrumental conditioning: principles of classical conditioning, schedules of reinforcement, Memory - Sensory, short-term and long-term memory; forgetting and its causes

Personality - Trait and type approaches; assessment of personality. Intelligence: Concept of IQ and measurement

Books recommended:

- ψ Baron, R. A. (2006). Psychology (5th Ed.). New Delhi: Pearson Education.
- ψ Ciccarelli, S. K., & Meyer, G. E. (2009). Psychology. Delhi: Pearson Education.
- ψ Coon, D., & Mitterer, J. O. (2007). Introduction to Psychology: Gateway to mind and behaviour. New Delhi: Cengage.
- ψ Gerrig, R. J., & Zimbardo, P. G. (2006). Psychology and Life (17th Ed.). New Delhi: Pearson Education.
- ψ Singh, A. K. (2009). Uchachtar Samanya Manovigyan. Varanasi: Motilal Banarasi Das.

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry | Program & Semester |
| Course Code PSY-220801 | FOUNDATIONS OF PSYCHOLOGY | I B.A-II Sem |
| Teaching | Hours Allocated: 60 (Theory) | |

Course Objectives:

- To demonstrate the importance of Psychology
- To understand various fields of Psychology and schools
- To apply methods and approaches of Psychology to social phenomena

Course Outcomes:

On the completion of this course, the student will be able to:

- Understand Psychology and its various branches and fields
- Psychology in Indian perspective
- How we sense and perceive things and get motivated and use our emotions to form a whole personality

Syllabus:

Unit -I: Introduction to Psychology

Introduction- Origin and development of Psychology, definitions, nature and goals of Psychology, Fields of Psychology.

Various Schools of thoughts-Structuralism, Functionalism, Psychoanalytic, Behavioral, humanistic- existential, Gestalt

Methods of studying behavior - Introspection, observation, case study, and experimental method

Unit-II: Psychology in India

Ancient Indian Psychology – Cognition, Consciousness, Super Conscious, Emotions Individuality and Self. The doctrine of Gunas – Satva, Rajas and Thamas

The beginning & Development of Modern Psychology ,Basic and Applied Research. The Testing Movement, Clinical and Counselling Psychology and Organizational Behaviour and Industrial Psychology.

Unit-III: sensation and perception

The Sensory System, Types and General Characteristics of Senses.

Visual & Auditory Sensation

Perception- Perceptual Organisation, Major Principles of Perceptual Organisation.

Depth Perception, Perceptual Constancies, Movement Perception, Perceptual Distractions.

Unit-IV : motivation and emotion

Motivation-Definition and functions of motives, Types of motives-physiological and psychosocial motives, Maslow's theory of motivation.

Emotions - Definition and Nature of emotions, Functions of emotions, Theories of emotions- James-Lange, Cannon-Bard.

Unit-V : personality

Personality -Concept and definitions of personality. Theoretical Approaches to personality- psychoanalytic approaches, cognitive- behavioural and humanistic


References

1. Atkinson & Hilgard(2003)-Introduction to Psychology, ThomsonWoodworth,14th Edition.
2. Baron. R.A. Psychology (2001)-Pearson Educational Inc. New Delhi.
3. Benjamin & Hopkins (1990)-Psychology. Macmillan Publishing Co., Newyork.
4. Parameswaran &Beena-Invitation to Psychology. Neel Kamal Publications, Hyderabad.
5. Morgan & King-Introduction to Psychology (2017). Mc.Graw Hill, India.
6. S.K.Mangal-General Psychology (2009). Sterling Publishers Pvt. Ltd., India.

Co-Curricular Activities:

Suggested Co-Curricular Activities

1. Assignments
2. Seminars, Group discussions, Quiz, Debates on related topics
3. Prepare charts and models of related topics
4. Invited lectures and presentation on related topics by field experts

| | | |
|---|---|--|
|  | <p style="text-align: center;">Government College (Autonomous) Rajahmundry</p> | <p style="text-align: center;">Program & Semester</p> |
| <p>Course Code PSY- 220802</p> | <p>Paper-II COGNITIVE PSYCHOLOGY</p> | <p>I B.A-II Sem</p> |
| <p>Teaching</p> | <p>Hours Allocated: 60 (Theory)</p> | |

Course Objectives:

