



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

MA- Psychology

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MAPSY101	Compulsory	Theories and Systems of Psychology	60	20	20	0	0	4	1	0	5

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;  
Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

**Course Educational Objectives (CEOs):** The students will be able to:

- Gain a better understanding of the field of psychology both historic and current.
- To become familiar with the theories concerning human behavior in a social context.

**Course Outcome (Cos):** The students should be able to:

- Identify the major fields of study and theoretical perspectives within psychology and articulate their similarities and differences.
- Develop an understanding of the various types of development that an individual experiences across the life-course.

### MAPSY101

#### Theories and Systems of Psychology

#### Unit I

Systems and emergence of psychology, Psychology as science; Historical Origins: Preexperimental period- Science among Greeks, British Empiricism, and German Nativism.

#### Unit II

Behaviorism, Psychoanalysis, Psychology during Early Experimental Period: Contribution of Weber and Fechner; Wundt and Titchener; John Dewey and Watson; Humanistic, Existential thinkers.

#### Unit III

Four Important paradigms: Positivism, Post positivism, the critical perspective and social constructionism. Methodological Issues: Introspection to Experimentation to Clinical approach & Phenomenology.

#### Unit IV



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

MA- Psychology

Stimulus - response theories, Perception: Nature, Determinants, Approaches-Gestalt, Ecological and Information Processing, Adaptation Level Theory.

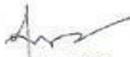
### Unit V

Thinking: Nature, Historical Background, Current trends, Approaches; Associationism Creative thinking; History of Psychology in India; Diversity in Psychology; Indigenization; Globalization and the field of psychology in 21<sup>st</sup> century.

#### Recommended Readings:

- Brock, A.C., (2006). **Internationalizing the history of Psychology**. NY: NYU Press.
- Chaplin T. and Kraweic T.S. (1979). **Systems & theories of Psychology**. New York ; London: Holt, Rinehart and Winston.
- Hilgerd, E.R. & Bower, G.M. (1966). **Theories of Learning**. Newyork: Century-Crofts
- Wolman, B.B. (1960). **Contemporary Theories & Systems in Psychology**. Newyork: Harper and Row.
- Wolman, B.B. (1961). **Handbook of general psychology**. Newyork: Harper and Row

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore.

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore  
SVISSHA  
MA- Psychology

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI202	<b>Research Methodology</b>	60	20	20	0	0	4	0	0	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;  
Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

**Course Objectives (CEOs):** The students will be able to:

- The objective of the course is to equip the students with the concept and methods of Social Science Research.
- To plan and design social science research using scientific and statistical methods.

**Course Outcomes (Cos):** The students should be able to:

- Demonstrate understanding of research methodology.
- Apply the statistical concepts in social research.
- Validate statistical statements relating to social research.

## MBAI202

### Research Methodology

#### Unit I

An overview: Research process, Types of Research - Exploratory Research, Descriptive Research, Causal Research, Analytical Research, Problem formulation, Management problem v/s. Research problem, Approaches to Research, Importance of literature review, Research Design: Steps involved in a research design

#### Unit II

Sampling and sampling distribution: Meaning, Steps in Sampling process, Types of Sampling - Probability and Non probability Sampling Techniques, Data collection: Primary and Secondary data – Sources – Advantages/Disadvantages, Data collection Methods: Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

MA- Psychology

### Unit III

Measurement and Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Criteria for good measurement, Attitude measurement – Likert's Scale, Semantic Differential Scale, Thurston-equal appearing interval scale

### Unit IV

Statistical Tools for Data Analysis: Measures of central tendency - Mean, Median, Mode, Quartiles, Deciles and Percentiles, Measures of Dispersion: Standard Deviation – Variance – Coefficient of Variance, Skewness, Correlation - Karl Pearson's coefficient of Correlation, Rank Correlation, Regression: Method of Least Squares, Formulation of hypothesis, Testing of hypothesis, Type I and Type II Errors, Parametric tests: Z-Test, t-test, F-test, Analysis of Variance – One-Way and Two-way classification.

