

M.A./M.Sc. Counselling Psychology Semester IV (Batch 2022-2024)

				TE	ACHIN	G &EVAL	UATIO	N SCI	IEME		
			T	HEORY		PRACT	ICAL				
COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MACPSY401	CC	Positive									
		Psychology	60	20	20	0	0	3	0	0	3

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

#### **Course Educational Objectives (CEOs):**

- 1. To know the concepts of positive psychology and its importance in current scenario.
- 2. To acquaint with theoretical framework of different positive attributes of individual.
- 3. To aware with sources of stress and coping strategies techniques.
- 4. To learn the concept character strength virtues and barriers to developing it.
- 5. To familiarize terms like strengths, optimism, hope, emotional intelligence, happiness, mindfulness and how these related to meaningful life.

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

- 1. Understand the meaning and conceptual approaches of positive psychology.
- 2. Analyze the determinate of happiness and well-being.
- 3. Apply various coping strategies techniques to overcome with stress.
- 4. Identify the key virtues and character strengths which facilitate happiness.
- 5. Develop different strategies to enhance various positive emotions for happiness.

<sup>\*</sup>Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.



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COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MACPSY401	CC	Positive									
		Psychology	60	20	20	0	0	3	0	0	3

### MACPSY401 Positive Psychology

#### **Contents**

#### Unit I

**Introduction:** Definition, Nature, Historical overview and Approaches of Positive Psychology, Western and Eastern Perspectives on Positive Psychology, Applications (School and Work Settings), Indian Perspective and Positive Psychology.

#### **Unit II**

**Happiness and Well-being**: Concept, Definition and Determinants, Model of Happiness (PERMA). Hedonic and Eudaimonic traditions of Wellbeing, Strategies to Enhance Happiness, Psychology of Flow and Engagement.

#### **Unit III**

**Meeting life challenges:** Nature, Type and Sources of stress, Interpretations and responses, coping strategies and their assessment, Promoting healthy coping strategies and life skills.

#### Unit IV

**Character Strengths and Virtues:** Classification of Virtues (Seligman's approach), Religion, spirituality and transcendence, Religion and virtues: Buddhism, Confucianism, Islam, and Hinduism.

#### Unit V

**Positive Affect and Emotions**: Meaning and Nature of Self-Efficacy, Optimism, Hope, Mindfulness, Pleasure, Forgiveness, Wisdom, and Courage.



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COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MACPSY401	CC	Positive									
		Psychology	60	20	20	0	0	3	0	0	3

### **Recommended Readings:**

- Carr, A. (2004). **Positive psychology.** London: Rutledge.
- Compton, W.C. (2005). **Introduction to positive psychology**. Belmont: Wadsworth.
- Martin E. P. Seligman (2004). Authentic Happiness: Using the New Positive Psychology to Realize Your Potential for Lasting Fulfillment. Paperback□
- Snyder, C.R. & Lopez, S. J. (2002) Handbook of positive psychology. Oxford University Press.
   Dunn, D.S. (2018). Positive Psychology: Established and emerging issues. New York: Taylor & Francis.



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			T	HEORY		PRACT	ICAL				
COURSE	CATEGORY	COURSENAME	ENDSEM University Exam	Two Term Exam	Teachers Assessment*	ENDSEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MACPSY402	СС	Counselling in Special Areas	60	20	20	30	20	2	0	2	3

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

### **Course Educational Objectives (CEOs):**

CEO 1: Familiarity with various areas of counselling.

CEO2: Acquaintance with the abuse and family counselling.

CEO3: Discuss the counselling for common problem areas.

CEO4: Learn the counselling skills for special groups.

CEO5: Learning techniques of counselling in different settings.

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

CO1: Elaborate counselling techniques for various areas.

CO2: Describe counselling skills for dealing with abuse.

CO3: Apply counselling skills for general problems.

CO4: Discuss counselling for children.

CO5: Analyze the techniques required for counselling in other settings.

<sup>\*</sup>Teacher Assessment shall be based on the following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.



