



St. PETER'S UNIVERSITY

St. Peter's Institute of Higher Education and Research

(Declared Under Section 3 of the UGC Act, 1956)

AVADI, CHENNAI – 600 054

TAMIL NADU

M.Sc. (APPLIED PSYCHOLOGY)

Code No. - 409

(Effective From 2009 – 2010)

(Distance Education)

Regulations and Syllabi

(I & II Year)

St. PETER'S INSTITUTE OF DISTANCE EDUCATION

Recognized by Distance Education Council and

Joint Committee of UGC – AICTE - DEC, New Delhi

(Ref. F. No. DEC/SPU/CHN/TN/Recog/09/14 dated 02.04.2009 and

Ref.F.No.DEC/Recog/2009/3169 dated 09.09.2009)

St. PETER'S UNIVERSITY
St. PETER'S INSTITUTE OF DISTANCE EDUCATION
Chennai – 600 054.

Code No. – 409

M.Sc. (APPLIED PSYCHOLOGY)
(Distance Education)

Regulations and Syllabi
(Effective from 2009 – 2010)

- 1. Eligibility:** Candidates who passed B.Sc. Applied Psychology degree examination of this University or an examination of other University accepted as equivalent thereto are eligible for admission to Two Year M.Sc. Programme in Applied Psychology.
- 2. Duration:** Two Years.
- 3. Medium:** English is the medium of instruction and examination.
- 4. Methodology:** The methodology of distance education includes the supply of self-instructional study materials in print format and in CD, face-to-face instruction for theory and practicals for a limited period during week ends and on holidays, provision of virtual class in phased manner, dissemination of information over e-mail, Student - Support Service at various Centres of the University, Continuous Assessment and End Assessment conducted by the University at various parts of India.
- 5. Weightage for Continuous and End Assessment:** There is no weightage for Continuous Assessment unless the ratio is specifically mentioned in the scheme of Examinations. The End Assessment (EA) has 100% weightage.

6. Credit System: Credit system be followed with 36 credits for each Year and each credit is equivalent to 25 hours of effective study provided in the Time Table of the formal system.

7. Scheme of Examinations

First Year

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
109PAPT01	Advanced General Psychology	6	100	100
109PAPT02	Development Psychology	6	100	100
109PAPT03	Advanced Social Psychology	6	100	100
109PAPT04	Psychological Statistics	6	100	100
109PAPT05	Schools and Systems of Psychology	6	100	100
109PAPP01	Experimental Psychology - I Record	6	90 10	100
Total		36	600	600

Second Year

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
209PAPT01	Organizational Behaviour	6	100	100
209PAPT02	Human Resource Development	6	100	100
209PAPT03	Consumer Behaviour and marketing	6	100	100
209PAPT04	Labour Legislation and Global Hr practices	6	100	100
209PAPT05	Psychopathology	6	100	100
209PAPP01	Experimental Psychology - II Record	6	90 10	100
Total		36	600	600

8. Passing Requirements: The minimum pass mark (raw score) be 50% in End Assessment.

9. Grading System: Grading System on a 10 Point Scale be followed with 1 mark = 0.1 and the conversion of the Grade point as given below.

Grade	Grade Point	Range of Weighted Marks	Classification
O	9.00 to 10.00	90.00 to 100	First Class
A	8.00 to 8.99	80.00 to 89.9	First Class
B	7.00 to 7.99	70.00 to 79.9	First Class
C	6.00 to 6.99	60.00 to 69.9	First Class
D	5.00 to 5.99	50.00 to 59.9	Second Class
F	0.00 to 4.99	0.00 to 49.9	Reappearance

The Grade Sheets of successful candidates provide particulars such as (1) Overall weighted Average Marks and (2) Overall Grade.

PROCEDURE FOR CALCULATION

Overall grade Point Average (OGPA) = $\frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}}$

$$= \frac{\sum(EA)C}{\sum C}$$

10. Pattern of the Question Paper: The question paper for the End Assessment will be set for three hours and for a maximum of 100 marks with following divisions and details.

Part A: 10 questions (with equal distribution to all the units in the syllabus). Each question carries 2 marks.

Part B: 5 questions with either or type (with equal distribution to all the units in the syllabus). Each question carries 16 marks.

The total marks scored by the candidates will be calculated to the maximum prescribed in the Regulations.