Non parametric tests - Chi-Square test

### Unit V

Report writing : Reporting Research, Types of reports, Characteristics of a research report

### Recommended Readings

- Aczel and Sounderpandian (2008). **Complete Business Statistics**. Tata-McGraw Hill, Latest Edition.
- Anderson, Sweeney, William, Cam (2014). **Statistics for Business and Economics**. Cengage Learning, Latest Edition.
- Cooper Donald R and Schindler Pamela S. (2006). **Business Research Methods**. McGraw-Hill Education, Latest Edition.
- Gupta S. P. (2014). **Statistical Methods**. Sultan Chand and Sons, Latest Edition.
- Kothari C. R. (2004). **Research Methodology**. Vishwa Prakashan, Latest Edition.
- Krishnaswami O. R., Ranganatham M. (2011). **Methodology of Research in Social Sciences**. Himalaya Publishing House, Latest Edition.
- Levin and Rubin (2008). **Statistics for Management**. Dorling Kindersley Pvt Ltd, Latest Edition.
- Malhotra Naresh K. (2008). **Marketing Research**. Pearson publishers, Latest Edition.
- Sekaran Uma (2003). **Research Methods for Business**. Wiley India, Latest Edition.
- Zikmund, Babin, Carr, Griffin (2003). **Business Research Methods**. Cengage Learning, India, Latest Edition.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore  
SVISSHA  
MA- Psychology

CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MAPSY 103	Compulsory	Experimental Psychology I (Cognitive Processes)	60	20	20	30	20	4	0	2	5

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;  
Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

**Course Educational Objectives (CEOs):** The students will be able to:

- apply the knowledge of the advanced developmental, social, and experimental psychology
- analyse the behaviour of individuals and mental health management
- study the recent theoretical advancements and promote practical applications of the same.

**Course Outcomes (COs):** The student should be able to:

- State the goals, methods of knowing, areas of study, and assumptions that characterize the field.
- Identify the various psychological schools of thought, and compare and contrast them.
- Demonstrate an in-depth awareness of several areas within the field.
- Apply psychological knowledge to one's own world and, thereby, enhance understanding of human behavior and effective functioning.
- State the career options available to graduates and ways of obtaining these positions.

**MAPSY103  
EXPERIMENTAL PSYCHOLOGY I  
(COGNITIVE PROCESSES)**

**Unit I**

**Sensation & attention:** meaning of sensation, sensory process vision, audition attention, meaning, types, Broadbent model, Triesman model.

**Unit II**



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

MA- Psychology

**Perception & psychophysics:** Form perception, theory of perceptual organization, motion perception, space Perception, perceptual constancy, Psychophysics: classical psychophysics, signal detection theory – problems and assumptions

### Unit III

**Learning:** Theories of learning: Thorndike, Pavlov, Skinner, Kohler & Koffka, Tolman, Hull, Guthrie, Bandura

### Unit IV

**Memory:** Types, Sensory memory: iconic & echoic, STM., LTM., (semantic & episodic, working memory, Flashbulb memory); **Forgetting:** Theories of forgetting, Disuse, trace memory, interference theory, preservation, consolidation theory, how to improve memory.

### Unit V

**Language and related cognitive Phenomena:** Understanding spoken language: Speech perception constituent structure, transformational grammar and factors affecting comprehension; Reading: Perceptual process; Theories of word cognition, reading and comprehension; Speaking: Selecting the content of speech, speech errors, gestures; Writing: Comparing speaking and writing. Cognitive tasks involved in writing: Application: Development in reading ability, Multilingualism.

#### List of Practical:

- Muller Lyer illusion
- Memory
- Rating Scale
- Paired Comparison Method
- Rank Order Method
- Size Weight Illusion
- Two Point Threshold

#### Recommended Readings:

- Andreas, Burton G. (1960). **Experimental Psychology**. New Delhi: Willey
- D'Amatom, M.R. (1979). **Experimental Psychology**. Tata McGraw-Hill,
- Hakim, M.A. and Asthana, Vipin (1976). **Experimental Psychology**. Agra : Vinod PustakMandir
- Hilgard, Ernest R. Bower, Gordon H (1980). **Theories of Learning**. Pearson
- Hulse, Stewart H; Deese, James; Egeth, Howard (1975). **Psychology of Learning**. McGraw-Hill
- Kling, Julius William, and Riggs, Lorrin Andrews (1971). **Woodworth and Schlosberg Experimental Psychology**. Holt, Rinehart and Winston
- Mcguigan, Frank J. (1978). **Experimental Psychology – A Methodological Approach**. Prentice Hall
- Ormrod, Jeanne Ellis (2015). **Human Learning**. Pearson
- Underwood, Benton J. (1966). **Experimental Psychology**. Prentice Hall.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