## M.A./M.Sc. Counselling Psychology Semester IV (Batch2022-2024)

				TE	ACHINO	G&EVALU	JATIONS	СНЕМ	E		
			T	HEORY		PRACT	ICAL				
COURSECODE	CATEGORY	COURSENAME	ENDSEM University Exam	Two Term Exam	Teachers Assessment*	ENDSEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MACPSY402	CC	Counselling in Special Areas	60	20	20	30	20	2	0	2	3

### MACPSY402 Counselling in Special Areas

#### Unit I

**Areas of Counselling-** Concept and Nature of Educational counselling, Career Counselling, Vocational counselling, Rehabilitation Counselling.

#### Unit II

**Abuse Counselling-** Emotional, Physical, and Sexual; Family counselling, Divorce and Marital Counselling.

#### **Unit III**

Counselling for Substance abuse, Anger Management Techniques, Managing Emotional Instability and Crisis Intervention Counselling.

#### **Unit IV**

Trauma Counselling, Counselling Women and Adolescents; Counselling patients with Chronic Illness.

#### Unit V

**Counselling in Different Settings-** Industrial Counselling, Workplace Counselling, Medical and Health Counselling, and Psychoeducation.



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Shri Vaishnav Institute of Social Sciences, Humanities and Arts Choice Based Credit System (CBCS) in Light of NEP-2020 M.A./M.Sc. Counselling Psychology Semester IV (Batch 2022-2024)

				TE	EACHIN	G&EVAL	UATION	NSCH	ЕМЕ		
			T	HEORY		PRACT	ICAL				
COURSE CODE	CATEGORY	COURSENAME	ENDSEM University Exam	Two Term Exam	Teachers Assessment*	ENDSEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MSCPSY 402	CC	Counselling in Special Areas	60	20	20	30	20	2	0	2	3

## **List of Practical: (Any Five)**

- Career Preference Record
- Guidance Need Inventory
- Emotional Stability
- Loneliness Inventory
- Self-Disclosure Inventory
- Digital gaming addiction scale

### **Recommended Readings:**

- > Seligman,,L.& Reichenberg, L.W.(2010). Theories of Counseling and Psychotherapy: Systems,
- > Strategies, and Skills. 3rd Ed. Indian reprint: Pearson Corey, G. (2009). Counselling and Psychotherapy; Theory and Practice. (7th Ed.) New Delhi: Cengage Learning.
- ➤ Woolfe, R., Dryden, W., & Strawbridge, S. (2010). Handbook of counselling psychology(3rdEd). London: Sage Publication Ltd.
- ➤ Fouad, N.A. (2012). APA Handbook of counseling psychology. Washington: American Psychological Association.
- ➤ Cormier, S., & Drawn, Hackney, H. (2013). Counseling strategies and interventions (8thInternational Edition). London: Pearson.



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Shri Vaishnav Institute of Social Sciences, Humanities and Arts Choice Based Credit System (CBCS) in Light of NEP-2020 M.A./M.Sc. Counselling Psychology Semester IV (Batch 2022-2024)

				TE	ACHIN(	G &EVAL	UATIO	N SCI	IEME		
			T	HEORY		PRACT	ICAL				
COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MACPSY403	CC	Rehabilitation									
		Psychology	60	20	20	0	0	3	0	0	3

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

Credit;Q/A-Quiz/Assignment/Attendance, MSTMidSem Test.

### **Course Educational Objectives (CEOs):**

**CEO1:** To Recognize psychological problems, needs and setting goals as relevant to rehabilitation of persons with disabilities.

CEO2: To understand about implementation of various intervention strategies.

CEO3: To know about various disabilities and their diagnosis.

**CEO4:** To provide the knowledge of different types of injuries and their rehabilitation.

**CEO5:** To develop problem solving skills and know intervention strategies at individual, group and community level.

#### **Course Outcomes (COs):**

**CO1:** Recognize the network of psychological, social, biological, and environmental factors that affect the functioning of rehabilitation process.