11. Syllabus

109PAP701 - ADVANCED GENERAL PSYCHOLOGY

Learning Objectives: To enable the students to understand

- The Meaning, history and biological basis of Psychology
- The nature of Consciousness, sensation, perception and their principles
- The nature and theories of learning, memory and forgetting
- The Basic Concepts and Theories of motivation, emotions and stress and theories of cognition

Unit - I - Introduction : Psychology a Science and a perspective

Definition - Brief history - Modern Psychology - Its Grand Issues and Key Perspectives - Trends for the Millennium - Psychology and the Scientific Method - Research methods in Psychology.

Unit - II - Biological Bases of Behavior

Neurons: Building Blocks of the Nervous System - The Nervous System: It's Basic Structure and Functions - The Brain: Where Consciousness Is - The Brain and Human Behavior: Where Biology and Consciousness Meet - Heredity and Behavior: Genetics and Evolutionary Psychology.

Unit - III - Sensation

Sensation: The Raw Materials of Understanding - Vision - Hearing - Touch and other Skin Senses - Smell and Taste: The Chemical Senses - Kinesthesia - Vestibular Sense

Unit - IV - Perception

Perception - Putting all together - Plasticity of perception: To what extent is it innate or Learned? Nature - Definition - Extrasensory perception: Perception without Sensation?

Unit - V - State of Consciousness

Biological Rhythms: Tides of life and consciousness experience - Waking State of Consciousness - Sleep: the pause that refreshes - Hypnosis: Altered State of Consciousness - Consciousness - Altering Drugs: What they are and what they do.

Unit - VI - Learning - How we are changed by experience

Definition - Classical Conditioning: Learning That some Stimuli Signal others - Operant Conditioning: Learning Based on Consequences - Observational learning: Learning from the Behavior and Outcomes of others.

Unit - VII - Memory and Forgetting - of things remembered and forgotten.

Human memory - Two influential views - Kinds of information stored in Memory - STM - LTM - Memory in everyday life - Memory distortion - Improving memory forgetting - Contrasting Views - Nature - Causes.

Unit - VIII - Cognition

Thinking - Forming Concepts and Reasoning to Conclusions - Making Decisions: Choosing among Alternatives - Problem Solving: Finding Paths to Desired Goals - Language - Nature Development - Language: The Communication of Information.

Unit – IX – Motivation and Emotion

Motivation: The Activation and Persistence of Behavior – Basic concepts – Theories of Motivation – Aggressive Motivation – Sexual Motivation – Motivation to Know and to be Effective – Biological Motivation.

Unit – X – Emotion: Their Nature, Expression and Impact – Biological Basis of Emotion – External Expression of Emotion – Theories of Emotion – Emotions and Cognitions – Body Language.

Text Book

Baron.A. Robert (2001). Psychology. New Delhi, Prentice Hall of India.

Suggested Readings:

Hilgard, E.R. (1999). Introduction to Psychology (6th Edition). New Delhi: Oxford and IBH Publishing Co, Pvt Ltd.

Mangal S.K (1999). General Psychology, New Delhi. Surjeeth Publications.

Morgan, C.T. King, R.A., Weisy, J.R, Scooper, J. (1993). Introduction to Psychology, New Delhi, Tata Mc-Graw Hill Publishing Company.

1099APT02 - DEVELOPMENTAL PSYCHOLOGY -

Unit - I

GROWTH AND DECLINE - PRINCIPLES AND FACTS OF DEVELOPMENT

Introduction; The scope of developmental psychology; Scope of life span development; Principles and facts of development.

Unit - II

THE CHARACTERISTICS OF PRE - NATAL PERIOD

Introduction; Characteristics of prenatal period; Conception; Importance of conception; Hereditary endowment; Ordinal position; Attitude of significant people; Conditions influencing attitude; Hazards during prenatal period; Physical hazards; Psychological hazards.

Unit - III

INFANCY - CHARACTERISTICS OF MAJOR ADJUSTMENTS AND HAZARDS

Introduction; Characteristics of infancy period; Conditions influencing adjustment to postnatal life; Postnatal care; Emotions of the new born; Hazards in infancy.

