



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. Hons – Psychology

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
BAHNPSY 201	Compulsory	Experimental Psychology	5	0	2	6	60	20	20	30	20

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 student will be able to:

- Apply the knowledge of the advanced developmental, social, and experimental psychology
- Analyses the behavior 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.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. Hons – Psychology

BAHNPSY201

Experimental Psychology

Unit: I

Introduction to Experimental Psychology: Concept and Historical background of experimental psychology, Nature, Steps in experiment, Types of Variables and Control of Extraneous Variables.

Unit: II

Psycho-physics – Concepts of sensory thresholds; Problems of psychophysics; Weber - Fechner Law, Signal Detection Theory: Basic Concept, Assumptions and Applications.

Unit: III

Errors in Psychophysics: Types of errors and Methods.

Memory: Nature of encoding, storage and retrieval; types of memory, Factors of Retrieval.

Unit: IV

Learning processes: Nature and factors of learning; Theories: trial and error, conditioning: classical and operant. Tolman's, transfer of learning, program learning, verbal learning.

Unit: V

Attention and Language Processes: Concept, mechanism, types and theories; NLP Applications. Language acquisition, Language comprehension; Language Production; Language and thought.

List of Practical:

- Memory Drum
- Span of attention
- Muller Lyre
- Method of Constant Error
- STM

Recommended Readings:

- Boring, E.G. (1969). **History of Experimental Psychology**. New York: Appleton Century Grafts.
- Feldman, R.S. (1996). **Understanding Psychology**. New Delhi: Tata McGraw-Hill.
- McGuigan, F.J. (1990). **Experimental Psychology: Methods of Research** Prentice-Hall, Inc., Englewood Cliffs, N.J., U.S.A.
- Parry, B.G. (1968). **Experimental Psychology**. Wiley Eastern Private Limited, New



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. Hons – Psychology

Delhi.

- Postman, L., & Egan, J.P. (1960). **Experimental Psychology**. New York: Harper & Row.
- Schiffman, H.R. (1982). **Sensation and Perception** (2nd Ed.). New York: JohnWiley andSons.
- Woodworth, R.S., & Schlosberg, H. (1954). **Experimental Psychology**. New York: Holt, Rinehart and Winston,Inc.



BBAI202

**Principles of
Statistics**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University	Two Term Exam	Teachers Assessment*	END SEM University	Teachers Assessment*
BBAI202	Compulsory	Principles of statistics	4	0	0	4	60	20	20	0	0

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

***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:

1. To acquaint the student the basic mathematical tools used in management.
2. To guide students about the importance and utility of statistics in business.

Course Outcomes:

1. Demonstrate understanding of basic statistical concepts
2. Structure business problems in a mathematical form
3. Apply the statistical concept, learnt to other business concepts
4. Validate mathematical/ statistical relating to economics business and finance

BBAI202

Unit-I

Basic Ideas in Statistics

1. Definition, Function and scope of statistics
2. Collection and presentation of data
3. Classification, Frequency Distribution

Unit-II

Measure of Central Tendency and Variation

1. Mean, Median, Mode
2. Range, Coefficient of Variation
3. Standard Deviation



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. Hons – Psychology

Unit-III

Correlation and Regression Analysis

1. Methods of Studying Correlation for Group and Ungroup Frequency Distribution
2. Equation of Regression Lines

Unit-IV

Time Series Analysis

1. Time Series and its Components
2. Linear and Non-Linear Trend
3. Seasonal Variations and Irregular Variations and their Measurements.

Unit-V

Probability

1. Definition of Probability, Conditional Probability
2. Dependent and Independent Events
3. Addition and Multiplication Rule of Probability

Reference Books:

1. Anderson, Sweeney, William, Camm, (2014) Statistics for Business and Economics: Cengage Learning. Latest Edition
2. Gupta S.P (2014). Statistical Methods. Sultan Chand and Sons Latest Edition.
3. Das, N.G (2008). Statistical Methods. M. Das and Co. Kolkata Latest Edition.
4. Aczel and Sounderpandian (2008). Complete Business Statistics. Tata-McGrawHill. Latest Edition.
5. Levin and Rubin (2008). Statistics for Management. Dorling Kindersley Pvt. Ltd Latest Edition.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. Hons – Psychology



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. Hons – Psychology

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Examinations	Two Term Exam	Teachers Assessment*	END SEM University Examinations	Teachers Assessment*
BA203	Compulsory	Social Psychology	4	0	2	5	60	20	20	30	20

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 student will be able to:

- Impart Social psychologists study society and individuals' thoughts, feelings and behaviors.
- Define social psychology and its core concerns compared to other disciplines.
- Describe some of the major research methods and theories.
- Describe the process of sampling and measurement.
- Distinguish good research from bad research.
- Apply social psychological understandings of ourselves and society in order to better understand both.

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

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



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. Hons – Psychology

BA203

Social Psychology

Unit I

Introduction: Brief history of Social Psychology (special emphasis on India), Social Psychology as a Science; Scope, levels & approaches towards social behavior; Ethical issues in social psychological research.

Unit II

Individual Level Processes: Attribution-theories, Biases and Errors.
Attitude- Formation, Change and Resistance, Factors influencing attitude.
Measurement of Attitude – Likert method of Summated ratings.

Unit III

Interpersonal Processes: Interpersonal attraction: Nature, Measurement and Antecedent Conditions of Interpersonal Attraction.
Pro-social behavior: Theories and factors.
Aggression: Nature and Types of Aggression, Theories of aggression and Factors influencing aggression.

Unit IV

Group Dynamics: Group: meaning and types. Inter group Dynamics (Social facilitation, Social loafing).
Decision making by Groups, Prejudice, Stereotypes and Conflicts and its types.

Unit V

Stress and Coping: Stress definition, effect of stress.
Coping: meaning and types of Coping strategies.
Applications of Social Psychology (Environment, population, diversity).

List of practical:

- Self-conceptscale
- Attitude measurementscale
- Aggressionsscale
- Social Skill problem behaviorchecklist
- Bell AdjustmentInventory

Recommended Readings:

- Alcock, J. E., Carment, D.W., Sadava, S.W., Collins, J. E. and Green, J. M. (1997). **A Text Book of Social Psychology**. Scarborough, Ontario: Prentice Hall/Allyn & Bacon.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. Hons – Psychology

- Baron, R. A. and Byrne, D. (2002). **Social Psychology**. New Delhi: PrenticeHall.
- Feldman, R. S. (1985). **Social Psychology: Theories, Research and Application**. New York: McGraw Hill.
- Myers, David, G (1994). **Exploring Social Psychology**. New York: McGrawHill.
- Singh, A. K. (1996). **Adhunik Samajik Manovigyan Ki Rooprekha** (3rd edition). Varanasi: Motilal BanarsiDas.
- Tripathi, L. B. (1992). **Adhunik Samajik Manovigyan** Agra: National Psychological Corporation.
- Worchel, S. and Cooper, J. (1983). **Understanding Social Psychology**. Illinois: Dorsey Press.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. Hons – Psychology

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
BAHN204	Compulsory	Comprehensive Viva Voce	0	0	0	4	0	0	0	100	0

BAHN204 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 student 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



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. Hons – Psychology

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							ENDESEM University	Two Term Exam	Teachers Assessment*	ENDESEM University	Teachers Assessment*
BAHN205	Compulsory	Field Study/Book Review/Case Study	0	0	10	5	60	20	20	0	100

BAHN205
Field Study/Book Review/Case Study

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

- Provide an opportunity for students to apply theoretical concepts in real lifesituations.
- Enable students to manage resources, work under deadlines, identify and carry out specific goal-oriented tasks.
- Expose the students on various field studyconcepts.

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

- Acquire research skills and capabilities to take up the projectwork.

The work serves the twin purposes of providing critical insights to students and providing industry with graduates of a high caliber who are ready to get ahead in the world from day one. There will be continuous evaluation of the student on the basis of work assigned and regular submissions. The students need to complete the work in the stipulated time.