CO2: Diagnose mental health issues/problems in person with disability.

**CO3:** Recommend and/or carryout appropriate psychological and behavioral interventions and counseling in persons with disability.

**CO4:** Work with community to promote health and enhance quality-of-life and Psychological Well-being.

**CO5:** Apply knowledge and problem-solving skills in a wide variety of settings (e.g. agencies working with specific disabilities, multiple disabilities, long-term care facilities).



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Shri Vaishnav Institute of Social Sciences, Humanities and Arts Choice Based Credit System (CBCS) in Light of NEP-2020 M.A./M.Sc. Counselling Psychology

Semester IV (Batch 2022-2024)

				TE	EACHIN	G &EVAL	UATIO:	N SCI	IEME		
			T	HEORY		PRACT	ICAL				
COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MACPSY403	CC	Rehabilitation									
		Psychology	60	20	20	0	0	3	0	0	3

### MSCPSY403 Rehabilitation Psychology

#### **Contents**

#### Unit-I

**Introduction:** Meaning Nature and Type of Rehabilitation Psychology Ethical issues in Rehabilitation Psychology.

#### **Unit II**

Concept and Definition of Disability, Types, Causes and Prevention of various disabilities; Mental Retardation, Learning disabilities, Visual, Hearing and Speech disabilities, Cerebral Palsy.

#### **Unit III**

**Psychiatric Rehabilitation:** Meaning, Definitions, Steps, Approaches, and Methods of Psychiatric Rehabilitation, Interventions in Psychiatric Rehabilitation.

#### **Unit-IV**

Neurocognitive Rehabilitation of Person with Deficits of Memory, Rehabilitation in Traumatic Brain Injury and Stroke.

#### Unit-V

Neurorehabilitation in Dementia and Alzheimer's disease, Psychosocial and Cognitive Rehabilitation in Elderly. Government Schemes and Policies Legislations: Mental Health Act Prevention Detention (PD)Act, Rehabilitation Council of India Act(RCI)Act National Trust Act.



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Shri Vaishnav Institute of Social Sciences, Humanities and Arts Choice Based Credit System (CBCS) in Light of NEP-2020 M.A./M.Sc. Counselling Psychology Semester IV (Batch 2022-2024)

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			T	HEORY		PRACT	ICAL				
COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MACPSY403	CC	Rehabilitation									
		Psychology	60	20	20	0	0	3	0	0	3

### **Recommended Reading:**

- Goldstein, L.H., & McNeil, J.E. (2004). **Clinical Neuropsychology**. John Wiley & Sons Ltd.: Chichester, West Sussex, England.
- Noggle, C.A., Dean ,R. S.,& Barisa, M.T.(Eds.)(2013). **Neuropsychological Rehabilitation.** New York: Springer Publishing Co.
- Pratt, C.W., Gill,K.J.,Barrett,N.M.,&Roberts,M.M.(2007).**PsychiatricRehabilitation**. (2<sup>nd</sup>ed.). New York Academic Press.
- Stuss, D.T., Winocur, G., & Robertson, I.H. (2010). **Cognitive Neurore habilitation: Evidence and Application** (2<sup>nd</sup> Ed.). Cambridge: Cambridge University Press.
- Wilson,B.A., Gracey, F., Evas, J.J., & Bateman, A. (2009). **Neuropsychological rehabilitation. Theory, Models, Therapy, and Outcome**. Cambridge: Cambridge University Press.
- Wilson,B.A.,Herbert,C.M.,&Shiel,A.(2003).**Behavioural approache in neuropsychological Rehabilitation.** NewYork:Psychology Press



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Semester IV (Batch 2022-2024)

				TE	EACHIN	G&EVAL	UATION	NSCH	ЕМЕ		
			Т	HEORY		PRACT	ICAL				
COURSECODE	CATEGORY	COURSENAME	ENDSEM University Exam	Two Term Exam	Teachers Assessment*	ENDSEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MAPSY404	DSE	Sports									
		Sports Psychology	60	20	20	0	0	3	0	0	3

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

### **Course Educational Objectives (CEOs):**

CEO1: To know evolving field of sports psychology and exercise psychology

CEO2: To learn role of personality in sports

CEO3: To understand the level of motivation and performance in sports.