Unit - IV

BABYHOOD - I

Characteristics of babyhood; Developmental tasks; Physiological functions; Speech development

Unit - V

BABYHOOD - II

Beginning in the interest in play; Beginning of morality; Role of discipline in babyhood; Sex role typing; Personality development in babyhood; Hazards in babyhood

Unit - VI

BABY HOOD - III

The process of socialization in babyhood; The emotional patterns in babyhood; The family relationship pattern in babyhood

Unit – VII

EARLY CHILDHOOD

Characteristics of early childhood; Developmental tasks; Physical development; Improvement in speech and comprehension; Improvement in speech skills; Content of speech; Emotions; Socialization; Companions Types of leadership; Play and moral development

Unit – VIII

DISCIPLINE IN EARLY CHILDHOOD

Common interests in early childhood; Family relationships in early childhood; Hazards in early childhood

Unit – IX

LATE CHILDHOOD – I

Characteristics of late childhood; Physical development in late childhood; Skills of late childhood; Speech improvement in late childhood

Unit – X

LATE CHILDHOOD – II

Common emotional pattern of late childhood; Characteristics of childhood's gangs; Play interests in late childhood; Hazards in late childhood.

109PART03 - ADVANCED SOCIAL PSYCHOLOGY

The Field of Social Psychology:

Unit – 1: Definition – Current and Future Trends – Methods of Social Psychology.

Social Perception

Unit – 2: Nonverbal Communication – Attribution – Impression Formation and Impression Management.

Social Cognition

Unit – 3: Schemas: Types of schemas – Impact of schemas on social cognition. Heuristics : Types.

Unit – 4: Potential Sources of Error in Social Cognition: Rational versus intuitive processing – Dealing with inconsistent information – The Planning Fallacy – The potential costs of thinking too much – Counterfactual thinking – Magical thinking – Thought suppression.

Attitudes

Unit – 5: Meaning – formation of Attitudes: Social Learning – Social Comparison – Genetic factors. Influence of Attitude on Behaviour.

Unit – 6: Changing attitudes: Persuasion: Meaning – The Early Approach – Cognitive approach to persuasion – other factors affecting persuasion. Factors in Resistance to attitude change. Cognitive Dissonance.

Aspects of Social identity

Unit – 7: The Self: Self – Concept – Self – Esteem – Other Aspects of Self Functioning : Focusing – Monitoring – Efficacy.

Unit – 8: Gender: Gender Identity and Gender stereotypes – Gender Role Behaviour and Reactions to Gender role Behaviour – Discrimination in the work place – Differences between men and women : Biology – Gender Role.

Prejudice and Discrimination

Unit – 9: Prejudice and discrimination: Nature and effects. Origins of Prejudice: Direct intergroup Conflict – Early Experience – Social categorization. Cognitive sources of prejudice: Stereotypes – Illusory correlations – Outgroup homogeneity.

Unit – 10: Techniques for countering the effects of prejudice: learning not to hate – Direct intergroup contact – Recategorization – Cognitive interventions. Prejudice based on Gender: Nature and effects – Gender stereotypes – discrimination against females – Sexual harassment.

Books:

1. Baron, R.A & Byrne, D . Social Psychology. Delhi: Pearson Education Asia. 2000.
2. Myers, D.G. Social Psychology. New Delhi: Tata – Mc. Graw Hill, 2006.
3. Worcel, S., Cooper, J., Goethals, G.R., & Olson, J.M. Social Psychology. CA: Wadsworth, 2000.

109PAP703-

PSYCHOLOGICAL STATISTICS

Unit – I : The Frequency distribution

1. Measurement
2. Drawing up a Frequency distribution
3. The graphic representation of the frequency distribution

Unit – II : Measures of central tendency

1. Calculation of measures of central tendencies – Mean, Median and Mode
2. Significance of measures of central tendencies
3. When to use the various measures of central tendencies.

Unit – III : Measures of variability

1. Calculation of measures of variability
2. Significance of measures of variability
3. When to use the various measures of variability

Unit – IV : Cumulative distributions; Graphic methods and percentiles

1. The cumulative frequency graphs
2. Percentiles and percentile ranks
3. The cumulative percentile curve or Ogive
4. Graphic methods

Unit – V : The normal distribution

1. The meaning and importance of the normal distribution
2. Properties of the normal probability distribution
3. Applications of the normal probability curve
4. probability and basic terminology

Unit – VI : Correlation

1. The meaning of correlation
2. The coefficient of correlation
3. The calculation of the coefficient of correlation by the product moment method
4. Correlation coefficient for ranked data.

Unit – VII : Alternative correlational Techniques

1. Biserial correlation
2. Point – Biserial correlation
3. The Phi – Coefficient
4. Tetra choric Correlation
5. Kendall's Tau's coefficient

Unit – VIII : Regression and prediction

1. The regression equations
2. The accuracy of predictions from regression equations
3. Factors affecting the interpretation of 'r'
4. The interpretation of the coefficient of correlation

Unit – IX : Categorical data and Chi-Square

1. Statistical importance of the Chi-square distribution
2. The Chi-Square test – one – way classification
3. Chi-Square as a test of the independence of two variables
4. Chi-Square for Larger contingency tables
5. Measures of association

Unit – X : The significance of the difference between Means and other statistics

1. The significance of the difference between means
2. The significance of the difference of the SD's
3. The significance of the difference between percentages and correlation coefficients.

1099AP10E - SCHOOLS AND SYSTEMS OF PSYCHOLOGY

Unit: I

Scientific basis of Psychology – Major areas of Psychological research – goals of Psychology.

Unit: II

Structuralism – basic concepts – view on human nature – merits – limitations.

Unit: III

Functionalism – key concepts – view on human nature – applications – merits – limitations.

Unit: IV

Behaviourism – basic idea – principles of learning – applications – merits – limitations.

Unit: V

Gestalt Psychology – key concepts – human perception and laws of perception – applications – merits – limitations.

Unit: VI

Psychoanalysis – basic concepts – conceptualization of human personality – applications – merits – limitations.

Unit: VII

Neofreudian approaches to Psychology – contributions of Karen Horney – Stack Sullivan, Erich Fromm – applications.

Unit: VIII

Humanistic perspective – Major contributions – Maslow's Hierarchy of Needs – Carl Rogers view on Human personality – Applications.

Unit: IX

Psychology today – five views of behaviour – Biopsychology – cognitive psychology – applications – merits – limitations.

Unit: X

Applications of Psychology – major areas and fields of Psychology – multicultural perspectives.

Text Books:

Introduction to Psychology, Morgan Et. Al, Tata Megarow Hill, 2000

Introduction to Psychology, Dennis Coon, Thompson Learning, Asia Ltd. 2001.

Reference Books:

Understanding Psychology, Feldman, Tata Megraow Hill 2000

Psychology Applied to Modern Life, Weiben and Lloyd, Thompson Learning, Asia Ltd. 2004.

109 PAPP01 -

Experimental Psychology

Measurement / Assessment of

Localization of sound

Plotting the visual Field and Colour Zones

Visual Acuity

Visual Perception, Illusion

Constancy of Perception

Depth Perception

Thresholds

Kinesthetic Sensitivity

Reaction Time

Types of Learning

~~OPTIONAL A~~

209PAP TOL - ORGANIZATIONAL BEHAVIOUR

- UNIT I** - **Introduction:** The field of OB; Emergence of OB as a discipline and contributing disciplines to OB; contributions of Hawthorne studies to OB; What are organizations? Why study OB? OB trends - Globalization; outsourcing; call centres; knowledge process outsourcing. Implications for OB; e-business and OB; telecommuting, changing work force; workplace values and ethics; The FIVE anchors of OB and knowledge management.
- UNIT II** - **Individual behaviour and processes:** Individual behaviour, Values, Personality, Perception, Attribution and Learning in organizations; Workplace emotions and attitudes; Job satisfaction; Applied performance practices; Impression management.
- Managerial assumptions about human nature and implied strategies
 - Views and Models of man (Nature of Individuals).
- UNIT III** - **Motivational Process:** Meaning of motivation; Primary motives, General motives, Secondary motives & Motivational process
Content theories of work motivation - Maslow's Hierarchy of needs; Herzberg's two factor theory; ERG theory. Theory X and Theory Y.
Process theories of Work motivation:
Vroom's expectancy theory
The Porter-Lawler Model
Contemporary Theories:
McClelland's Three need theory
Goal setting theory; Equity theory
Reinforcement theory.
Motivation Across cultures.
- UNIT IV** - **Positive Psychology Approach to OB**
Optimism: Dimensions of optimism; Optimism in work place; Hope; Happiness of subjective wellbeing.
Emotional Intelligence : Role of emotional intelligence; meaning of emotional intelligence, emotional intelligence in workplace.
Self efficacy: The theoretical background and meaning of self-efficacy, The process and impact of self-efficacy; Sources of self-efficacy; Implications for self-efficacy in the work place.
- UNIT V** - **Communication and Decision making in organizations:**
Definition of Communication; Role of Communication; Model for Communication, Modern perspective communication channels.
Communication Media and Technology: Choosing a medium for communication; management information systems, Telecommunications and Telecommuting; Communication Barriers.
Non-Verbal Communication: Body language and Paralanguage; Improving non-verbal communication.
Interpersonal Communication: Importance of how to talk to others; Feedback; Variables in interpersonal communication.
Downward Communication and Upward Communication

Interaction Communication in organization: The extent and implications of interactive communication; the process and methods of interactive communication.

Communication Skills: Active listening skills and Feedback skills – Communication across cultures.

Decision Making: Groups vs. Individuals; Advantages and disadvantages of groups. Group think and group shift;

Decision making techniques: Brain storming, nominal group technique: Delphi technique. Electronic meetings.

UNIT VI - Groups and Teams in organizations:

Groups:

Nature of Psychological groups: Types of groups: Functions of groups: Dynamics of group formation; Dysfunctions of groups and teams.

Teams in Work place:

Types of teams; A model of team effectiveness; Team design features; Team processes; The trouble with teams; Self directed work teams; virtual teams; team building.

UNIT VII - Stress, Conflict and Power in Work place:

Stress: Causes of stress; individual differences in stress; consequences of distress; managing work related stress.

Conflict: The conflict process; Sources of conflict in organizations; Interpersonal conflict management styles; Structural approaches to conflict management; Resolving conflicts through negotiation; third party conflict resolution.

Power: Meaning of power; sources of power; Contingencies of power; Influencing others; Influencing tactics and organizational politics.

UNIT VIII - Organizational Processes:

Organizational structure and design: Division of Labour and Coordination; Elements of organizational structure; Forms of departmentalization and Contingencies in organizational design.

Organizational Culture: Elements of organizational culture; organizational culture and performance; managing organizational culture; changing and strengthening organizational culture.

Organizational Change and Development: Lewin's Force Field Analysis model; Restraining Forces: Unfreezing, Changing and Refreezing; Strategic visions change agents; and diffusing change; Approaches to organizational change; personal change.

UNIT IX - Leadership:

What is leadership? Functions of managers; difference between leader and manager.

Historically important studies on leadership: The Iowa leadership studies; The Ohio state leadership studies; The Michigan leadership studies.

Traditional theories of leadership: Trait theories; Group and exchange theories; contingency theory; path-goal leadership theory.

Modern Theoretical Process of leadership: Charismatic leadership theories; Transformational leadership theory; A socio-cognitive approach; Leadership across cultures; corporate leaders.

Great leaders: Styles, Activities and Skills Leadership styles. The roles and activities of leadership; Leadership skills.

UNIT X - Managing and Leading for Higher Performance: Managing performance through job design and goal setting; Job design; Quality of work life; Socio technical design and higher performance work practice.
Goal setting: Theoretical background of goal setting; Impact of goal setting; performance management techniques; Applications of goal setting. Impact on the Psychological contract.

References:

1. Fred Luthans. 'Organizational Behaviour' 9th edition. McGraw Hill Irwin, New Delhi 2002.
2. Stephen P. Robbins. 'Organizational Behaviour' 6th edition Prentice Hall of India Ltd. New Delhi 1995.
3. Steven, L. Mc Shane, M. A.V. Glinow and Radha R. Sharma. 'Organizational Behaviour' 3rd edition Tata – McGraw Hill Publishing Company Ltd. New Delhi 2006.
4. L.W. Porter, E.P. Lawler and J.R. Hackman. 'Behaviour in Organizations' McGraw – Hills Kogakusha Ltd. New Delhi 1975.
5. Edgar M. Schein 'Organizational Psychology' 3rd edition; Prentice Hall of India Pvt. Ltd. New Delhi 1990.

209 P A P T O 2 - HUMAN RESOURCE DEVELOPMENT

UNIT I - INTRODUCTION:

What is Human Resource – Human Resource Development and Human Resource Management – Personnel Management vs. HRM – HR's Strategic Role – Line and Staff aspects various functions involved.

UNIT II - HUMAN RESOURCE PLANNING

Importance of Human Resource Planning – Assessing current human resources – Implications of future demand and supply – matching demand and supply – process of HRP – Effective HRP – Human resource accounting.

UNIT III - JOB ANALYSIS AND JOB DESIGN

Uses of job analysis – Methods of job analysis – process of job analysis – job description – job specifications – job evaluation – role analysis.

UNIT IV - RECRUITMENT, SELECTION AND SOCIALISATION

Sources of recruitment – methods of recruitment – constraints of recruiting sources.

UNIT V - EMPLOYEE TESTING AND SELECTION

Basic testing concepts – types of tests – work samples and simulations – Psychometric testing – advantages and limitations – background investigations and reference checks.
Basic features of interview – designing and conducting effective interview – different types of interview – advantages and limitations.
Socializing new employee – process and programmes.

UNIT VI - APPRAISING AND MANAGING PERFORMANCE

Appraisal and expectancy theories – defining the performance – appraisal process – methods of appraisal – factors distorting appraisals – problems with appraisal – legal and ethical issues.

UNIT VII - COMPENSATION AND BENEFITS

Employee compensation – job evaluation, and pay structure – determining pay rates – executive compensation – factors influencing compensation.
Financial incentives and employee benefit services – statutory and non-statutory benefits – incentive plans – individual and group and team based plans – fringe benefits.

UNIT VIII - EMPLOYEE GRIEVANCES AND DISCIPLINE

Nature of grievances – model grievance redressal procedure – grievance management.
Types of discipline problems – disciplinary action – conducting domestic enquiry – guidelines in administering discipline – disciplining special employee groups.

UNIT IX - JOB STRESS AND OCCUPATIONAL HEALTH AND SAFETY

Legal problems for occupational health – promoting employee health, safety – causes and prevention – effective safety management. Safety training – job stress – stress and job performance – management of stress – stress and burn-out.

UNIT X - EMERGING TRENDS IN HRD

International human resource management – managing diverse work force – international recruitment and compensation – international assignments – management values and philosophy – strategic HR – HR auditing – HRD across various business sector – HRD and knowledge management.

Reference:

1. David A DeCenzp and Stephen P Robbins, "Personnel and/Human Resource Management", Third Edition, New Delhi 2004.
2. Gary Dessler, "Human Resourced Management", Tenth Edition, P/Pearson-Prentice Hall, New Delhi, 2005.
3. Rao V.S.P, "Human Resources Management: Text and Cases", Second Edition, Excel Books New Delhi 2007.
4. Raymond J. Stone, "Human Resources Management", Joh Wiley & Sons, New York 2005,
5. Bernardin, H.J. (2007) Human Resource Management. New Delhi: Tata McGraw Hill.
6. C.B. Memoria, "Personnel Management", Himalaya Publishing House, 1999.

209 PART 3 - CONSUMER BEHAVIOR AND MARKETING

Chapter I

Market and Consumer Behavior: What is a market? Objectives of the study of the market; types of markets, kinds of goods, economic model of buyer behavior; psychological model, Howard- Sheth Model; social and cultural influences on buyer behavior; Marketing research process; methods for measuring consumer preferences.

Chapter II

Consumer Motivation: Nature of consumer motivation, motivation and buying, social class and consumer behavior; kinds of buying motives.

Chapter III

Advertising: The needs and purposes of advertisement, types of advertisement; goals of advertisement; creation of advertisement; appealing to needs and motives. The measurement of the effectiveness of advertisement; essentials of a good advertisement.

Chapter IV

Sales Promotion: Salesmanship; essentials of effective selling. Qualities of a good salesman, process of selling; building the sales force- organization- recruiting- selecting- training- remuneration- supervision and direction; motivation: control and evaluation.

Chapter V

Packaging: Meaning and importance of Packaging; essentials of packaging; package design; role and advantages of packaging; requisition of a good packaging; labeling; kinds of labels. Branding- meaning of brand; meaning of trade mark; reasons, importance and function of branding; essentials of good brand; types of brands; advantages of branding.

Chapter VI

Measuring and Forecasting markets: Major concepts in demand measurement; estimating current demand; estimating future demand; survey of buyers intentions; composite of sales force opinions; expert opinions; market test method; time series analysis; statistical demand analysis.

Chapter VII

Developing, testing and launching new products and services: the new product development; new product development process; idea generation; idea screening; concept development and testing; marketing strategy development; business analysis; product development; market testing and commercialization. New product pricing strategies; product mix pricing strategies; price adjustment strategies; price changes; public policy and pricing.

Chapter VIII

Organizing and implementing marketing programmes; Company organization; market organization; market implementation; diagnostic skills; company levels; marketing implementation skills; implementation- evaluation skills; government policies and marketing programmes.

Chapter IX

Evaluation and Controlling Marketing Performance: Annual plan control; profitability control; efficiency control; strategic control; concept of marketing controller.

