

**Veer Narmad South Gujarat University, Surat.**

**M.A. (PART – II) EXTERNAL**

**PSYCHOLOGY**

**Paper-CCT-06**

**Organizational Behavior**

**(To come in force from June, 2015)**

**University Exam: 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.

**UNIT – II**

**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.

**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.

**UNIT – III****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 behaviour.
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.

**9. 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.

**UNIT – IV****10. 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.

- 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)

**11. Emotions and Moods:**

- What are Emotion and moods?
- Emotional labor.
- Affective Events theory.
- Emotional intelligence.
- OB Applications of Emotions and moods.

**12. Foundations of group behaviour & Understanding Work teams:**

- Defining and classifying groups.
- Stages of group development.
- Group Properties: roles, norms, status, size, and cohesiveness.
- Group decision making.
- Why have team become so popular? Differences between Groups and teams.
- Type of teams.
- Turning individuals into team players, team building and team based work.

**UNIT – V**

**13. Foundations of Organization structure:**

- What is organizational structure?
- Common organizational Designs.
- New design options.
- Why do structures differ?
- Organizational designs and employee behaviour.
- Global implications.

**14. Organizational culture:**

- Institutionalization: a forerunner of culture.
- What is organizational culture?
- What do cultures do?
- Creating and sustaining culture.
- How employees learn culture.
- Creating an ethical organizational culture.
- Creating a positive Organizational culture.
- Spirituality and organizational culture.

**15. Human resource policies and practices:**

- Selection practices.
- Training and development programs.
- Performance evaluation.
- Managing diversity in organizations.
- Outsourcing: challenges for HR.

**16. Organizational change and Stress Management:**

- Forces for change.
- Planned change.
- Resistance to change.
- Approaches to managing organizational change.
- Creating a culture for change.
- Organizational change in Indian business.
- Work stress and its management.

**Basic Books:**

1. Organizational behavior by Stephen P. Robbins, Timothy A. Judge, Seema Sanghi. 13<sup>th</sup> 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. (PART – II) EXTERNAL**

**PSYCHOLOGY**

**Paper-CCT-07**

**Psychological Assessment**

**(To come in force from June, 2015)**

**University Exam: 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.

**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.

**UNIT – II**

**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.

**5. Assessment of Special Abilities:**

- i Aptitudes and their assessment.
- ii Multifactor test batteries.
- iii DAT, GATB, FACT.
- iv Creativity.

**UNIT – III**

**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.**

### **8. 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.

### **UNIT – IV**

### **9. Group Scales of intelligence:**

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

### **10. Specific types of Scales:**

- Individual Performance tests.
- Pintner-Paterson scale.
- Drever-Collins Scale.
- Bhatia Performance Scales.
- Tests for physical disable people.
- Scale for Infonts and Preschool children.

### **UNIT- ३V**

### **11. Assessment of Interest:**

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

### **12. Assessment of Attitudes and Opinion:**

- Definition – Uses.
- Method of Attitude measurement.
- Thurstone Method.

- Likert Method.
- Measurement of Values.

### **13. 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.

### **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, 2<sup>nd</sup> Edition, New York.
- iv) Freeman F.S. (1962), Theory and Practice of Psychological Testing, 3<sup>rd</sup> 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.

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**M.A. (PART – II) EXTERNAL**

**PSYCHOLOGY**

**Paper-CCT-08**

**Advance Social Psychology**

**(To come in force from June, 2015)**

**University Exam: 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. Definition, Nature and Scope of Social Psychology.**

- Definition of Social Psychology.
- Nature of Social Psychology as a Science Relation to Psychology.
- Sociology and Anthropology.
- Scope of Social Psychology.

**2. Methods of Social Psychology.**

- Introspection.
- Observational Methods.
- Psychological Experimentation.
- Survey research Method.
- Sociometric Methods.
- Content Analysis.
- Cross-cultural research method.
- Projective Techniques.

**3. Cognitive Processes-Perception.**

- Cognitive World.
- Principles of Cognition.
- Social nature of perception and its different aspects.
- Person Perception.
- Errors in Person Perception.

**4. Social Aspect of Motivation.**

- Meaning and nature of motivation.



