

M.SC. PSYCHOLOGY (PREVIOUS)

PART-I

Paper-I : PRINCIPLES OF PSYCHOLOGY

1. Psychology - Science of behaviour and experience, Historical origins, Aims of psychology, description, explanation prediction and control, experimental methods and non-experimental methods, evaluation of methods, psychology - basis and applied aspects.
2. Historical perspectives-I : Origin of psychology within philosophy - Aristotle, Leibnitz, Descartes, British empiricism and associationism, psychological insight in science - Megendie, the nature and measurement of neuro impulse, reflex action, nerve location of brain functions, hypnosism personal equation and reaction time.
3. Historical Perspective-II : The emergence of psychology, contribution of Helmholtz, Fechner and Wundt, psychology of thought and memory; the emergence, development and decline of the schools of psychology.
4. Biological bases of Behaviour - The nervous system. An overview, the neuron and the nerve impulse, reflex action, the central nervous system, autonomous nervous system, endocrine system, psychogenetics, Heredity vs. Environment.
5. Motivation - Motive, drive, need and instinct, biological drives and psychological motives, the principles of homeostasis, Hunger, Thirst, sex and maternal drives; other biological drives; pain, fatigue and sleep. Psychological motives; origin and development. Importance social motives, curiosity, work and achievement, power and affiliation. Brief study of theories of motivation - McDougal, Freud, Maslow.
6. Emotions -Nature of emotions, emotional expression, development and differentiation of emotions, fear, anxiety, anger and aggression, love and affection, physiological changes under emotion. Neural basis of emotions, theories of emotions James - Lange, Cannon-Bard.
7. Sensory Processes - Senses, sensory stimuli and sensory thresholds vision : The structure and functions of eye. Visual acuity, visual defects and adaptation. Colour vision, colour qualities, colour mixing, colour theories, colour contrast and colour blindness. Contemporary trends - Audition the structure and functions of the ear. The characteristics of sound; pitch, volume, timbre, theories of hearing. Other senses; Kinesthetic, Labyrinthine and chemical senses.
8. Perceptual processes - Sensation and perception. Attention as a perceptual sampling process, figure-ground differentiation, principles of perceptual organisation. Visual space perception perceptual constancies, perception of movement, perceptual distortions - illusions.
9. Learning - Experience approaches to learning - Conditioning - Connectionist and Gestalt approaches - The measurement in learning and learning curves. Maturation and learning, transfer of training, brief discussion of approaches of Guthrie, Skinner Hull, Mowrer and Miller to learning.
10. Memorising - Retention and recall, methods of studying memory, forgetting and explanation of forgetting, short term and long term memory, information processing.
11. Thinking - Types of thinking, mechanics and tools of thinking, work of Hebb and Hull, contribution of piaget problem solving - Thinking and language.
12. Intelligence - Nature of intelligence testing, distribution of intelligence, individual differences, sex differences, race differences, nature and nurture, consistency of intelligence and creativity.
13. Personality - Explanation of personality, determinants of personality, personality tests, personality and adjustment.
14. Applications of psychology.

REFERENCES:

1. Boring, E.G - History of psychology
2. Hilgard, Atkinson & Hillgard - Introduction of psychology.
3. Ruch - Psychology and Life.