CEO4: To learn strategies for enhancing confidence in athlete on ground.

CEO5: To learn the social and psychological skills for developing a trusting relationship in athletes.

Course Outcomes (COs): Students will be able to:

- CO1: Familiarizing with the evolving field of sports and exercise psychology as a profession and having knowledge about its specialties particularly clinical-sport psychology and educational psychology
- CO2: Developing a critical understanding of general personality approaches as well as the sport specific personality approaches.
- CO3: Understanding the motivational processes for sport and exercise participation especially in the context of achievement motivation and ways of enhancing it.
- CO4: Knowing the key aspects of designing and implementing a psychological skills training program and the important psychological skills in training (e.g. focusing attention, arousal regulation, enhancing confidence, and improving motivation.)
- CO5: Developing effective social and psychological skills for trusting relationship in sportspersons.

C hairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Chairperson Faculty of Studies Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Joint Registrar Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

<sup>\*</sup>Teacher Assessment shall be based on the following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10marks.



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Shri Vaishnav Institute of Social Sciences, Humanities and Arts Choice Based Credit System (CBCS) in Light of NEP-2020 M.A./M.Sc. Counselling Psychology Semester IV (Batch 2022-2024)



### M.A./M.Sc. Counselling Psychology Semester IV (Batch2022-2024)

				TE	ACHIN	G&EVAL	UATION	ISCH	ЕМЕ		
			T	HEORY		PRACT	ICAL				
COURSECODE	CATEGORY	COURSENAME	ENDSEM University Exam	Two Term Exam	Teachers Assessment*	ENDSEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MAPSY404	DSE	Sports									
		Sports Psychology	60	20	20	0	0	3	0	0	3

## MAPSY404 Sports Psychology

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#### Unit-I

**Introduction:** Meaning and History of sport and exercise psychology, Sport psychology specialties: Clinical-sport psychology, Role of exercise and sport psychologists – teaching, research and consultation.

#### **Unit-II**

**Personality and sport:** Meaning and Approaches of personality, Personality testing in sport and exercise, Sport personality questionnaire, Personality type and sport performance.

#### **Unit-III**

**Motivation:** Definition and views, Guidelines for building motivation: Role of coaching and mentoring, Achievement motivation and competitiveness, Developing achievement motivation and competitiveness in sportspersons

#### **Unit-IV**

**Enhancing Performance and Self-Confidence:** Psychological skills training (PST): PST knowledge base and its effectiveness, Phases of PST programs: Education and practice, Designing and implementing a PST program: Defining self-confidence, assessing and building self-confidence.



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			T	HEORY		PRACT	ICAL				
COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
		Sports Psychology									
MAPSY404	DSE	Psychology	60	20	20	0	0	3	0	0	3

#### Unit-V

**Social and Psychological Dimensions:** Teams and Team Performance: Aggression, Cohesion and Audience Effect, Leadership in Sports; Competition and Cooperation.

### **Recommended Readings:**

- Cox, R.H (2002) Sport Psychology: Concepts and Applications (5th edition) Boston: McGraw-Hill.
- Robert, G.C., Spink, K.S., and Pemberton, C.L (1999) Learning Experiences in Sport Psychology (2nd edition), Champaign, IL: Human Kinetics. Leunes.
- A and Nation, J.R (2002) Sports Psychology. USA: Thomson Learning. Andersen, M.B. (2005). Sport Psychology in Practice.
- Horn, T. S. (Ed.) (2002). Advances in sport psychology. USA: Human Kinetics Publishers.
- Weinberg, R. S., & Gould, D. (2003). *Foundations of sport and exercise psychology*. USA: Human Kinetics Publishers, Inc.



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COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MAPSY405	DSE	Child									
		Psychology	60	20	20	0	0	3	0	0	3

<sup>\*</sup>Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### **Course Educational Objectives (CEOs):**

- CEO 1: Comprehend the concept of child growth and development and the factors influencing it.
- CEO 2: Outline stages of prenatal development, birth, and newborn.
- CEO 3: Comprehend the development milestones in different areas of development.
- CEO 4: Understand the concept of learning through various learning theories.
- CEO 5: Discuss the educational approaches care for children with special needs.

#### **Course Outcomes (COs):** Students will be able to:

- CO 1: Define basic concepts of child psychology.
- CO 2: Explain the child development journey from prenatal to newborn.
- CO 3: Examine the components of development from infancy to adolescence.
- CO 4: Applications of learning theories.
- CO 5: Relate with governmental schemes for children with special needs.



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			T	HEORY		PRACT	ICAL				
COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
		Child									
MAPSY405	DSE	Psychology	60	20	20	0	0	3	0	0	3

### MAPSY405 Child Psychology

#### **Contents**

#### Unit -I

**Concept of Child Development-** Nature and Scope of Child Psychology; Difference between Maturity, Growth and Learning.

**Factors Affecting Child Development-** Gender Difference, and Genetics and Environmental Interaction.

#### Unit-II

**Concept of Prenatal Development-** Nature, Factors Influencing Prenatal Development, Birth and Newborn.

#### **Unit-III**

**Developmental Characteristics (0-18 Years)-** Physical Development, Cognitive Development, Emotional Development, Social Development, Moral Development, and Language Development.

#### **Unit-IV**

**Concept of Learning-** Nature of Learning, Theory of Trial-and-Error Learning, Theory of Classical and Operant Conditioning.



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COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MAPSY405	DSE	Child									
		Psychology	60	20	20	0	0	3	0	0	3

#### Unit-V

**Children with Special Needs-** Learning Disabilities and Intellectual Disability; Educational Approaches and Government Schemes for Special Children in India.

#### **Recommended Readings:**

- Harwood, R. Miller, S. A., R. (2008). Child Psychology: **Development in a Changing Society**. John Wiley & Sons Inc.
- Santrock, J.W. (2011). **A Topical Approach to Life-Span Development**. New Delhi: Tata McGraw-Hill Edition.
- Shenk, D. (2010). **The Genius in All of Us.** New York: Doubleday/Random House.
- Dixon, W. E. (2003). **Twenty Studies that Revolutionized Child Psychology.** Upper Saddle River, NJ: Prentice Hall.
- Lerner, R. M. (Series Ed.) (2015). **Handbook of Child Psychology and Developmental Science.** Volumes I, II, III and IV. Hoboken, New Jersey: Wiley.
- Bornstein, M.H. & Lamb, M.E. (2018). **Developmental Science: An Advanced Textbook** (6th Ed.), New York: Psychological Press.



## M.A./M.Sc. Counselling Psychology Semester IV (Batch2022-2024)

				TE	CACHIN	G &EVAL	UATIO	N SCI	IEME		
			T	HEORY		PRACT	ICAL				
COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MAPSY406	DSE	Consumer									
		Psychology	60	20	20	0	0	3	0	0	3

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

### **Course Educational Objectives (CEOs):**

CEO1: To know the basic concepts of consumer psychology.

CEO2: To be aware of consumer attitude and personality.

CEO3: To concepts underlying advertising and social influence.

CEO4: To importance of self and online identity in the virtual world.

CEO5: To understand online search and advertising in relation to consumer behavior.

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

CO1: Define basic concepts related to qualitative marketing research.

CO2: Explain the consumer attitude and personality.

CO3: Elaborate the concepts of consumer behavior and social influence.

CO4: Demonstrate a deeper understanding of behavior in the virtual world and use of social media for brand management.

CO5: Analyze online advertising and retail consumer behavior with respect to decision making.

<sup>\*</sup>Teacher Assessment shall be based on the following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.



