



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Department of Psychology
SVISSHA
Generic Elective PG

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEMESTER University Exam	Two Term Exam	Teachers Assessment*	END SEMESTER University Exam	Teachers Assessment*
PGGEPS Y201	Generic Elective	Industrial Psychology	3	0	0	3	60	20	20	0	0

PGGEPSY201
Industrial Psychology

Course Educational Objectives (CEOs): The objective is to help the students to understand:

- Definitions of Organizational Psychology which will represent this subarea of psychology as an applied science
- Organizational structure and its functioning at different levels.
- How to work as individual as well as group level within the organization.

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

The student should be able to help solve human and organizational problems in the workplacesuch as:

- Identifying training and development needs;
- Optimizing the quality of work life;
- Formulating and implementing training programs and evaluating their effectiveness;
- Developing criteria to evaluate performance of individuals and organizations.

Batch 2021-2023

Chairperson
Board of Studies
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore

Chairperson
Faculty of Studies
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore

Controller of
Examinations
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore

Registrar
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore

Vice Chancellor
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Department of Psychology
SVISSHA
Generic Elective PG

Contents

Unit I

Introduction: Meaning, Nature and Role of Industrial Psychology; Organizational Attitude and Culture.

Unit II

Motivation at work: Motivation & work behavior. (Theory X and Y, McClelland's Need Theory, Herzberg's Two Factor Theory)

Unit III

Group behavior: Group formation & development; Power and Politics in organizations: Bases of power and power tactics.

Unit IV

Organizational Design & Structure, Organizational change and development: Individual and Interpersonal approaches to change.

Unit V

Leadership: Leadership vs. Management, Leadership Styles, Activities, and Skills.

Suggested Readings:

- Nelson, Quick and Khandelwal (2012). **ORGB: An Innovative Approach to Learning and Teaching Organizational Behavior. A South Asian Perspective**, Australia: Cengage Learning.
- Luthans, F. (2008). **Organizational Behavior**. New Delhi: McGraw Hill
- Udai, P. (2012). **Understanding Organizational Behavior**. London: Oxford University Press.
- Robbins, S. (2006). **Organizational Behavior**. New Delhi: Prentice Hall India.

Batch 2021-2023

Chairperson
Board of Studies
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore

Chairperson
Faculty of Studies
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore

Controller of
Examinations
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore

Registrar
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore

Vice Chancellor
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore