

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)(Semester- III)

Paper-CCT-11

Organizational Behavior -I

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective:

This course designed for the students of human behavior, aims at understanding the behavior of individual along with other organizational assets.

Students are expected to learn not only the theoretical aspect of the course but also to familiarize themselves with the skills, techniques and their implications.

The course would create an enabling experience in the students to understand the organizational processes and its linkages the social contexts.

UNIT – I

1 Introduction:

1. Definition & meaning of OB,
2. The importance of interpersonal skills
3. What managers do? (managements function, roles & Skills)
4. Disciplines that contribute to the OB field
5. Developing an OB model
6. Identify the challenges & opportunities in OB

2 Foundations of individual behaviour:

1. Ability: intellectual, physical,
2. Biographical characteristics: gender, race, social group, tenure, religion, sexual orientation and gender identity
3. Learning : definition, theories, learning as behaviour shaping tool (A managerial tool)

3 Attitude and job satisfaction:

1. Attitudes: the main components of Attitudes
2. Does behaviour Always follows from attitudes?
3. Major Job attitudes.
4. Job satisfaction: meaning: how satisfied are people in their jobs?
5. Causes of job satisfaction
6. The impact of satisfied and dissatisfied employees on the workplace

4 Personality and Values:

1. Personality: definition, measuring personality, use of assessments in organization, personality determinants

2. Personality: the Myers-Briggs type indicator, the big five personality model
 3. Values: importance of values, terminal versus instrumental values, Generational values.
 4. Values and ethical behavior in Asian Countries (India, China, Thailand)
 5. Linking and individual's personality and values to the workplace.
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UNIT – II

5 Communication:

1. Functions of communication, The communication process,
2. Direction of communication, Interpersonal communication
3. Organizational communication
4. Choice of communication channel
5. Barriers to effective communication
6. Global implications and implications for managers

6 Basic Approaches to leadership and contemporary issues in leadership

1. What is leadership?
2. Theories of leadership: trait, behavioral, contingency, situational leadership, leader-Member Exchange(LMX), Decision theory-Vroom and Yetton's leader-participation model
3. Inspirational Approaches to leadership
4. Authentic leadership : Ethics and trust are the foundation of leadership
5. Contemporary leadership roles
6. Challenges to the leadership Construct, finding and creating effective leaders

7 Power and politics:

1. Definition of power, contrasting leadership and power
2. Bases of Power
3. Dependency: the key to Power
4. Power tactics
5. Politics: Power in action
6. Causes and consequences of political behavior
7. The ethics of Behaving politically

8 Conflict and negotiation:

1. Definition of conflict, transitions in conflict thought
2. Conflict process
3. Negotiation,
4. Global Implications

Basic Books:

1. Organizational behavior by Stephen P. Robbins, Timothy A. Judge, Seema Sanghi. 13th Edition, Pearson Prentice Hall, Delhi
2. Organizational behavior, by John W. and Keith Davis, Tata McGraw –Hill Publishing Comp. Ltd. New Delhi.
3. Organizational Behavior, by Fred Luthans, McGraw-Hill book co. New York
4. Work and organizational behaviour. By John Bratton, Militza Callinan, Carolyn Frorshaw and Peter Sawchuk, Palgrave Macmillan, New Delhi

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)(Semester- III)

Paper- CCT-12

Psychological Assessment - I

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objectives:

- i) To train students in various Psychological Assessment Techniques.
 - ii) To impart skills necessary for selecting and applying different tests for different purposes such as evaluation training, rehabilitation etc.
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UNIT-I

1. Definition of Psychological Tests.
 - i Uses and Types of Psychological Tests
 - ii Characteristics of a good test.
 - iii Precautions to be taken during Psychological test.
2. Principles of Psychological Tests.
 - i Various types of Scale
 - ii Various techniques of Sampling
3. Principles of Psychological test Construction.
 - i Various stages of test construction.
 - ii Types of Norms
4. Reliability and Validity of Test
 - i Concepts of Reliability and Validity
 - ii Various methods of Reliability
 - iii Validity and types of Validity
 - iv Concepts of nature of intelligence

UNIT-II

5. Assessment of Special Abilities
 - i Aptitudes and their assessment
 - ii Multifactor test batteries
 - iii DAT, GATB, FACT
 - iv Creativity

6. Assessment in Educational set-up
 - i Test of educational achievement
 - ii Achievement test and Aptitude test
 - iii Diagnostic Tests and criterion-referenced tests.