MA- Psychology

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
<b>MA PSY104</b>	<b>Compulsory</b>	<b>Social Psychology</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>30</b>	<b>20</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>5</b>

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

**Course Educational Objectives (CEOs) :** The students will be able to:

- To impart Social psychologists study society and individuals' thoughts, feelings and behaviors.
- Define social psychology and its core concerns compared to other disciplines.
- Explain how social psychology is considered a science instead of common sense.
- Apply social psychological understandings of ourselves and society in order to better understand both.

**Course Outcomes (Cos):** Students will be able to:

- Describe key concepts, principles, and overarching themes in social psychology.
- Describe applications of social psychology

### MAPSY104 Social Psychology

#### Unit I

**Introduction-** Brief history of social psychology (special emphasis on India), Scope of social psychology, approaches towards understanding social behaviour, psychology and other sciences, Methods of social psychology: Experimental and Co-relational methods

#### Unit II

**Individual level processes-** Person perception: attribution-theories, biases and Errors, Attitude: formation, change and resistance to change, Measurement of attitude. Impression formation and Impression Management-Techniques of Impression Management.

#### Unit III

**Social Cognition –** Social cognition: Heuristics and other short-cut strategies; effects of framing and anchoring; counterfactual thinking and mental simulation, affect and social cognition, action identification, self-reference effects, Attraction and Intimacy, Prosocial behaviour, Aggression.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

**SVISSHA**  
**MA- Psychology**  
**Unit IV**

**Group dynamics-** Key aspects of groups, Intergroup conflict, Group decision making: Social facilitation, Social loafing, Decision making by Groups Crowd and social movements, Social Exchange.

**UNIT V**

**Socialization and Social Influence Processes:** social context of development and socialization of the child: the role of family, school and neighbourhood; Social norms and their perception, conformity to social norms, factors influencing conformity; compliance and its consequences; types and conditions of obedience, ethical issues, cultural perspectives.

**List of Practical:**

- Self Concept Questionnaire
- Self Esteem Scale
- Attitude Measurement Scale
- Aggression Scale
- Environmental ethics Scale
- Multi Dimensional Aptitude Battery

**Recommended Readings:**

- Baron, R.A., Byrne, D. & Bhardwaj. G (2010). **Social Psychology** (12th Ed). New Delhi: Pearson.
- Chadha, N.K. (2012). **Social Psychology**. MacMillan.
- Myers, D.G. (2008). **Social psychology**. New Delhi: Tata McGraw-Hill.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

MA- Psychology

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
<b>MAPSY 105</b>	<b>Compulsory</b>	<b>Seminar</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>4</b>

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;  
Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

### MAPSY105 Seminar

It is also important to understand that effective presentation skills are not solely for the fortunate few who are naturally good communicators but that effective presentation skills can be developed in anyone and that we all have the ability to learn how to become highly effective presenters.

**Course Educational Objectives (CEOs):** The students will be able to:

- The ability to create a clear message
- The ability to deliver your message effectively
- The ability to fully engage with your audience.

**Course Outcomes (Cos):** The student should be able to

- Developing body Language
- Enhancing speaking Skills



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

MA- Psychology

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
<b>MAPSY 106</b>	<b>Compulsory</b>	<b>Comprehensive Viva Voce</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test

### **M.A PSY106 Comprehensive Viva Voce**

Viva voce will be conducted towards the end of the semester which will be covering the complete syllabus. This will test the student's learning and understanding during the course of their post graduate programme. In doing so, the main objective of this course is to prepare the students to face interview both at the academic and the industrial sector.

**Course Educational Objectives (CEOs):-**The students will be able to:

- Provide an opportunity for students to apply theoretical concepts in real life situations
- Enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks
- Acquire speaking skills and capabilities to demonstrate the subject knowledge.

**Course Outcomes (Cos):** The students should be able to:

- Exhibit the strength and grip on the fundamentals of the subjects studied during the semester
- Comprehend for all the courses studied in the entire programme

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore.

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore.