

Veer Narmad South Gujarat University, Surat

M.A. Psychology(Semester- IV)

Paper- CCT-16

Organizational Behavior-II

(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 Perception and individual decision Making:

1. Perception : meaning, factors that influence perception,
2. Person perception: Making judgments about others
3. The link between perception and individual decision making
4. Decision making in organizations
5. Influences on decision making: individual differences and organizational constraints
6. Ethics in decision making

2 Motivation: concepts and from concepts to applications:

1. Defining motivation, early theories of motivation, and Contemporary theories of motivation.
2. Motivational theories Implications for Managers
3. Motivation by job Design: the job characteristics Model
4. Jobs redesign: Job rotation, Job enlargement Job enrichment
5. Alternative Work arrangements: flextime, Job sharing, telecommuting,
6. Ability and opportunity
7. Employee involvement
8. Using rewards to Motivate employees (piece rate pay, merit based pay, bonuses, skill-based pay, profit-sharing plans, gain-sharing, Employees stock ownership plans, Evaluation of variable pay, flexible benefits, Intrinsic rewards)

3 Emotions and Moods:

1. What are Emotion and moods?
2. Emotional labor
3. Affective Events theory
4. Emotional intelligence
5. OB Applications of Emotions and moods

4 Foundations of group behaviour & Understanding Work teams

1. Defining and classifying groups
 2. Stages of group development
 3. Group Properties: roles, norms, status, size, and cohesiveness
 4. Group decision Making
 5. Why have team become so popular? Differences between Groups and teams
 6. Type of teams
 7. Turning individuals into team players, team building and team based work.
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UNIT – II

1 Foundations of Organization structure:

1. What is organizational structure?
2. Common organizational Designs
3. New design options
4. Why do structures differ?
5. Organizational designs and employee behaviour
6. Global implications

2 organizational culture:

1. Institutionalization: a forerunner of culture
2. What is organizational culture?
3. What do cultures do?
4. Creating and sustaining culture
5. How employees learn culture
6. Creating an ethical organizational culture
7. Creating a positive Organizational culture
8. Spirituality and organizational culture

3 Human resource policies and practices:

1. Selection practices
2. Training and development programs
3. Performance evaluation
4. Managing diversity in organizations
5. Outsourcing: challenges for HR

4 Organizational change and Stress Management:

1. Forces for change
2. Planned change
3. Resistance to change
4. Approaches to managing organizational change
5. Creating a culture for change
6. Organizational change in Indian business
7. Work stress and its management

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- IV)

Paper- CCT-17

Psychological Assessment-II

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective: 1. To train Students in various Psychological assessment techniques.

2. To impart skills necessary for selecting and applying different tests for different purposes such as evaluation training , rehabilitation ec.

UNIT-I

1. Assessment of General Abilities:

- The Binet Scales
- Stanford Binet Scales
- Binet Scales adoption in India
- The Wechsler Scales
- WAIS, WISC, WPPSI
- Clinical use of Stanford Binet and Wechsler Scales

2. Group Scales of intelligence

- Need of group Scale
- Types of group les
- Main group intelligene scales

3. Specific types of Scales

- Individual Performance tests.
- Pintner-Paterson scale
- Drever-Collins Scale
- Bhatia Performance Scales

- Tests for physical disable people
- Scale for Infants and Preschool children.

UNIT-II

4. Assessment of Interest

- Measurement of Interest.
- Types of interests.
- Strong-Campbell Interest inventory (SCII)
- Kuder-Preference Records
- Interest Inventory

5. Assessment of Attitudes and Opinion

- Definition – Uses
- Method of Attitude measurement
- Thurstone Method
- Likert Method
- Measurement of Values.