- To explore the field of cognitive Psychology
- To understand various concepts such as attention, memory forgetting , learning and thinking
- To understand intelligence

Course Outcomes:

On the completion of this course, the student will be able to:

- Understand the sub field cognitive Psychology and its various concepts
- How all the cognitive domains connected to each other in understanding human being

Syllabus:

UNIT I: Introduction to cognitive Psychology

- A. Introduction- Definition, nature and scope of cognitive Psychology
- B. Attention -Attention-Span of Attention, division, distraction, factors influencing attention

UNIT II: Memory and Forgetting

- A. Meaning and Types of Memory, Methods of Measuring Memory.
- B. Forgetting- Meaning, Nature and Causes, Methods to Improve Memory

UNIT III: learning

- A. Definition of learning – Classical Conditioning, Operant Conditioning, Insight, Observation and Latent learning.
- B. Transfer of Learning, Measurement of Learning, Learning Curves.

UNIT IV: thinking


- A. Definition, Nature and Levels of Thinking.
- B. Tools of Thinking Images, Concepts and Language.
- C. Types of thinking – Reasoning, Problem Solving, Creative Thinking, Critical Thinking.

UNIT V: intelligence

- A. Intelligence Definition and Nature - Theories: Spearman Two Factor Theory, Thurstone's Multi Factor Theory and Sternberg's Triarchic Theory of Intelligence
- B. Measurement of Intelligence- Concept of IQ, Types of Intelligence Tests, Intellectually Gifted and Retardation.
- C. Role of Heredity and Environment on Intelligence

REFERENCE BOOKS:

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. Hilgard, E.R., Atkinson, R.L., Atkinson, R.C.. (1979): Introduction to Pscholouv. Harconrt
4. ParameswaranE.G.,&Beena "An Invitation to Psychology" Neelkamal Publication Hyderabad

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry | Program & Semester |
| Course Code PSY-103 | DEVELOPMENTAL PSYCHOLOGY | I B.A-III Sem |
| Teaching | Hours Allocated: 30 (Theory) | |

Course Objectives:

Developmental Psychology is a very beneficial course of Psychology which deals with development and problems of children starting from conception. This course is useful for teachers and parents also.

Course Outcomes:

- At the end of the course the student is expected to demonstrate the following knowledge, skills and critical thinking -
- Gain knowledge about importance of studying child behaviour, and remember the stages of human life span.
- Understand the difference between growth & development and the various aspects of development.
- Realize and explain the importance of prenatal period, foresee the hazards and how to prevent them.
- Get an insight about stages & other aspects of development during infancy, babyhood & childhood.
- Evaluate the development of any child based on the above knowledge, and also identify any defects in development.
- Develop practical skills by conducting psychological tests on children and analyze their behaviour.
- Detailed Syllabus:

DEVELOPMENTAL PSYCHOLOGY - 103

UNIT 1: Introduction

- A. Concept of Human Development
- B. Theories, themes and research designs

UNIT 2: Periods of Life Span Development

- A. Prenatal development,
- B. Birth, Infancy, and Childhood
- C. Adolescence and Adulthood

UNIT 3: Domains of Human Development

- A. Cognitive development: perspectives of Piaget and Vygotsky
- B. Language development
- C. Physical development

UNIT 4: Domains of Human Development


- A. Emotional development
- B. Moral development
- C. Personality development

UNIT 5: Socio-Cultural Contexts for Human Development

- A. Family
- B. Peers, Media & Schooling
- C. Human Development in the Indian context

TEXT BOOKS:

1. Berk, L. E. (2010). Child Development (9th Ed.). New Delhi: Prentice Hall.
2. Mitchell, P. and Ziegler, F. (2007). Fundamentals of development: The Psychology of Childhood. New York: Psychology Press.
3. Papalia, D. E., Olds, S.W. & Feldman, R.D. (2006). Human development (9th Ed.). New Delhi: McGraw Hill.
4. Santrock, J. W. (2011). Child Development (13th Ed.). New Delhi: McGraw Hill.
5. Santrock, J.W. (2012). Life Span Development (13th ed) New Delhi: McGraw Hill.
6. Saraswathi, T.S. (2003). Cross-cultural perspectives in Human Development: Theory, Research and Applications. New Delhi: Sage Publications.
7. Srivastava, A.K. (1997). Child Development: An Indian Perspective. New Delhi.