- Needs and Goals.
- Some major human wants.
- Approaches of Social motivation.

## UNIT – II

### **5. Interpersonal response traits and Self-Perception.**

- Cognitions, Needs and Inter-Personal Response.
- Some Primary interpersonal response traits.
- Inter Personal response traits and the need satisfaction.
- Self-Perception.
- Characteristics of interpersonal response traits.

### **6. Attitudes.**

- Definition and nature of attitudes.
- Attitude Structure.
- Attitude Functions.
- Determinants of attitudes.

### **7. Attitudes Measurement.**

- Theoretical basics of attitude measurement.
- Measurable attributes in attitudes.
- Characteristics of attitude scales.
- Types of items.
- Methods of attitude measurement.
- Reliability and Validity of the Scales.
- Measurement by rating.
- Survey interview.
- Limitations in attitude measurement.

### **8. Attitude Change.**

- Types of situations in attitude change.
- Source Variables in attitude change.
- Message factors in attitude change.
- Channel factors in attitude change.
- Receiver individual factors in attitude change.
- Consistency of attitude and behavior.

## UNIT – III

### **9. Prejudices.**

- Definition and nature of Prejudice.
- Are Prejudices natural or learned?
- Stages of Prejudice development.
- Determinants of Prejudice.
- Reducing methods of Prejudices.

### **10. Language and Communication.**

- Theories of Origin of language.
- Nature of Communication
- Functions of the Words.
- Language and thought.

- Semantics.
- Communication and Cognitions, needs and attitudes.
- Language and Personality.
- Language and Culture.

### UNIT-III

#### **11. Social Norms, Roles and Status.**

- Nature of Social interaction.
- Social norms-Nature of Social norms.
- Formation of Social norms.
- Social Status and Social Role.
- Roles, nature and determinants.
- Role Strain-Role conflict.
- Status and Status System.
- Social class and social environment in Indian society.
- Social mobility and status change.

#### **12. Leadership Behavior.**

- Nature of leadership.
- The emergence of leadership.
- Functions of a leader.
- Dimensions of leadership behavior.
- Psychodynamics of the leader follower relation.
- Theories of leadership
- Effects of leadership, types of leadership.
- Evaluation of leadership behavior.

### UNIT – IV

#### **13. Public Opinion.**

- Public, Opinion and Public Opinon.
- Formation of Public Opinion.
- Role of rational-irrational elements in public opinion.
- Factors in formation and change in public opinion.
- Importance and dangers of public opinion research.
- Measurement of public opinion
- Polling.
- Stability, validity and reliability of public opinion.
- Media of mass communication.

#### **14. Propaganda.**

- Meaning, nature and characteristics of propaganda.
- Techniques of Propaganda or Principles of Propaganda.
- Propaganda and language.
- Effectiveness of Propaganda.
- Protection against Propaganda.
- Protection against Propaganda.
- Need for Propaganda.

### **15. Psychological Group: Structure, Tasks and Performance.**

- Definition of a Psychological group.
- Methods of Study.
- Models of group structure.
- The characteristics of small groups, Functional analysis of groups.
- Group Cohesiveness.
- Group goals.
- Group ideology.
- Process of group formation.
- Social Organisations.
- Group effectiveness.
- Group Performance versus individual performance.

### **16. Group behaviour and the Crowd.**

- Nature and type of Crowds.
- Crowd and deindividuation.
- Elementary features of Crowd.
- Theories of Crowd behavior.
- Methods in the study of the Crowd.

### **UNIT – V**

### **17. Socialisation, Self-Concept and personality.**

- Approaches to Socialisation.
- Nature of Socialisation
- Nature of the Self-Concept.
- Culture.
- Personality and Culture.

### **18. Pro-social and antisocial behavior**

- Helpful behavior
- Aggression.
- Attraction: Linking and loving others.

### **19. Social Psychological aspects of International Relations.**

- War and international relation.
- Psychological aspect of war.
- Contribution of Psychology for Peace.

### **Readings :**

1. Krech D, Crutchfield R.S. and Bellachey C.L. (1962) Individual in Society, New York. MCGraw Hill.
2. Sargent 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.
- s4. Kuppaswami 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), 'Advanced Experimental Social Psychology,' New

York, Academic Press.

7. Brown Roger (1965), 'Social Psychology' New York, Free Press.
8. Hollender E.P. and Hunt R.G. (1963), 'Current Perspectives in Social Psychology, New York. Oxford.
9. Klineberg O. and cristia 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.

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**M.A. (PART – II) EXTERNAL  
PSYCHOLOGY**

**Paper-ECT-09 (Elective Course)**

**Personality Theories**

**(To come in force from June, 2015)**

**University Exam : 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. Background of Personality theories.
2. Psychoanalytic theory of Personality – Sigmund Freud.
3. Personality theory of ‘Carl Jung’.

**UNIT – II**

4. Personality theory of Individual Psychology – Alfred Adler.
5. Organismic theory of Personality: Kurt Goldstain.
6. Maslow’s theory Personality.
7. Trait theory of Personality: Gorden Allport.

**UNIT – III**

8. Personality theory of Kurt Lewin.
9. New direction of Personality Psychology.
10. Personality Theory of Sullivan.
11. Personality theory of Karen Horney.

**UNIT – IV**

12. Psycho-Social Personality theory of Eric Erikson.
13. Personality theory of Henry Murray.
14. A phenomenological theory of Personality, Carl Rojers.

## UNIT – V

15. Personality Theory of Eysenk.
16. Personality theory of R.B.Cattell.
17. A social learning theory of Personality, Albert Bandura.
18. A Cognitive theory of Personality, George Kelly.

### 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, 3<sup>rd</sup> Edition NewYork, J. Wiley & Sons.
4. Hjelle L.A. & Zeigler D.J. (1991), "Personality Theories: Basic Assumptions, Research & Publications. "; 2<sup>nd</sup> Edition, International Student Edition, McGrawHill, International Book Co.
5. Pervin L.A. (1975), "Personality Theory, Assessment and Research" . 2<sup>nd</sup> Edition, NewYork, Wiley International Edition.
6. Liebert R.M. & Spiegler M.D., Personality: Strategies and issues, Pacific Grow, California. Brooks/Cole Publishing Company.
7. Biscoff L.J. (1970) Interpreting Personality theories, New York, Harper & Roe.
8. Hall C.S. & Lindzey G. (1978), Theories of Personality, 3<sup>rd</sup> Edition, New York, J. Wiley & Sons.
9. Hjelle L.A. & Zeigler D.J. (1991), Personality theories: Basic assumptions, Research and applications, 2<sup>nd</sup> Edition, international Student Edition, McGraw Hill, International Book Co.
10. Pervin L.A. (1975), Personality Theory, Assessment and Research, 2<sup>nd</sup> Edition, NewYork, Willey International Edition.
11. Sahakian N.S. (1965) , Psychology of Personality Readings in theory, Chicago, Rand Mc-Nally College Publication Co.
12. Dr.Kusumben K. Bhatt (1996), 'Vyaktitva na Sidhdhanto', University Granthnirman Board, Ahmedabad.
13. Aaradhana Shukla (1997), "Vyaktitva Sanpratyay Nirdharak ane Sidhdhant", Radha Publication, New Delhi-110002

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**M.A. (PART – II) EXTERNAL**

**PSYCHOLOGY**

**Paper- (ICT-10)**

**Consumer Psychology**

**(To come in force from June, 2015)**

**University Exam: 100 Marks**

**UNIT- I**

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.

**UNIT – II**

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.
  - Importance of factors of attention & memory in advertisement.
4. Consumer behaviour and learning process.
  - meaning of learning, theories of learning process.

**UNIT – III**

5. Perception-integration in perception, stimulation threshold.
  - personal factors in perception, perceptual mapping.
  - perceived risk and related factors, attribution process.
6. Motivation-meaning and types, frustration and defense mechanism.
  - multiplicity of needs, arousal of motives, hierarchy of needs.

## UNIT – IV

7. Personality-meaning, theories, Personality and market segmentation.
8. Attitude and attitude change-definition, factors of attitude.
  - development of attitude, function of attitude, attitude change.
  - application of attitude researches in marketing.

## UNIT – V

9. 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.
10. 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.