6. Assessment of Personality

- Self-Report inventories
 - Projective Techniques
 - Rorschach Ink block test
 - Thematic Apperception test
 - Rosenweig Picture Frustration Study
 - Psycho drama – Interview – Rating Scale
 - Evaluation of Projective technique
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Readings:

- i) Anastasi A. (1997) Psychological Testing, New York Macmillan Co.
- ii) Cimineor 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- IV)

Paper-CCT-18

Advanced Social Psychology - II

(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. Interpersonal response traits characteristics, Interaction with Cognition and watsns.
2. Attitudes: Nature, Characteristics, Methods of Attitudes measurement, Problems in Measuring attitudes, Formation of Attitudes, Changing Attitudes.
3. Public Opinion and its determinants.
4. Social Prejudice, Stereotypes, Relation to Motivation values, Ego and self, social Psychology in international relations.

UNIT – II

5. Leadership : Nature, Characteristics and types of leadership, Functions of leaders, Leader-follower relations.
6. Effective Group : Structural Characteristics, interactions of members, group Productivity, group cohesiveness.
7. Individual in the group, Role behavior and Personality, group Pressure and Conformity.

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-IV

Paper-ECT-04 (Elective Course)

Experimental Psychology (Practicals) - II

(To Come in force from June, 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

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.

1 : Bilateral Transfer (WRS. 741, U.B.I. 380, P.E. 440, M.NL. 343)

2 : to study the influences of repetition of task of memory. (W.R.S 707)

3 : Habit Interference (WRS. 763, MNL. 43)

4 : Accuracy and Reliability of report (VCN. 216, KP. 36)

5 : Serial position effect on verbal learning (WRS. 708)

6 : Adjustment Inventory

7 : Depression Scale

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 Mifflin (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- IV)

Paper-ECT-04 (Elective Course)

Personality Theories - II

(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. Personality Theory of Sullivan.
2. Personality theory of Karen Horney
3. Psycho-Social Personality theory of Eric Erikson.
4. Personality theory of Henry Murray.
5. A phenomenological theory of Personality, Carl Rajers.

UNIT – 2

6. Personality Theory of Eysenk
 7. Personality theory of R.B.Cattell.
 8. A social learning theory of Personality, Albert Bandura.
 9. A Cognitive theory of Personality, George Kelly.
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Readings:

1. Liebert R.M. & Spiegler M.D., Personality : Strategies and issues, Pacific Grow, California . Brooks/Cole Publishing Company.
2. Biscoff L.J. (1970) Interpreting Personality theories, New York, Harper & Roe.
3. Hall C.S. & Lindzey G. (1978), Theories of Personality, 3rd Edition, New York, J. Wiley & Sons.

4. Hjelle L.A. & Zeigler D.J. (1991), Personality theories: Basic assumptions, Research and applications, 2nd Edition, international Student Edition, McGraw Hill, International Book Co.
5. Pervin L.A. (1975), Personality Theory, Assessment and Research, 2nd Edition, New York, Wiley International Edition.
6. Sahakian N.S. (1965) , Psychology of Personality Readings in theory, Chicago, Rand Mc-Nally College Publication Co.
7. Dr.Kusumben K. Bhatt (1996), ‘Vyaktitva na Sidhdhanto’, University Granthnirman Board, Ahmedabad.
8. Aaradhana Shukla (1997), “Vyaktitva Sanpratyay Nirdharak ane Sidhdhant”, Radha Publication, New Delhi-110002

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)

SEMESTER – IV

Paper- ICT-04

Consumer Psychology

(In force from-June : 2010-11)

University Marks: 70 Marks

Internal : 30 Marks

Total Marks: 100

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1. Motivation-meaning and types, frustration and defense mechanism
-multiplicity of needs, arousal of motives, hierarchy of needs
 2. Personality-meaning, theories, Personality and market segmentation
 3. Attitude and attitude change-definition , factors of attitude
-development of attitude, function of attitude, attitude change

-application of attitude researches in marketing
 4. Group and group effects

-definition, formation, function and types of group

-conformity to the group, family and marketing

-reference group, types, affecting factors on reference group influence
 5. Culture and class-culture and its effects on consumer behaviour

-social class and affecting factors, social class and consumer behaviour

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.