PAPER-II : SOCIAL PSYCHOLOGY

1. Introduction: Definitions of social psychology : social psychology in relation to psychology and sociology; historical origins, research methods in social psychological studies, survey methods and experimentation.
2. Social Perception : Person perception and object perception; stimulus in person perception; non-verbal cues; facial expression; movement; errors in social perception : Information integration.
3. Language and Communication: Communication in animals and men. Communication process and structure, language, sociology of language, non-verbal communication language.
4. Socialization and the Development and Developing Person: The process of socialization; Agencies of socialization, sex role identity; dependency, moral development, self concepts, development, self-evaluation.
5. Attitudes : Components of attitudes; cognitive, affective and behavioural components, formation of attitudes. Theories of attitudes, balance theory, congruity theory and cognitive dissonance theory.
6. Social Influence : Conformity, explaining conformity, compliance, equity theory, obedience, milgram studies, modeling, unintentional social influence, social power and influence.
7. Social Exchange : Co-operation and competition : Interpersonal conflict, resolving conflicts, fairness in social exchange; equity and inequity; theories of social exchange.
8. Prejudice and Discrimination : Nature of prejudice, development of prejudice, sources of prejudice, forms of prejudice, sex prejudice, race prejudice, measurement of prejudice, discrimination and its effects.
9. Aggression and Violence : Definition of aggression, investigation and maintenance of aggression. Theories of aggression - Psycho-analytic, ethnological and learning theories. Determinants of aggression, individual and situational determinants. Prevention and control of aggression, violence as a contagion.
10. Positive Forms of Social Behaviour : Prosocial behaviour, altruism characteristics of the helper and the help, why people fail to help; by standard apathy; determinants and theories of attraction. Theories of attraction, love and attraction, marriage.
11. Individual and the Group : Group influence on individuals; social facilitation; deindividuation : Group structure : Group performance, group decision-making; group cohesiveness; morale; uniformity of opinion; conflict, leadership, leader characteristics and types of leaders; functions of leaders, leadership effectiveness.
12. Environment and Behaviour : Spatial behaviour, personal space population density versus feeling crowded, theories of overcrowding, urban life, environmental, population and behaviour effects, noise effect on behaviour.

REFERENCES:

1. BB Kupp Swami - Elements of Social Psychology, 1973
2. Psychology of Social Norms by Muzafer Shariff.
3. Social Psychology - A Brief Introduction by JE McGreth.
4. Handbook of Social Psychology by Hall and Lind Ray, I Vol.

PAPER-III : PSYCHOPATHOLOGY

1. The historical background of psychopathology - Popular views and misconceptions about mental illnesses, scientific view about abnormal behaviour. Criteria of normality and abnormality. Problems of classification. Psychopathology in the primitive era and the middle ages. The modern era - Development of humanitarian approaches. Emergence of the organic period and the psychoanalytic movement. The behaviouristic revolution. The humanistic, existential views and sociocultural view points.
2. Dynamics of adjustment - Personality development - Major determinants. Nature and course of personality development. Motivation, Frustration, conflict and pressure - stress of living. Reactions of stress and modes of adjustment, task oriented reactions. Defense oriented reactions-I, defense oriented reactions-II.
3. Cause of Psychopathology - Faulty development - The nature of causation - deffering models. Developmental factors and psychopathology. Genetic, and constitutional factors. Physical handicap. Faculty child-raring patterns, maternal deprivation. Pathogenic families and social pathology. Defective self-structure.
4. Severe stress as a cause of psychopathology - Biological stress psychological stress - pressures, frustrations and conflicts of contemporary life. Sociocultural stress, factors determining severity of stress. Decompensation under stress.
5. Neuroses - Nature and types of neuroses. Anxiety status, phobio'reactions, obsessive - compulsive status. Conversion hysteria, dissociative hysteria, hypochondriasis. Neurasthenia and depressive neurosis.
6. Psychoses - Nature and types of psychoses, cause of psychoses, schizophernia clinical picture, types, etiology - biological psychological and sociocultural determinants. Treatment and outcome of schizophrenic pareneia - clinical picture etiology and treatment manic depressive psychoses - manic states and sociocultural factors. Treatment and prognosis of manic depressive psychoses. Involutional melancholia - symptoms, etiology and treatment, suicide - dynamics and determinants suicidal behaviour, prevention of suicide.
7. Transient situational disorders - Traumatic reactions to combat clinical picture, combat fatigue, reactions to civilian catastroph-reactions to chronic situational stress. Problems of space flights.
8. Disorders associated with brain pathology - Disorders associated with infection -general paresis, disorders with brain tumors and brain injury, senile psychosis – senile dementia and cerebral arteriosclerosis. Epilepsy, other organic syndromes, etiology, treatment and prognosis in organic psychoses.
9. Character disorders and sexual deviations. Introduction to character disorders, psychopathic personality delinquency, criminal behaviour, gambling as a character disorder.
10. Psychosomatic disorders general nature of psychosomatic disorders, major psycho physiological disorders. The causation of psycho physiological disorder. Treatment and outcomes.
11. Alcoholism and drug addictions. Alcohol and its effects, alcoholic psychoses treatment and outcomes, narcotics and barbiturates, stimulants, tranquilizers, drug addicts, hallucinogens, dynamics, treatment and prognosis of drug dependence.
12. Mental deficiency and childhood behaviour disorders - Degrees of mental retardation, clinical types, causes and treatment of MD General nature child psychopathology, major types of childhood disorders, causes and treatment of child disorders.
13. Therapy and mental health - Somatic therapy - Drugs, BCT and surgery psychoanalysis, behaviour therapy, humanistic- Existential therapy - Other forms of psychotherapy, prevention of mental disorders, programs for mental health -Community mental health programmes.
14. Sex and Psychopathology. Deviation in sexual performance - Excessive and inadequate activity. Deviation in the choice of sexual objects homosexuality etc., deviation in the aim and mode of "sexual act; masturbation, voyeurism, exhibitionism, rape, incest, etc., sadism and mesochism, prostitution, promiscuity, pornography, etc., etiology and treatment of sexual disorders.

REFERENCES:

1. Abnormal Psychology and Modern Life : James C. Coleman, New Revised Edition.
2. The Abnormal Person and his World, Paul J. Stren, 1966, Affiliated East-West Press Pvt. Ltd., New Delhi
3. Psychology - A Source Book, Charles F. Reed, Irving E. Alexander Silvan, S. Tornkins Harward Univ., Press, 1958.
4. Mahonov, Michael, J.: Abnormal Psychology Perspectives on Human Variance, 1980.

PAPER-IV: PSYCHOMETRY AND TEST DEVELOPMENT
(PART-I : PSYCHOPHYSICS & SCALING METHODS)

- I. Introduction to Psychological Measurement. : Measurement – Qualitative and Quantitative measurements, measurement in psychology; problems in psychological measurements; scales of measurement - Nominal; ordinal, interval, Ratio scales - their applicability in psychology.
- II. History of Psychophysics: Origins of measurements of psychology; History of psychophysics; psychophysics - Classical psychophysics - the Psychophysical - the absolute and difference limits.
- III. Psychophysical Theory : Modern psychophysical theory – Judgment matrik, Judgment continuum, judgment in successive categories, the discriminal process and discriminal dispersion; psychophysical laws - Weber's Law, Fechner`s Stevens Power law, Thurstone's law of comparative judgment.
- IV. Psychophysical Method-I - Method of Average Error: Origin of the experimental illustration; possible errors; advantages and disadvantages; applications.
- V. Psychophysical Method-II - Method of Minimal Changes: Origin of the methods, possible errors, estimation of absolute limen and difference limen; psychophysical theory in the method.
- VI. Psychophysical Method-III - The Constant Stimuli: Introduction; absolute and difference limen estimation - Experimental illustrations; computation of limens under different procedures, variations of constant method.
- VII. Psychological Scaling Methods-I - The Method of Pair Comparisons : Introduction (to psychological scaling method; rational for the scaling of comparative judgment principles of scaling under the law of comparative judgment; essentials of a pair comparisons experiment; computation of scale values; test of internal consistency variations, application of pair comparison method.
- VIII. Psychological scaling Method-II - The Method of Rank Order: Introduction; computation of scale values by different methods, variations in rank order method, evaluation of rank order method.
- IX. Psychological Scaling Theory of Successive Categories :
- X. Psychological scaling Method-III - Method of Successive Categories: Introduction (scaling theory of successive categories; experimental illustration; scaling the category limits; determining scale values; use of standard deviation in successive categories, evaluation.
- XI. Rating Scales : Introduction : Types of rating scales; problems in the construction of rating scales; uses of rating scales; errors and their control; some special features of rating scales; evaluation of rating methods.