Chapter X

Global Marketing Today- Global marketing environment- deciding on the global marketing programme- deciding on the global marketing organizations. Social criticisms of marketing- citizen and public actions to regulate marketing- business actions toward socially responsible marketing; enlightened marketing- marketing ethics.

References

- Kotler, P and Armstrong, G. (2008). Principles of Marketing (12th edition). New Delhi: Prentice Hall of India Pvt Ltd.
- Czinkota and Kohse (2001). Marketing Management. New Delhi: Vikas Publishing House Pvt Ltd.
- Keegan (2004). Global Marketing Management. New Delhi: Prentice Hall of India Pvt Ltd.
- Ferwick and Queich (1984). Consumer Behavior for Marketing managers. Allyn and Bacon Inc.
- Sherfekar (1981). Marketing Management. Bombay. Himalaya Publishing House.

209PAP TO4 - LABOUR LEGISLATION AND GLOBAL HR PRACTICES

Objectives

1. To enable the students to understand the Labour System in India and the role of Government in Labour Administration.
2. To enable the students to understand the Trade Union Movement in India and the issues in industrial relations.
3. To provide an insight into the various kinds of Labour Legislation in India.
4. To give an understanding about the emerging issues in Labour relations and Global HR practices.

UNIT I Labour Administration

Concept and Scope of Labour Administration- Evolution and Growth in India- Labour Administration Machinery of the Central Government, State Governments- Secretariat, attached offices, sub-ordinate offices, adjudication bodies- role of ILO in Labour Administration.

UNIT II Trade Unionism

Definition and Origin- Trade Union Movement in India- types, structure and functioning- Trade Union Rivalry- political parties and problem of leadership- Registration and Recognition of Trade Unions- Trade Union Act, 1926- Definition, Important provisions and recent amendments.

UNIT III Industrial Relations and Industrial Disputes

Definition, Evolution of Industrial Relations- Tripartite System- Industrial Disputes- nature and causes- strikes and lockout- methods of settling disputes- conciliation, arbitration and adjudication- machinery for settlement- collective bargaining: importance, factors involved and methods.

UNIT IV Legislation concerning Industrial Disputes

Industrial Disputes Act, 1947- definition, major provisions and recent amendments- Prohibition of strike, lock-out, lay-off, retrenchment and closure- unfair labour practices- authorities and awards: labour courts, Industrial tribunal and National Tribunal- case laws- Industrial Employment (standing orders) Act, 1946- Definitions, major provisions and recent amendments- model standing order under the central industrial employment (standing orders) rules.

UNIT V Labour- management co-operation

Meaning and Goals- different degrees and forms of labour- management co-operation- workers participation in management - works committee- joint management councils- workers participation in public and private sectors- major hurdles to workers participation in management.

UNIT VI Protective Labour Legislation –I

Definition, major provisions and recent amendments of Factories Act, 1948- Mines Act, 1952- Plantation Labour Act, 1951- Shops and Establishments Acts of various States.

UNIT VII Protective Labour Legislation –II

Definition, major provisions and recent amendments of Payment of Wages Act, 1936, The Minimum Wages Act, 1948- Child Labour (prohibition) Act, 1986- Contract Labour (regulation and abolition) Act, 1970, Equal Remuneration Act, 1976.

UNIT VIII Social Security Legislation

Definition, major provisions and recent amendments of Workmen's Compensation Act, 1923- Employee's State Insurance Act, 1948- Employees Provident Funds and Miscellaneous Act, 1952- New Pension Scheme, 1995- Maternity Benefit Act, 1961, Payment of Gratuity Act, 1972- Payment of Bonus Act, 1965.

UNIT IX Emerging Issues in Labour Relations

Issues relating diverse and cross cultural workforce- new category of Labour; Knowledge workers, BPO workers, workers in service sectors- Effect of globalization on working class- need for a new outlook on industrial relations, labour welfare and legislations, Sexual harassment at workplace.

UNIT X Global HR Practices

Personnel Practices in Multi National Companies- Corporate Work culture-Corporate Values and Ethics-Cross cultural Training and Development-Industrial Relations in MNC-Salary, Benefits and Pay adjustments-Lean and Mean organizations- Corporate Social Responsibilities-Job Outsourcing-International Personnel Selection-Working Conditions in IT and ITES Companies.

References

1. Sinha & Sinha, Shekar (2006). Industrial Relations, Trade Unions and Labour Legislations. 1st Edition. New Delhi. Pearson Publishers.
2. Mamoria(1999). Personnel Management. New, Delhi. Himalayan Publishing House.
3. Rao, Subba(1997). Essentials of HRM and Industrial Relations. New Delhi. Himalayan Publishing House.
4. Srivastava (2000). Industrial Relations and Labour Laws. New Delhi. Vikas Publishing House.
5. Cascio(1986). Mnaging Human Resources, Productivity, Quality of Worklife, Profits. Singapore. Mc Graw Hill.

2022 - PSYCHOPATHOLOGY

Objectives:

1. To define and explain abnormal behaviour with a historical note based on multi - perspective approach.
2. To deal with vital issues pertaining to assessment and diagnosis of various conditions of abnormality.
3. To describe and elucidate abnormal conditions such as anxiety disorders, dissociative and somatoform disorders.

Unit - I: INTRODUCTION

- Definition of Abnormal Behaviour
- Explanation of Abnormal Behaviour
- Conceptions of Abnormal Behaviour - A short History with special reference to classification of psychological disorders
- A multi - perspective approach - psychological and biological perspectives

Unit - II : PSYCHODYNAMIC PERSPECTIVE

- The psychodynamic perspective - basic concepts of Freudian theory; the descendants of Freud; evaluating the psychodynamic perspective.

Unit - III : HUMANISTIC - EXISTENTIAL PERSPECTIVE

- ❖ The Humanistic - Existential perspective - the background and underlying assumptions of humanistic and existential psychology; comparing humanism and existentialism evaluating the humanistic and existential perspective.

Unit - IV : BEHAVIOURAL PERSPECTIVE

- ❖ Behavioural perspective - the background and assumptions of behaviourism; the mechanisms of learning; Neo-behaviourism (cognitive behaviourism); abnormal behaviour as a product of learning; evaluating behaviourism.

Unit - V : COGNITIVE PERSPECTIVE

- ❖ The cognitive perspective - the background of the cognitive perspective; cognitive appraisal, self-reinforcement; information processing; evaluating the cognitive perspective.

Unit - VI : SOCIO - CULTURAL PERSPECTIVE

- ❖ The socio - cultural perspective - psychopathology as the product of social pathology; psychopathology as a social institution; evaluating the social - cultural perspective.

Unit - VII : BIOLOGICAL PERSPECTIVE

- ❖ Behavioural Genetics
- ❖ The central nervous system
- ❖ The peripheral nervous system - somatic and autonomic
- ❖ The endocrine system
- ❖ Evaluating the biological perspective

Unit – VIII : ASSESSMENT AND DIAGNOSIS

- ❖ Assessment: The issues – need for assessment; psychiatric diagnosis and classification of abnormal behaviour (DSM – IV TR/CD -10); problems in assessment.
- ❖ Methods of Assessment – the interview; psychological tests; laboratory tests; observation in natural settings.
- ❖ Theoretical perspectives on assessment – the psychodynamic approach; the behavioural approach; the cognitive approach; the humanistic – existential approach; the biological approach.

Unit – IX : ANXIETY DISORDERS

- ❖ Panic disorder
- ❖ Generalized anxiety disorder
- ❖ Phobic disorder
- ❖ Obsessive – compulsive disorder
- ❖ Post – traumatic stress disorder
- ❖ Theoretical perspectives on the anxiety disorders

Unit – X : DISSOCIATIVE AND SOMATOFORM DISORDERS

- ❖ Dissociative disorders – psychogenic amnesia; psychogenic fugue; multiple personality; depersonalization disorder.
- ❖ Somatoform disorders – hypochondriasis; somatization; conversion disorder.
- ❖ Perspectives on the dissociative and somatoform disorders.

References:

1. Bootzin, R.R., Acocella, J.R. and Alloy, L.B. (1993) *Abnormal Psychology – Current Perspectives*, 6th edition, New York: Mc-Grans – Hill, inc.
2. Sarason, I.G. and Sarason, B.R. (1998) *Abnormal Psychology: The problem of Maladaptive Behaviour*, New Delhi: Prentice – Hall of India.
3. Carlson, R.C., Butcher, J.N. and Mineka, S. (1998) *Abnormal Psychology and Modern Life*, New York: Addison Wesley Longman.

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Measurement / Assessment of

Memory

Motives

Judging Emotions

Intelligence

Problem Solving

Creativity

Personality

Attitudes

Social Behaviour

Family Environment

Loneliness