 7. Vocational tests and Entrance exam of higher study.
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Readings:

- i) Anastasi A. (1997) Psychological Testing, New York Macmillan Co.
- ii) Ciminear A.R. (Eds.) (1996) Handbook of Behavioural Assessment , New York, John Wiley
- iii) Cronbach L.J. (1997) , Essential of Psychological Testing, 2nd Edition, New York
- iv) Freeman F.S. (1962), Theory and Practice of Psychological Testing, 3rd Edition, New York
- v) Bexdie R.F. (1963), Testing in Guidance and Counselling , New York, MacGrawHill
- vi) Vermon P.E.(1964), Personality Assessment , A critical Survey, London
- vii) Goodenough F.L. (1960), Mental Testing, New York, Holt
- viii) Dr. K.G. Desai (2000), Manovigyanik Mapan, University Granth Nirman Board, Ahmedabad.
- ix) Mahesh Bhargava - Aadhunik Manovigyan Parikshan and Mapan , H. P. Bhargav Book House, Agra.

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)(Semester- III)

Paper-CCT-13

Advanced Social Psychology - I

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective: The objective of this course is to apprise the students with various theories and systems of psychology and to provide the theoretical base of psychology.

UNIT-I

1. Nature, scope, Methods of social Psychology, Social Psychology as a basic and applied science. Relation to Psychology, sociology and anthropology.
2. Cognition and its Social Implications, stimulus organization, Learning and Part-Whole relations, cognitive change, Social Perception.
3. Motivation, Wants, Goals and their development, effect of satisfaction and frustration of wants, Motives and Self. Major Social wants, Measurement of Wants, Group aspirations, Co-operation and Competition.

UNIT-II

4. Social systems Positions, Roles, Social Class, Caste status, systems, Measurements of social class, Social Mobility.
5. Culture and Personality, national Personality. Characteristics, subcultures, Occupational and Social class. Family, school, Peer Group, Community, Culture change.
6. Group and Organizations, Structure and Functions. Group ideology.

Readings:

1. Krech D, Crutchfield R.S. and Bellachey C.L. (1962) 'Individual in Society', New York, McGrawHill
2. Sargeant and Williamson R.C. (1966), ' Social Psychology', New York, Renali Press

3. Ray Gilbert S.A. (1951), Laboratory Manual for social Psychology , New York, American Book Co.
4. Kuppuswamy B. : (1961), 'An Introduction to Social Psychology' , Bombay, Asia Publication.
5. Dr.B.A. Parikh, Advanced Social Psychology, University Granthnirman Board, Ahmedabad.
6. Berkowitz L. (1964) Advance Experimental Social Psychology, new York, Academic Press
7. Brown Roger (1965) , Social Psychology, New York, Free Press
8. Hollander E.P. an Hunt R.G. (1963) , 'Current Perspectives in Social Psychology' , New York, Oxford
9. Klineberg O. and Christia R. (1964), Perspectives in social Psychology, New York, Holt
10. NewComb T.M., Turner R.J. and Converse P.E. (1965), ' Social Psychology' : 'A Study of Social interaction.' New York, Holt

Veer Narmad South Gujarat University, Surat.

M.A. (Psychology) - Semester-III

Paper-ECT-03 (Elective Course)

Experimental Psychology (Practicals) - I

(To Come in force from 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

Total: 100 Marks

1. Write up of experiment & performed : 20
 2. Performance : 10
 3. Practical-II (only write up) : 10
 4. Journal : 20
 5. Viva : 10
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Objectives :

This course enable the students to substantiate the theoretical concepts of various psychological phenomena

through experiments and to prepare the test administration and Interpretation.

No. : 1 : Forgetting of meaningful material indicated by immediate and long term memory (P. 211, Wrs P. 696 14 A 14 B)

No. : 2 : Problem solving (P.237, KB No. 51, P. 114, V. 228 WES, 814)

No. : 3 : to study learning under massed & distributed practice (WRS. 741, UBI P. 330)

No. : 4 : To study relative recall of completed and Uncompleted task. (WRS. 692, P.E. 389)

No. : 5 : Retroactive Inhibition (WRS. 761, U.B.I. 554, P. E. 387)

No. : 6 : Achievement motivation test

No. : 7 : Leadership test

READING :

- 1- Wood worth R.S, and Scholsberg H. Experimental Psychology, New York, (1954)
- 2- Osgood C.E. Method and theory of experimental Psychology New York, Oxford University Press (1953)
- 3- Postman leo and Egan J.D. Experimental psychology an Introduction, New York, Harper (1949)
- 4- Andrews T.G. Methods of Psychology New York, Wiley (1948)
- 5- Munn N.L. Laboratory method in general experimental Psychology New York, Houghton Mifflin (1938)
- 6- Tinker M.A. and Russell W.A. An Introduction to method in Experimental Psychology New York, Appleton century crafts (1938)
- 7- Dashiell J.E. Manual of experimental psychology, New York, Houghton Miffling (1931)
- 8- Bugelski B.R. A first course in experimental psychology New York, Henry Holf (1956)
- 9- Prof. S.C. Kanawala (1995), “Prayogik Manovigyan: Sidhdhanto ane Prayogpothi”, University Granthnirman Board, Ahmedabad.

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)(Semester- III)

Paper-ECT-03 (Elective Course)

Personality Theories - I

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective: The objective of this course is to apprise the students with various theories and systems of psychology and to provide the theoretical base of psychology.

UNIT – 1

1. Background of Personality theories.
2. Psychoanalytic theory of Personality – Sigmund Freud
3. Personality theory of ‘Carl Jung’.
4. Personality theory of Individual Psychology – Alfred Adler.

UNIT-II

5. Organismic theory of Personality: Kurt Goldstain
6. Maslow’s theory Personality
7. Trait theory of Personality : Gorden Allport
8. Personality theory of Kurt Lewin
9. New direction of Personality Psychology.

Readings:

1. Liebert R.M. & Spiegler M.D., ‘Personality : Strategies and issues’ . Pacific Grove California Brooks / Cole Publishing Company
2. Biscoff L.J. (1970); Interpreting personality Theories. NewYork, Harper & Roe
3. Hall C.S. & Lindzey G., (1978) , Theories of Personality, 3rd Edition NewYork, J. Wiley & Sons.
4. Hjelle L.A. & Zeigler D.J. (1991), “ Personality Theories : Basic Assumptions, Research & Publications. “; 2nd Edition, International Student Edition, McGrawHill, International Book Co.
5. Pervin L.A. (1975), “ Personality Theory, Assessment and Research” . 2nd Edition, NewYork, Wiley International Edition.

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)

SEMESTER – III

Paper- (ICT-03)

Consumer Psychology

(In force from-June : 2010-11)

University Marks: 70 Marks

Internal : 30 Marks

Total Marks: 100 Marks

1. Introduction-definition, field, development and uses of the Consumer Psychology
2. Methods of study-survey, questionnaire, interview, methods of examine effectiveness of advertisement, mechanical tools, product testing method, motivation research methods
3. Advertisement and measurement of effects of advertisement programme
 - meaning and importance of advertisement
 - methods of measurement of effectiveness of advertisement
 - suggestion in advertisement
 - motivation in advertisement
 - application in advertisement
 - factors of attention & memory in advertisement
4. Consumer behaviour and learning process
 - meaning of learning, theories of learning process
5. Perception-integration in perception, stimulation threshold,
 - personal factors in perception, perceptual mapping
 - perceived risk and related factors, attribution process

-Importance of

Reference Books:

i) The Psychology of Consumer Behavior.

Author: Brian Mullen , Craig Johnson , Publisher: Lawrence Erlbaum Associates.

ii) Values, Lifestyles and Psychographics.

Authors: Lynn R. Kahle , Larry Chiagouris ,Publisher: Lawrence Erlbaum Associates.

iii) Selling to a Segmented Market: The Lifestyle Approach.

Author: Chester A. Swenson

Publisher: Quorum Books. Place of Publication: New York.

iv) Advertising Exposure, Memory and Choice.

Authors: Andrew A. Mitchell .

Publisher: Lawrence Erlbaum Associates.

Place of Publication: Hillsdale, NJ. Publication Year: 1993.

v) Attention, Attitude and Affect in Response to Advertising.

Authors: Eddie M. Clark , Timothy C. Brock , David W. Stewart.

Publisher: Lawrence Erlbaum Associates.