PART-II : TEST DEVELOPMENT

- I. Nature and use of psychological Tests : Characteristics and uses of psychological Tests; classification of tests - Some standard psychological tests - Ability - Aptitude - Tests of interest etc.
- II. Test Administration : Rapport establishment, instructions, examiner and situational variables and test performance - Test anxiety and its management.
- III. The Reliability of Tests : The meaning of reliability; types of reliability - Test retest reliability, alternative form reliability, split - Half reliability. Inter scorer reliability.
- IV. The Validity of Tests :
 - 1) Validity - Basic concepts; types of validity - Face validity content validity, criterion related validity, construct validity.
 - 2) Validity - Measurement and interpretation of validity, co-efficient.
- V. Steps in Test Development : Introduction to test construction; Item analysis – Item selection, item difficulty; standardization; development of norms.

Reference books :

1. Guildford, J.P. (1956) : Psychometric Methods, New Delhi, McGraw Hall.
2. Lewis, D (1948) : Quantitative Method in Psychology - Iowa : Lewis.
3. Anastasi, A (1969) : Psychological Testing, New York, MacMillan, Pub. Corn.
4. Cronback, L.J (1970) : Essentials of Psychological Testing, New York, Harper & Row.
5. Freeman, F.S. (1962) : Psychological Testing, New Delhi, Oxford IBH.

Practicals-I

Psychological Statistics

1. Science, research, measurement, and statistics - Science, scientific knowledge, scientific theory and scientific research, research problems and hypothesis, measurement and mathematics, variables, continuous and discrete; qualitative and quantitative levels of measurement; interval scales and ratio scales statistics; descriptive and inferential statistics, correlation, statistics, parametric and non-parametric statistics.
2. Frequency distribution and graphic representation of data - Frequency distributions of grouped data and ungrouped data, commutative and relative frequency distribution, bivariate frequency distribution. Histogram, frequency polygon, olive. Graphics of continuous distribution; normal curve, skewness and kurtosis statistical notations, N, n, X, x, etc., and the summation symbol. The summation operator; rules for the summation operator and double summation.
3. Measures of central tendency and variability - Mean, Median and Mode calculation of mean and median for ungrouped data. Mean and Median for grouped data, range, semi-interquartile range and average deviation, sum of squares; variance, standard deviation, calculation of SS; variance, and SD from ungrouped data, calculation of SS, variance, and SK from grouped data, mathematics operations with mean and SD.
4. Score transformation, percentile ranks, centiles, deciles and quartiles, linear transformation; standard scores; Z-scores properties of Z-scores, combining standard scores, normalized standard scores, normalized Z-scores, T-scores, stanine and other popular systems of standard scores.
5. Normal distribution - The normal curve is mathematical model, the equation of the normal curve, standard normal curve, standard normal curve properties of normal curves; areas under normal curve applications use of tables. The concept of probability the binomial probability distribution. The normal approximation of the binomial.
6. Linear correlation study of related variables; linear relations .product moment correlation's coefficient; formulae, computational examples with ungrouped data, computing from scatter gram, factors influencing and interpretation of pearsons. Extensions of pearson r; biserial and point biserial coefficients extensions of pearsons r. Tetrachoric and phi coefficients. Spearman rank correlation, basic sampling theory, populations and samples sampling procedures; random sampling; the concepts of standard error, the standard error of mean, the standard error of difference between two means; two independent samples, two related samples confidence intervals for normally distributed statistics.
7. Selected non-parametric procedures - The Man Whitney U-Test, Rational and uses, computational procedure for the U-Test, the Wilcoxon, Matched-pairs signed - Ranks test; rational, computational examples for the above C. Chi-square tests for goodness of fit. Chi-square tests for contingency tables. Contingency coefficient, the median tests.

Practical-II : Instrumentation

The students shall perform a minimum of 25 exercises from the experiments prescribed from time to time.

Note : Paper and pencil psychology tests shall not be given as practical exercises.

PART - II (FINAL)

PAPER - I : PSYCHOLOGY OF PERSONALITY

1. Nature of Personality - Issues and approaches to personality scientific , interested in personality - Technological group interested in personality – point of view within psychology - point's basic issues - concepts for describing personality.
2. Structure of Personality - Processes of Personality Growth and development of personality - Psychopathology and Personality - Behavioral change Personality.
3. Development of Personality - Early personality Development – patterns personality development in early childhood and late childhood - Social learning typing identification. frustration and aggression.
4. Determinants of personality:
 - (a) Biological factors - Genetic and Physical factors emotional Intellectual factors Bio-Chemistry and personality.
 - (b) Social factors - Contemporaneous social influences - Family, school Educational and vocational influences - Social class - Cultural Evolution.
 - (c) Biological versus social determinants: The Principle of Interaction
5. Assessment of Personality - Psychometric tests and Behavioral observation Classification of tests - Clinical versus statistical prediction - Major concepts and summary.

PART - B

1. The meaning of theory - A theory of personality - Contents of theories of personality - Evaluation of personality theories - Uses of personality theory Personality theory and other Psychological theories.
2. Freud's Psycho - analytic theory of personality - Psycho analysis - A theories personality - The structure Dynamic and Development of Personality - Major concepts and summary - Post Freudian theories of personality - A review.
3. Behavioral approaches to personality - Understanding of learning theory and Skinner's operant conditioning - Stimulus Response theory and overall evaluation Social learning theory - Bandura and Mischel.
4. Humanities - Existential Approaches to personality - Roger's person centered theory - The fully functioning personality - the human potential movement - views of Goldstein Maslow-Kelly.
5. Trait approaches to personality - The trait theory of G.W.Allport - the trait type Factor analytic theory of H.J.Eysenok - the trait factor analytic approach of R.B. Cattell - Clinical applications of Cattell's theory.

REFERENCE BOOKS:

1. J.P. Guilford: Personality Mc. Graw-Hill book Company, New York, 1959.
2. Jaris, Irving and others: Personality, Dynamics, Development and Assessment, New York, 1969.
3. E.B. Hurlock: Personality Development, Tata Mc. Graw Hill Publications Company, New Delhi, 1976.
4. W. Mischel: Introduction to personality, Second Edition, Holt, Rinehart and Winston, New York, 1976.
5. E. Jerry Phares: Introduction to personality: Charles e. Marril Publishing Company, 1984.
6. Perwin: Personality, Theory, Assessment and Research, 3^rd Edition, John Willey and sons, INC, New York, 1980.

PAPER - II : COUNSELLING PSYCHOLOGY - THEORY AND PRACTICE

I. INTRODUCTION:

1. What is counseling.
2. Historical origins and current status
3. Counselling as a helping profession goals of counselling
4. Goals and expectancies in counselling.

II. THE COUNSELLOR AND COUNSELLER CHARACTERISTICS:

1. What is a counsellor roles and functions.
2. Counsellor attitudes and skills - portrait of an effective counselor.
3. Characteristics of counsellor - Developmental determinants the client personality as a factor counsellor concerns.
4. Legal and ethical considerations in counselling.

III. COUNSELLING PROCESS - I :

1. The counselling set up - influence of external conditions.
2. Phases of counselling.
3. Structuring the counseling relationship - Degree of lead by counsellor - listening.

IV. COUNSELLING PROCESS - II :

1. Verbal techniques
2. Non-verbal techniques
3. Handling transference and resistance
4. Group counselling
5. Evaluation in counselling

V. INTRODUCTION TO SOME THEORETICAL APPROACHES:

1. Psycho analytically oriented counselling - Frued
2. Learning theory approaches - Dollard and miller wolpe Rotter.
3. Rational and Phenomenological approaches, Williams and Rogers.

VI. SPECIAL AREAS OF COUNSELLING:

1. Counselling needs of various groups - Children adolescents, adults and the aged.
2. Special youth problems
3. Marriage counsellings
4. Counselling the Physically and socially handicapped
5. Counselling the elderly

VII. CHILD COUNSELLING ETIOLOGY & SYMPTOMS OF BEHAVIOUR PROBLEMS:

1. Basic goals of child counselling
2. Role of reading practices in behaviour development
3. Role of schools of cultural environment in problems behaviour generations
4. Some common behaviour problems in children

CHILD COUNSELLING - II

VIII. HANDLING PROBLEMS BEHAVIOUR IN CHILDREN:

1. Anxiety reduction
2. Behaviour therapy
3. Play activity therapy
4. Parent counselling
5. Parents Psycho agents therapeutic

IX. SOME SPECIAL AREAS OF CHILD COUNSELLING

1. Handling disorders of speech
2. Functional and psychosomatic elements
3. Juvenile delinquency
4. Ensuring mental hygiene

REFERENCE BOOKS:

1. Shertzer, B.S. Stone: Fundamental of Counselling, Houghton Mifflin Co., 1968.
2. Lewis, Lewis E.C. The Psychology of counselling, H.R.W. 1974.
3. Brammer, L.H. & Schostrom, E.L.: Therapeutic Psychology, 2nd edition, prentice 1968.
4. Hansen. J.C. & Stevis, R.R. & Warker. J.R. Counselling theory and process, Allyb & Bacon, 1982.
5. Pap person C.H. Theories of counseling & Psychotherapy 2nd Edition. Harper & Row, 1973.
6. Steffles & Grant, W.H. Theories of counselling Mc. Graw, 1972.
7. Rao, S.N. Counselling psychology, Tata M.C. Graw, 1982.
8. Bangalee, M.D. Child Guidance, Sheth pubs. Bombay, 1976. ,

PAPER-III: DEVELOPMENTAL PSYCHOLOGY

1. GROWTH AND DECLINE: Principles and facts of Development. Scope of Development.
2. EARLY DEVELOPMENT: Characteristics of pre-natal development periods and Hazards. Infancy of - characteristics major adjustment, Hazards.
3. Baby Hood: Characteristics, developmental tasks, physical and physiological development and coordination, speech development emotional behaviour, Socialization and interacts sex role, morality family relationships and personality.
4. Early and later childhood: Characteristics, Physical, Physiological and skills development, development of speech and emotions, socialization and play, Social groupings, personality, sex role in family relationships school adjustment.
5. Puberty and adolescence: Criteria, Characteristics and causes of puberty, growth spurt, deviations, psychological efforts, Characteristics and Developmental tasks of adolescents physical changes, emotional changes, sex behaviour and morality, sex roles, family relationship and personality changes.
6. Adulthood: Characteristics, Developmental tasks, interests adjustment to spouse, family vacation and parenthood singleness.
7. The Middle Years: Characteristics, Developmental task physical changes and their psychological impact, mental changes, changes in interests, personal, social and vocational adjustment preparation for old age.
8. Old Age: Characteristics, developmental tasks, physical charges, psychological changes, Adjustments to self, to retirement to family singleness hazards of old age, the self personality in old age.

REFERENCE BOOKS:

1. Baltes. P.B. & Brim. O.G. Life-span development and behaviour N.Y. Academic press, Vol. I. 1978: Vol. II-1978.
2. Baltes. P.B. Reesh, H.W. & Nessel roads. J.R. Life span deve Introduction to Research methods, Menetery Calif : Books Co. 19

PAPER : IV SCHOOL PSYCHOLOGY

I. INTRODUCTION

1. Scope and objectives of school psychology
2. Role of school psychologist in school administration
3. Psychology of school administration - school and organization school as a discipline agent
4. The organization of curricular, co-curricular and extra curricular activities in the schools

II. FUNCTIONS OF SCHOOL PSYCHOLOGY

1. Offering educational guidance at the pre-school, elementary school secondary and higher secondary school.
2. Offering personal counselling service
3. Offering vocational guidance
4. School psychologists and pupil-personal - role in administration as consultant

III. MOTIVATION

1. Nature of Motivation as applied to education - role of school climate and parental rearing on pupil motivation
2. Interests, aspirations and values of pupils

IV. LEARNING

1. Nature and principles of learning - transfer of training its application
2. Methods of efficient learning
3. Programmed learning
4. Reasoning, problem solving and creativity

V. DYNAMICS OF GOOD TEACHING AND PSYCHOLOGY OF CLASS ROOM BEHAVIOUR

1. Principles of good teaching, evoking curiosity - ensuring meaning and relevance, clarity and understanding, teacher as good communicator.
2. The teacher personality, the teacher as facilitator
3. Principles of class room management - application of behavior modifications, principles in handling class room behaviour
4. Developing individual and collective responsibility – handling the “tough nuts”

VI. EDUCATIONAL GUIDANCE

1. Gaining self - understanding of one's assets and liabilities.
2. Improving study skills
3. Preparing for examinations use of learning strategies
4. Guidance in improving communication skills, social competence and self confidence.

VII. GUIDANCE IN CHOOSING A VOCATION

1. Philosophy of vocational guidance, meaning scope and need
2. Occupational information, role of parents and friends in vocational and subject choice
3. Testing Aptitudes, interests in vocational guidance
4. Theatrical view points in vocational development

VIII. GUIDANCE OF SPECIAL GROUPS

1. Guidance for the specially disadvantaged
2. Guidance for the physically and mentally/ disabled
3. Guidance for the under achiever and overachiever
4. Handling truants; dropouts, the delinquents and the excessively aggressive

IX. SPECIAL AREAS

1. Parent – Teacher Psychologist Co-ordination
2. Mental and moral hygiene programmes
3. Pupils personnel services – Sports, recreation, physical health.
4. pupils personnel services II - improving personal and social skills developing leadership

REFERENCE BOOKS:

1. White and Harries the school Psychologist Harper and Brothers publishers, New York, 1961.
2. Strong, R. and Horries, G. Guidance in the class room, Macriven, 1964.
3. Montensen, G.G. and Schmuler, A.M. : Guidance in Today's schools 2nd Ed. Willey, 1966
4. Hill, G.E. : Management and Improvement of Guidance, A.C.C. 1966.
5. Robinson, F.P.: Effective Study, 4th Ed. Harper and Row, 1970.
6. SHERTZER AND STONE: Fundamentals of Guidance, Houghton, Mifflin, 2nd Ed. 1971.

INDUSTRIAL AND ORGANISATIONAL PSYCHOLOGY

1. The economic, Social and psychological foundations of industrial and organizational Psychology.
2. Industrial Psychology its scope, methods, the classical Hawthorne studies.
3. Personnel selection, methods of training, Job and worker analysis methods, job families.
4. Human factors in engineering, man - machine systems. Displays in information input - Types of displays.
5. Personnel Psychology: Its relation to other fields: concern of personnel Psychology
6. Logic of selection and learning: Interview application Blank, Psychological test: ability, personality, skills and achievement.
7. Evaluation of personnel: Evaluation of manager's - effective and ineffective managers - Objective measures of productivity and project - rating scales.
8. Organizational Psychology: Life in organizations: Introduction to OB.
9. The nature of Organizations: Models of man.
10. Managerial Assumptions about human nature: Rational economic, social and self- actualization - Realisture view of human nature.
11. The nature of organizations: Composition of organizations, groups in organizations, formal and informal groups; structure and functions of groups.
12. Leadership: Theories of organizations / Managers / Leaders / motivation Theories of motivation.
13. Improving Organizational Effectiveness: Methods of Organizational Changes Changing individuals, changing organizational climate and interpersonal style.
14. Job satisfaction: Theories of Job satisfaction consumer psychology.
15. Consumer Behaviour and market research.
16. Consumer motivation: Nature of consumer motivation and buying motives.
17. Advertising Purpose and types of Advertisement: The role of communication attention demanding techniques of advertisement.
18. Sale promotion - Salemanship - Process of selling building the sale force.
19. Packaging: Essentials of packing advantages of packing and kinds of labels.
20. Branding: Functions of branding, Essentials of good brand. Types and advantages of branding.

REFERENCES:

1. Morris S Viteles: Industrial Psychology Jonathan Cape, 30 Bedford Square, London, 1955.
2. E.J. Mc. Crommick and D. Ilgen: Industrial Psychology: 7th edition prentice Hall (P) Ltd. NDR'S 1984.
3. Edgar Shein. Organizational Psychology 2nd editor prentice Hall of India (P) Ltd.
5. Porter, L.W. Lawer, W.E.E. and Hackman J.R. Behaviour in Organizations, Mc Grow Hill publishing company 1975.
6. Stephen P. Robbins organizational behaviour: 6th Edition prentice Hall of India New Delhi, 1996.
7. Shertekar: marketing and Salesman Ship, 1985.
8. C.N. Sontakkr and R.G. Deshpande: Marketing, Salesmanship and advertising New Delhi, 1979.
9. Sherlekar: Marketing Management.