## M.A./M.Sc. Counselling Psychology Semester IV (Batch2022-2024)

				TE	EACHIN	G &EVAL	UATIO	N SCI	HEME		
			T	HEORY		PRACT	ICAL				
OURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MAPSY406	DSE	Consumer									
		Psychology	60	20	20	0	0	3	0	0	3

### MAPSY406 Consumer Psychology

#### **Contents**

#### Unit I

Introduction to Consumer Psychology: Definition, Nature and Methods of Consumer Psychology, Qualitative Consumer and Marketing Research, Approaches to Qualitative Data analysis, Online Observation.

#### **Unit II**

Consumer Attitudes and Personality Attitudes: Introduction, Models of Attitude, Attitude Formation and Change, Personality: Introduction, Theories of personality, Personality and Understanding Consumer Diversity, Components of Communication.

#### **Unit III**

Consumer behavior and Social Influence, products prime social networks, Influencing Socially Normative Behaviors

#### **Unit IV**

Online Consumer Behavior, Self in the virtual world: online identity, authenticity in online communications, social media, brand management.

#### Unit V

Advertising: Online advertising and online search behavior, Retail consumer behavior, Post-decisional Information Search, Family Decision Making, Digital Forum: The Power of Advertising.



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COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MAPSY406	DSE	Consumer									
		Psychology	60	20	20	0	0	3	0	0	3

### **Recommended Readings:**

- Belk, R. W. & Fischer, E & Kozinets R. V. (2013). Qualitative Consumer and Marketing Research Los Angeles: SAGE Publications Ltd.
- Heath, R. (2012). Seducing the Subconscious, The Psychology of Emotional Influence in Advertising. West Sussex: Wiley-Blackwell.
- Howard, D., Kirmani, A. &Rajagopal, P. (2012). Social Influence and Consumer Behavior. Psychology Press(iv)



M.A./M.Sc. Counselling Psychology) Semester IV (Batch2022-2024)

				TE	ACHINO	G &EVAL	UATION	N SCH	ЕМЕ		
			Т	HEORY		PRACT	ICAL				
COURSE CODE	CATEG ORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MAPSY407	P/D/I	Minor Research Project-II	0	0	0	30	20	0	0	8	4

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

### MAPSY407 **Minor Research Project-II**

### **Course Educational Objectives (CEOs):**

CEO1: To train special degree the students in Counseling Psychology writing of their final year research proposals, with emphasis on research problems, hypotheses, literature review and research designs.

CEO2: To enable the students to learn practical aspects of research.

CEO3: To train the students in the art of behavioral science analysis and writing.

Course Outcomes (Cos): At the successful completion of this course students will be able to:

- CO 1: Review and analyze critically research in a specific area of clinical psychology.
- CO 2: Acquire knowledge and competency in the design and completion of research studies in counseling psychology.
- CO 3: Explain and apply skills in critical analysis.
- CO 4: Learned in the classroom as well as through practical exposure methods and techniques of field research.

<sup>\*</sup>Teacher Assessment shall be based on the following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.



M.A./M.Sc. Counselling Psychology) Semester IV (Batch2022-2024)

				TE	ACHINO	G &EVAL	UATION	N SCH	EME		
			Т	HEORY		PRACT	ICAL				
COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
MAPSY408	P/D/I	Internship	0	0	0	60	40	0	0	8	4

### MAPSY408 **Internship**

Each Student would be placed in the field of their chosen specialization at least for 30 days during the summer vacations. The internship would be carried out under the joint supervision of a supervisor and faculty supervisor. Students would produce documented evidence of their work.

**Internship Report:** Each student shall prepare a report on basis of guidelines provided by thesupervisors and submit same to the supervisors for authentication and further evaluation.

\*\* The student will have to submit a detail report of internship program. The report should be written in American Psychological Association (APA) format.

Vishwavidyalaya, Indore

Controller of Examination



M.A./M.Sc. Counselling Psychology)
Semester IV (Batch2022-2024)