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry | Program & Semester |
| Course Code PSY-104 | SOCIAL PSYCHOLOGY | I B.A-IV Sem |
| Teaching | Hours Allocated: 60 (Theory) | |

Course Objectives:

- This course provides an awareness about influence of society on behaviour and also helps in better perception of people and situations. This is a course every Psychologist must study .

Course Outcomes:

- At the end of the course the student is expected to demonstrate the following knowledge, skills and critical thinking -
 - To become familiar with Social Psychology - what is society, various aspects of society that influence social behaviour.
 - Understanding how to understand others, how we perceive people and the common errors we make while attributing others behaviour.
 - Know the various forms of communication and apply techniques of communication during propaganda.
 - Explain how to form good impression of oneself in society.
 - Analyze why rumours are spread.
 - Critical evaluation about causes of prejudice and how to reduce prejudice.
 - Become aware how society and people around influence behaviour of a person, and also about types of groups and their functions.
 - Conduct a field study and investigate the relation between society and an individual and evaluate the influence of social factors on behaviour.
- Detailed Syllabus: Five units (i.e., each unit having 12 hours of class work)

SOCIAL PSYCHOLOGY - 104

UNIT I: Nature and Scope of Social Psychology

- Definition, Nature and Scope of Social Psychology
- Social Psychology and other Sciences Research methods in Social Psychology- Observation, Survey, Correlational Method, Field Study and Experimental Method

UNIT II: Social Perception and Impression Formation

- Social Perception - Meaning and Factors Influencing Social Perception, Types and Mechanisms of Social Interaction

- B. Social Norms, Roles and Status
- C. Attribution- Meaning and Errors in Attribution - Impression Formation - Meaning and Techniques of Impression Formation

UNIT III: Socialization

- A. Definition and goals of Socialization, Socialization Process.
- B. Social Motives and Social Incentives, Agencies of Socialization.
- C. The Development of Self-Concept, Self-Evaluation

UNIT IV: Social Attitudes


- A. Definition- Importance, Distinguishing Features of Attitudes
- B. Attitude Formation and Change
- C. Measurement of Attitudes- Likert, Bogardus and Thurstone

UNIT V: Communication

- A) Definition, Nature and Types of Communication and Barriers of Communication.
- B) Formation and change of Public Opinion
- C) Rumors and Propaganda

REFERENCE BOOKS:

1. Myers, David G. (1988) Social Psychology, 2nd Edition, McGraw Hill Book Company.
2. Baron, Robert. A. and Byrne, Donn. Social Psychology, 7th edition, Prentice Hall of India Pvt. Ltd.
3. Lindgren, Henry.C. (1973). An Introduction to Social Psychology, John Wiley & Sons
4. Munn, N.L., (1948). Laboratory Manual in Experimental Psychology, Houghton Mifflin Co., New York.
5. Nataraj.P. (1970). A manual of laboratory experiments in Psychology, Mysore Printing and Publishing House. Mysore

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry | Program & Semester |
| Course Code PSY-105 | PSYCHOPATHOLOGY | I B.A-IV Sem |
| Teaching | Hours Allocated: 60 (Theory) | |

- Abnormal Psychology is a theoretical course designed to provide a knowledge of mental disorders, which is essential for every student of Psychology. It includes the study of nature, causes, types, symptoms and approaches to treatment of mental disorders.
- At the end of the course the student is expected to demonstrate the following knowledge, skills and critical thinking -
- Have basic knowledge of Abnormal Psychology and remember the classification and terminology of mental disorders.
- Explain the various approaches which define the causes of abnormal behaviour.
- Identify the symptoms of most commonly occurring mental disorders. The causes and consequences of substance abuse.
- Evaluate the concept of abnormality and observe any abnormalities in people around.
- Develop skill of psychological diagnosis of mental disorders.
- Critical evaluation and comparison of various methods of treatment of mental disorders.
- Get a firsthand experience of people diagnosed by mental health professionals.
- Practical skills of diagnosis by visiting mental health care centers and doing case studies
- Detailed Syllabus:

UNIT I: Introduction:

- A. Concept of Abnormal Behavior and Criteria for Determining Abnormality.
- B. Historical Background of Abnormality.
- C. Approaches to Psychopathology- Psycho Dynamic, Behavioral, Cognitive, Behavioral, Existential and Biological.

UNIT II: Causes and Diagnosis of Abnormal Behavior:

- A. Biological, Psychological and Socio-Cultural; Critical Evaluation of These Causes.
- B. Current Diagnostic Systems: Introduction to the International Classification of Diseases (ICD- 10) and Diagnostic & Statistical Manual of Mental Disorders (DSM-5).

UNIT III: Neuro Developmental Disorders:

- A. Intellectual Disabilities, Communication Disorders, Autism Spectrum Disorder, Attention Deficit/Hyper Activity Disorder

- B. Specific Learning Disorder, Motor Disorder, Tic Disorder.
- C. Other Neuro Developmental Disorders.

UNIT IV: Schizophrenia Spectrum and other Psychotic disorders


- A. Psychosis (Psychotic Disorder),
- B. Schizophrenia,
- C. Schizotypal (Personality) Disorder

Unit V– Feeding and Eating Disorders

- A. Pica/Rumination Disorder, Avoidant/Restrictive Food Intake Disorder
- B. Anorexia Nervosa/Bulimia Nervosa, Binge – Eating Disorder
- C. Other Specified Feeding or Eating Disorder, Unspecified Feeding and Eating Disorder

REFERENCES:

1. Comer, R. J. (2015). *Abnormal Psychology*. New York: Worth publishers.
2. Carson, R. C., Butcher, J. N., Mineka, S., & Hooley, J. M. (2013).
3. *Abnormal Psychology* (15th Ed.). New York: Harper Collins.
4. *Diagnostic and Statistical Manual of Mental Disorders*. (2013). Washington, D.C.
5. Nevid, J., Rathus, S., & Greene, B. (2014). *Abnormal Psychology in a changing world*. Upper Saddle River, NJ: Pearson Prentice Hall.
6. *The ICD-10 Classification of Mental and Behavioural Disorders*, (1992). Geneva.

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry | Program & Semester |
| Course Code PSY-106 | EDUCATIONAL PSYCHOLOGY - 106(A) | III B.A-V Sem |
| Teaching | Hours Allocated: 60 (Theory) | |

UNIT I: Introduction

- A. Educational Psychology: Definition, Nature, Scope and importance.
- B. Methods of educational Psychology- Classroom Observation -Observation Schedule preparation. Experimental method -Group Experimentation, Survey method

UNIT II: Learning Process

- A. The nature of learning process: Nature of learning – and Role of maturation
- B. The process of learning -learning curves - plateaus in learning -Demonstration of learning curves
- C. learning curves

UNIT III: Theories and Laws of Learning


- A. Theories and laws of learning and their educational implications: trial and error learning - learning by conditioning – learning by insight
- B. Learning of skills - Role of motivation, attention and interest in learning – kinds of
- C. motivation: extrinsic and intrinsic, achievement motivation – Methods of motivating pupils to learn.

UNIT IV: Transfer of Learning

- A. Transfer of Learning: Forms of transfer – theories of transfer of learning – factors influencing transfer of learning.
- B. Transfer of Verbal and motor learning, Distribution of practice, knowledge of results.

UNIT V: Individual Differences in Personality- Educational implications

- A. Personality- Nature and Educational Implications
- B. Types of personality –Type and Trait approaches
- C. Assessment of personality- Questionnaires, Inventories, Rating Scales, Projective techniques
- D. Role of School and Education in development of personality

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry | Program & Semester |
| Course Code PSY-107 | EDUCATIONAL PSYCHOLOGY Applications and Skills - 107(A) | III B.A-V Sem |
| Teaching | Hours Allocated: 60 (Theory) | |

Unit-I: Learning Disabilities:

- A. Learning Disabilities: Concept, Definition, Meaning,
- B. Characteristics and Types of learning disabilities (HI, MR, ASD)
- C. Identification of Learning-Disabled Children. Approaches and Techniques,
- D. Role of teachers in facilitating education to learning disabled.

Unit-II: Adjustment and Wellbeing

- A. Adjustment and Psychological well-being. Factors influence and promote adjustment and quality of life. Goal setting, self- concept, creativity and, optimistic life style.
- B. Stressors- examination anxiety, bullying, parental expectations, peer pressure and competition

Unit III: Assessment of skills for learning


- A. Study skills and habits- Meaning, nature, development and impact on academic success
- B. Role of Emotional Quotient and Social Quotient in education

Unit-IV : Behaviour Modification in Education

- A. Behavioural problems and their identification- Absenteeism, dropouts, under achievement
- B. Behaviour modification – Meaning and its application. Positive reinforcement, Negative Reinforcement, Punishment, Systematic desensitization, Token Economies and Extinction.

Unit V: Counselling and Guidance in Education

- A. Meaning and Scope educational counselling and guidance in education
- B. Types of counselling- Individual and group counsellingC. Counselling Skills

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry | Program & Semester |
| Course Code PSY-106 | INDUSTRIAL PSYCHOLOGY – 106(B) | III B.A-V Sem |
| Teaching | Hours Allocated: 60 (Theory) | |

Unit-I: Industrial Psychology:

Definition, Goals of industrial Psychology, economic basic of industrial Psychology, Social Foundations of industrial Psychology, the psychological foundation industrial Psychology, the classical Howthron’s studies

Unit-II: Personnel Selection:

Purpose personnel test in industry- kinds of personnel test – Training methods job analysis – Job families, Application black

Unit-III: Organizational Psychology:

Meaning definition of organizational Psychology, models of organization – how is an organization created – utilizing and managing human resources- organizational effectiveness – survival and growth.

Unit-IV Work motivation: Deification


– process of motivation, Types of motivation, Motivation at work – theories of motivation a. Maslow’s, Herzberg, Vroom, X Y theories

Unit-V: Job Satisfaction:

Job –attitudes – Factors related to job satisfaction importance of job satisfaction – consequences of job satisfaction – measuring job satisfaction.

References

1. Industrial Psychology, “H.L. Kaila, AITBS Publishers, india. J-5/6, Krishan Nagar, New Delhi. Fist ed., 2011.”
2. Industrial organizational Psychology “Dr. K. Chandraiah, Student helpline”PublishingHouse(p) Ltd., Hyderabad. First ed., 2012.
3. Industrial Psychology, AshishPandeyAtul Kr. Sharma, Global Academic publishers & Distributors, F-8, New Delhi. “first ed., 2012.

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry | Program & Semester |
| Course Code PSY-107 | CONSUMER BEHAVIOR – 107(B) | III B.A-V Sem |
| Teaching | Hours Allocated: 60 (Theory) | |

Unit-I: Consumer Behavior:

meaning of consumer behavior – importance study of consumer behavior needs for developing consumer behavior

Unit-II: Marketing Research:

Meaning of marketing consumer behavior and marketing research --- types of market, consumer research methods: - primary Vs secondary research methods --- survey and technics --- observation method -experimental methods.

Unit-III: Consumer Motivation:

nature of consumer motivation – need vs wants, buyer motivation, stages of the consumer buying process – types of consumers buying behavior.

Unit-IV: Advertising:


Advertising process, types of advertising: digital – radio – online – covert – press- mobile bill board- in stores advertise, street advertise – celebrity brand roller advertising – technics of advertising – stages of advertising

Unit-V: Sales Promotion:

Strategies – sale men ship – sale process – Packing essentials of packing, advantage of packing, kinds of labeling, Branding – Function of branding – importance of branding

References :

Top Consumer behavior Dr. M.M. Prasad, Top Publications, educational publishers, chowerybaza”r, Delhi.

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry | Program & Semester |
| Course Code PSY-106 | COUNSELLING PSYCHOLOGY | I B.A-V Sem |
| Teaching | Hours Allocated: 60 (Theory) | |

- Understanding of counseling as a profession emerged
- Have awareness of the required training and skills to pursue counseling as a profession
- Acquire comprehensive understanding of the many theoretical approaches to counseling
- Gain an exhaustive knowledge of the process of counseling and display the practical application of the same

UNIT I: Emergence and Growth Of Counselling Psychology:

Meaning, Purpose and Goals of Counselling.

UNIT – II: Professional Preparation & Training for Counselling:

Counsellor preparation and professional issues – Academic preparation – Practical skills – Ethical standards – Selection and training of counsellors.

UNIT – III: Approaches to Counselling:

Psychoanalytic approach – Humanistic approach Client – Centered counseling – Behavioristic approach – Reciprocal inhibition technique – Behavior modification. Transactional analysis. EGAN’S 3 Stage model Indian contributions – Yoga and meditation. Counselling in India – Need and present status.

UNIT – IV: Counselling Process:


Introduction – Steps in Counselling process - Pre-counselling interview – Process of counseling – Reasons for making an appointment – Referral – Counselling relationship – Physical setting – Value orientations – Essential aspects of interviewing – Non-verbal communication in interviews – Degree of lead, silence, transference, counter-transference – Resistance – Handling resistance. Ending and follow up. Counselling skills – Basic Listening skills.

UNIT – V: Counselling Applications:

Counseling in Schools, Teenage Counselling, Career Counselling, Couple and Marriage Counselling, Counselling for suicidal, Group Counselling.

REFERENCES:

1. Rao, Narayana S. (2003) Counselling Psychology. Tata McGraw-Hill Publishing Co .Ltd. New Delhi.

| | | |
|---|--|---------------------------------------|
|  | Government College (Autonomous) Rajahmundry | Program & Semester |
| Course Code PSY-107 | GUIDANCE AND CAREER COUNSELLING | III B.A-V Sem |
| Teaching | Hours Allocated: 60 (Theory) | |

- Possess a general understanding of what guidance entails and assumes
- Grasp the application of career counseling amongst varied population
- Exhibit a command over career counseling in diverse settings and roles attached to each setting
- Comprehend the design of career maturity and the implications of career counseling.

Unit -1:

Guidance meaning- Definition – Nature and scope – need objectives – principles – basic. Assumptions of guidance – Guidance and Education – Major areas of Guidance.

Unit-2:

Career Counselling Meaning- Definition- Nature Scope - Importance – types – Career counselling with diverse population

Unit-3:

Career counselling with college students career Counselling for adults – career counselling for women- Ethics of Career counselling.

Unit-4:

Career counselling services in schools – orientation services – pupil information services - Inventory services – educational and occupational Guidance service - - Group Guidance – Counselling services – support services – placement services - follow up services – role Counsellor in schools.

Unit -5:

Career maturity – concept of career maturity- meaning – Definition-significance Characteristics – Dimensions – factors influencing career maturity and implications for career Counselling.

References;

Gideon Arulnagmani – (2004) Career counselling: A Handbook – Tata Mc Graw Hill Publishing Company Ltd, New Delhi.
S. Narayana Rao Counselling and Guidance

Government Degree College(A) Rajahmundry

Department of Psychology

Certificate Course On Gender Psychology

Syllabus

Unit-1: Concepts of Gender and Sexuality

- A. Sex Vs Gender; Sexism-Gender Stereotypes;gender discrimination
- B. Patriarchy; Feminisim & Masculinity
- C. Intersectionality; Gender and development

Unit-2: History of Gender & Gender in Theories

- A. Gender Gap,Gender division of labour, social construction of Gender
- B. Gender equality-critical issues & Laws
- C. Key theories of Gender;Violence against women and other gender(Non binary).

Unit-3: History of Sexuality & Sexuality in Theory

- A. Historical and emerging understanding of Sexuality and Sexual identity.
- B. Discrimination in the workplace on LGBTQIA :Job insecurity,challenges & facing strategies.
- C. Advent of ENDA(Employment Non-Discrimination Act) and its controversy

Reference books:

Introduction to Women's, Gender, and Sexuality Studies: Interdisciplinary and Intersectional Approaches" by L. Ayu Saraswati, Barbara Shaw, and Heather Rellihan

Understanding Gender" by Kamla Bhasin and Nighat Said Khan

Gender: Ideas, Interactions, Institutions" by Lisa Wade and Myra Marx Ferree

"The Second Sex" by Simone de Beauvoir

Sexing the Body: Gender Politics and the Construction of Sexuality" by Anne Fausto-Sterling

The Social Construction of Gender" by Judith Lorber

Gender and Law: Theory, Doctrine, and Commentary" by Katherine T. Bartlett and Deborah L. Rhode

Gender Law and Policy" by Katharine T. Bartlett and Deborah L. Rhode

Gender in World History" by Peter N. Stearns: