

## DEPARTMENT OF PSYCHOLOGY

### PREAMBLE

**UG:** Programme Profile and the Syllabi of Courses Offered in the V Semester along with Evaluation Components III & IV (With effect from 2021 - 2024 Batch Onwards).

### PROGRAMME SPECIFIC OUTCOMES

PSO No.	<i>Upon completion of these courses the student would be able to</i>
<b>PSO-1</b>	Identify the Psychological Processes, Human Behaviour and Develop the Critical Thinking Ability.
<b>PSO-2</b>	Execute the Major Concepts, Theoretical Perspectives, and Fields in Psychology.
<b>PSO-3</b>	Demonstrate the Essence of Human Values through Acts of Social Commitment, and Develop Professional Ethics and Responsibilities.
<b>PSO-4</b>	Distinguish Psychological Principles to Physical, Cognitive, and Psycho-Social Interventions.
<b>PSO-5</b>	Design the Knowledge of Theories and Practice Model in the Disciplinary Domain for Community Development, Interventions with Individuals, Community-Based Knowledge and to Pursue Higher Education and Enhance Competitive Spirits.

### PROGRAMME PROFILE B.Sc. Psychology

Semester	Part	Category	Course code	Course Title	Previous Course Code	Contact Hrs/ week	Credit Min/ Max
I	I	Languages / AECC - II Tamil / Hindi / French	UTAL107/ UTAL108/ UHIL102/ UFRL102	Basic Tamil- I/ Advanced Tamil- I/ Hindi -I / French- I	UTAL105/ UTAL106/ UHIL101/ UFRL 101	5	3/4
	II	Communicative English / AECC – 1	UENL109/ UENL110	English for Communication (Stream – I)/English for Communication (Stream – II)	---	5	3/4
	III	Major Core I / DSC	UPSM101	General Psychology- I	---	6	5
		Major Core II / DAC	UPSM102	Developmental Psychology- I	---	6	5
		Allied – I / (GE)	UPSA101	Human Physiology	---	6	4
		PE	UPEM101	Professional English	---	6	4
	IV	Value Education			---	2	1
<b>TOTAL</b>						<b>36</b>	<b>25/27</b>
II	I	Languages / AECC - II Tamil / Hindi / French	UTAL207/ UTAL208/ UHIL202/ UFRL202	Basic Tamil II/ Advanced Tamil II/ Hindi II/ French II	UTAL205/ UTAL206/ UHIL 201/ UFRL 201	5	3/4

	II	Communicative / English / AECC-1	UENL209/ UENL210	English for Communication (Stream – I)/English for Communication (Stream – II)		5	3/4
	III	Major Core III / DSC	UPSM201	General Psychology-II		6	5
		Major Core IV / DSC	UPSM202	Developmental Psychology- II		5	5
		Allied – II / (GE)	UPSA201	Elementary Statistics		6	4
		PE	UPEM201	Professional English II		6	4
		Internship	UPSI201	Internship / Field work / Field Project		-	-/1 (Extra Credit)
	IV	Non-Major Elective				3	2
V	Extension activity/ Physical Education/NCC				-	1/2	
TOTAL						36	27/31
III	I	Languages / AECC – II Tamil / Hindi / French	UTAL307/ UTAL308/ UHIL302/ UFRL302	Basic Tamil I / Advanced Tamil I / Hindi I / French I	UTAL 305/ UTAL 306/ UHIL 302/ UFRL 301	5	3/4
	II	Communicative English / AECC – 1	UENL309/ UENL310	English for Communication (Stream – I)/English for Communication (Stream – II)		5	¾
	III	Major Core V / DSC	UPSM303	Social Psychology – I	UPSM 103	5	5
		Major Core VI / DSC	UPSR302	Experimental Psychology-I		5	5
		Allied-III / (GE)	UPSA301	Principles of Management		5	4
	IV	Online Course		NPTEL/ Spoken Tutorial		3	½
		Value Education				2	1
TOTAL						30	22/25
IV	I	Languages / AECC – II Tamil / Hindi / French	UTAL407/ UTAL408/ UHIL402/ UFRL402	Basic Tamil II/Advanced Tamil II/ Hindi II / French II	UTAL403/ UTAL 404	5	¾
	II	Communicative English / AECC - I	UENL409/ UENL410	English for Communication (Stream – I)/English for Communication (Stream – II)	UENL 406	5	¾
	III	Major Core VII / DSC	UPSM403	Social Psychology – II	UPSM 203	5	5
		Major Core VIII / DSC	UPSR402	Experimental Psychology-II		5	5
		Allied – IV / (GE)	UPSA401	Research Methodology	UPSM 402	5	4
		Internship	UPSI401	Internship / Fieldwork / Field Project		-	-/1 (Extra Credit)

	IV	Non-Major Elective				3	2
	IV	Soft Skill				2	1
	V	Extension activity/ Physical Education/NCC				-	-/2
TOTAL						30	23/28
V	III	Major Core XI / DSC	UPSM501	Abnormal Psychology		6	5
		Major Core X / DSC	UPSM504	Educational Psychology		6	5
		Major Core X / DSC	UPSM506	Theories of Personality	UPSM 303	6	5
		Major Elective / (DSE)	UPSO501	Consumer Behaviour	UPSM 505	5	4
			UPSO502	Human Resource Development	UPSM 603		
	Major Core XII / DSC	UPSP501	Project	UPSP 601	5	5	
	IV	Value Education				2	1
TOTAL						30	25
VI	III	Major Core XIII / DSC	UPSM601	Clinical Psychology		6	5
		Major Core XIV / DSC	UPSM602	Counselling Psychology		5	4
		Major Core XV /DSC	UPSM604	Health Psychology		6	5
		Major Core XVI	UPSM605	Positive Psychology	UPSM 503	6	6
		Major Elective / (DSE)	UPSO601	Psychological Testing & Case Conceptualization		5	4
			UPSO602	Rehabilitation Psychology			
		Comprehensive Viva Voce	UPSM606				1
		Internship	UPSI601	Internship / Field Work / Field Project (30 Hours)	-	-	- /1 (Extra Credit)
	IV	Soft Skill				2	1
	V	Extension Programme/ Physical Education/NCC					-
Extension Programme		UROX601	Rural Outreach Programme (30 Hours)	-	-	- / 1 (Extra Credit)	
TOTAL						30	26/30
GRAND TOTAL						192	148/166

### EXPERIENTIAL LEARNING (Only for Interested Students)

Course Mapping				Collaborating Agency – E.S. Hospital		
Semester	Course Code	Course Title	Assessment	Course Title	Hour/Days/ Month	Mode of Evaluation
VIZ	UPSM504	Counseling Psychology	Component III	Counseling Psychology	2 Days	Reflection
VI	UPSM601	Clinical Psychology	Component IV	Clinical Psychology	2 Days	Reflection

### ABNORMAL PSYCHOLOGY UPSM501

**Semester : V**  
**Category : Major Core X**  
**Class & Major : III B.Sc. Psychology**

**Credit : 5**  
**Hours / Week : 6**  
**Total Hours : 78**

#### COURSE OBJECTIVES

CO No.	To enable the students
CO-1	Knowledge of Psychological Theories and models for the field of Abnormal Psychology.
CO-2	Understanding of Assessment, Etiology, Symptoms, and Treatments of the major Psychological Disorders.
CO-3	Examine the impact of biological factors on the development of psychological disorders.
CO-4	Familiarity with research methods and ethical considerations appropriate for the study of abnormal psychology.
CO-5	Ability to apply course materials to case studies of individuals.

#### UNIT- I INTRODUCTION TO ABNORMAL PSYCHOLOGY AND MOOD DISORDERS **15 Hours**

Definition and Scope - Historical Conceptions - Mood Disorders – Depression - Depressive Disorders - Dysthymic Disorder - Bipolar Disorder - Bipolar I Disorder - Bipolar II Disorder - Cyclothymic Disorder – Suicide – Theories – Causes - Mental Illness and Prevention of Suicide.

#### UNIT- II ANXIETY DISORDERS AND SOMATOFORM DISORDERS **16 Hours**

DSM V and ICD Classification - Anxiety Disorders - The experience of Anxiety - Generalized Anxiety Disorder - Panic Disorder – Phobias - Obsessive Compulsive Disorder - Post Traumatic Stress Disorder- Interpretation and Treatment.

Somatoform Disorders- Pain Disorders- Somatisation Disorders- Conversion Disorders – Hypochondriasis - Body Dysmorphic Disorders.

### **UNIT- III PSYCHOTIC DISORDERS / PERSONALITY DISORDERS            16 Hours**

Symptoms – Factors – Vulnerability - Schizoaffective Disorders - Delusional Disorders - Shared Psychotic Disorder – Schizophrenia - other Personality Disorders - Causes and Treatment.

### **UNIT- IV SUBSTANCE –RELATED DISORDERS AND SEXUAL DYSFUNCTION            16 Hours**

Substance Dependence - Substance Abuse – Alcoholism - Drug Abuse - Different Drugs - Causes and Treatment.

Sexual Disorders and Gender Identity Disorder - Sexual Dysfunctions - Causes and Treatment of Sexual Dysfunctions - Paraphilias - Causes and Treatment - Sexual Variants - Sexual and Gender Variants - Gender Identity Disorder - Treatment and Prevention.

### **UNIT- V PERVASIVE DEVELOPMENTAL DISORDERS            15 Hours**

ADHD - Learning Disorders - Autism - Aspergers Syndrome - Intellectual disability - other disorders - Mental Retardation - Causes and Treatment - Eating Disorders: Anorexia Nervosa – Bulimia – Binge Eating Disorder - Causes and Treatment.

#### **Text Books**

- Barlow, D. H. & Durand, V. M. (2015). *Abnormal Psychology: An Integrative Approach* (7th Ed.,) Wadsworth. Thomson Learning. Canada.

#### **Reference Books**

- Sarason, I. G. & Sarason, B. R. (2002). *Abnormal Psychology: The Problem of Maladaptive Behaviour* (10<sup>th</sup> Ed.,) Pearson. New Delhi.
- Alloy, L. B, Riskind, J. H. & Manos, M.J. (2005) *Abnormal Psychology* (9<sup>th</sup> Ed.,). Tata McGraw Hill Publishing Company Ltd. Delhi.
- Carson and Butcher. (2010). *Abnormal Psychology* (13<sup>th</sup> Ed.,). Pearson Education. New Delhi.

#### **e-Resource**

- <https://www.verywellmind.com/what-is-abnormal-psychology-2794775>
- <https://b-ok.cc/book/2918532/1c0aad>
- <https://b-ok.cc/book/2343192/43d9dd>
- <https://b-ok.cc/book/5010968/91cfd2?dsource=recommend>
- <https://www.apa.org/pubs/journals/abn>
- <https://www.apa.org/pubs/journals/abn/sample>
- <https://www.tandfonline.com/doi/abs/10.1080/13803611.2022.2061515?journalCode=nere20>
- <https://www.researchgate.net/topic/Abnormal-Psychology/publications>
- <https://www.psychologytoday.com/us/blog/think-act-be/202105/mental-illness-is-far-more-normal-we-think>
- <https://psychiatry.org/psychiatrists/practice/dsm>

## COURSE OUTCOMES

CO No.	On completion of the course, the student will be able to	Bloom's Level
CO-1	Define the process of assessing such behaviour and the most commonly used system for classifying psychological disorders.	K1
CO-2	Explain several different theoretical perspectives on psychological disorders.	K2
CO-3	Identify the research methods used and research findings on various psychological disorders.	K3
CO-4	Analyse the causes and be able to identify the symptoms of various psychological disorders.	K4
CO-5	Determine effective treatment approaches to different psychological disorders.	K5

## EDUCATIONAL PSYCHOLOGY UPSM504

**Semester** : V  
**Category** : Major Core X  
**Class & Major** : III B.Sc. Psychology

**Credit** : 5  
**Hours / Week** : 6  
**Total Hours** : 78

## COURSE OBJECTIVES

CO No.	To enable the students
CO-1	Understand the Meaning and Importance of Educational Psychology in Enhancing the Teaching-Learning Process.
CO-2	Examine how the Science of Psychology can Inform our Understanding of Teaching and Learn in the Indian Context
CO-3	Evaluate the Various Perspectives on Learning and Motivation and their Applications to the Educational Context.
CO-4	Illustrate Effective Teaching and Learning Strategies that are Geared toward Maximizing Student Learning
CO-5	Develop Insights into the Facilitators of Learning such as Intelligence, Needs, Goals, and Self-Perceptions.

## UNIT- I INTRODUCTION TO EDUCATIONAL PSYCHOLOGY

**15 Hours**

Definition- Historical Background - Concepts and Principles of Educational Psychology - Role and Scope of Educational Psychology- Effective Teaching Methods.

## **UNIT- II MOTIVATION AND CLASSROOM MANAGEMENT**

**15 Hours**

Meaning of Motivation - Intrinsic and Extrinsic Motivation - Approaches to Understand Classroom Motivation - Motivational Techniques in Classroom Teaching - The Goals of Classroom Management - Creating A Positive Learning Environment - Characteristics of an Effective Teacher - Teacher Expectation and Students' Performance

## **UNIT- III UNDERSTANDING LEARNING PROCESS**

**16 Hours**

Understanding Learning Process – Behaviour Modification Techniques – Methods of Learning – Learning curves and Strategies – Theories of Learning – Classical Conditioning – Instrumental Learning – Hull Theory – Edward L. Thorndike Theory - Theories of Cognitive Development -Piaget, Bruner, And Vygotsky.

## **UNIT-IV CREATIVITY AND APTITUDE**

**16 Hours**

Nature and Characteristics of Creativity - Theories of Creativity – Stages of Creativity - Fostering Creativity among Children - Nature and Characteristics of Aptitude - Types of Aptitude – Stages of Creativity - Measurement of Aptitude - Utility of Aptitude Tests – Interest Concept.

## **UNIT – V DEALING WITH ABILITY DIFFERENCES AND TESTING**

**16 Hours**

Teaching Children with Mental Retardation - Learning Disability - Social Class Differences and Educational Difficulties - Attention Deficit Hyperactive Disorder.

Types of standardized tests – Intelligence Test – Personality Test - Achievement Test - Advantages, and Limitations of Standardized Test.

### **Text Book**

- Woolfolk, A.E. (2004). *Educational Psychology* (9<sup>th</sup> Ed.,). Allyn & Bacon. London / Boston.
- Gage, N. L., & Berliner, D. C. (2009) *Educational psychology* (5<sup>th</sup> Ed.,). MA: Houghton Mifflin. Boston.

### **Reference Books**

- Ormrod, J. E.(2000). *Educational Psychology: Developing Learners*. New Jersey
- Mohanty, N., Varadwaj, K. & Mishra, H.C. (2014). *Explorations of Human Nature and Strength: Practicals in Psychology*. DivyaPrakashani. Samantarapur. Bhubaneswar.

### **e-Resource**

- <https://b-ok.cc/book/830035/00a957>
- [http://elibrary.bsu.az/books\\_163/N\\_55.pdf](http://elibrary.bsu.az/books_163/N_55.pdf)
- <https://b-ok.cc/book/3519689/557777>
- <https://www.frontiersin.org/journals/psychology/sections/educational-psychology>
- <https://www.journals.elsevier.com/contemporary-educational-psychology/recent-articles>
- <https://hipatiapress.com/hpjournals/index.php/ijep/>
- <https://www.cehd.umn.edu/edpsych/research/student-dissertations/>
- <http://www.edpsycinteractive.org/edpsyindx.html>
- <https://www.allpsychologycareers.com/psychology/educational-psychology/>
- <https://www.frontiersin.org/articles/10.3389/fpsyg.2020.00439/full>

## COURSE OUTCOMES

CO No.	On completion of the course, the student will be able to	Bloom's Level
CO-1	Explain the Historical Background, Knowledge, and Skills of Effective Teachers and the Research Methods in Educational Psychology.	K1
CO-2	Organize the Implications of Motivation, Teaching, and Learning.	K2
CO-3	Identify the Various Approaches to Learning.	K3
CO-4	Outline the Knowledge of the Strategies for Effective Classroom Management.	K4
CO-5	Classify the Different Exceptionalities of Learners.	K5

## THEORIES OF PERSONALITY

UPSM506

**Semester** : V  
**Category** : Major Core X  
**Class & Major** : III B.Sc. Psychology

**Credit** : 5  
**Hours / Week** : 6  
**Total Hours** : 65

## COURSE OBJECTIVES

CO No.	To enable the students
CO-1	Describe the Historical and Cultural Context of each Personality Theory.
CO-2	Describe the Contributions of Heredity and Environment to Personality Development.
CO-3	Understand the Role of Personality Theory in Psychology and the ways in which Personality is Assessed.
CO-4	Compare and Contrast Personality Theories on the basis of Scientific Criteria.
CO-5	Apply Course Concepts to their Understanding and Interpretation of Real-Life Situations.

### UNIT - I INTRODUCTION TO THEORIES OF PERSONALITY

**13 Hours**

Meaning of Personality – Define of Personality – Determinants of Personality – Influence of Heredity and Environment – Role of Endocrine Gland - Theory and Its Relatives - Research in Personality Theory.

### UNIT - II PSYCHODYNAMIC THEORIES

**13 Hours**

Freud: Psychoanalysis- Adler: Individual Psychology - Jung: Analytical Psychology- Horny: Psychoanalytical Social Theory- Fromm: Humanistic Psychoanalysis.



### UNIT - III HUMANISTIC & EXISTENTIAL THEORIES

13 Hours

Maslow: Holistic Dynamic Theory - Maslow's view of Motivation - Self-Actualization  
- Rogers: Person-Centered Theories - May: Existential Psychology.

### UNIT- IV TRAIT & FACTOR THEORIES

13 Hours

Allport- Eysenck- Cattle-McCrae & Costa's theories

### UNIT - V LEARNING THEORIES

13 Hours

Behavioural Analysis- Skinner - Social Cognitive Theory – Bandura - Rotter & Kelly

#### Text Books

- Jess Feist Gregory J. Feist. (2008). *Theories of Personality* (7<sup>th</sup> Ed.,) McGraw-Hill Education. Europe.

#### Reference Books

- Duane P. Schultz, Sydney Ellen Schultz.(2008). *Theories of Personality*. (9<sup>th</sup> Ed.). Cengage Learning. Wadsworth.
- Calvin S. Hall Gardner, Lindzey John B. (2008). *Theories of Personality* (4<sup>th</sup> Ed.,). Campbell Wiley India Private Limited.
- Richard, M. Ryckman.(2013). *Theories of Personality*. (10<sup>th</sup> Ed.,) Cengage Learning Inc.

#### e-Resource

- [https://www.researchgate.net/publication/27827942\\_Personality\\_theories\\_and\\_models\\_An\\_overview](https://www.researchgate.net/publication/27827942_Personality_theories_and_models_An_overview)
- <https://journals.sagepub.com/doi/abs/10.1177/0098628311411785>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1188320/>
- <https://jamanetwork.com/journals/jamainternalmedicine/article-abstract/572470>
- <https://www.sciencedirect.com/science/article/abs/pii/S0191886919304933>
- <https://www.hzu.edu.in/uploads/2020/9/Theories%20of%20Personality.pdf>
- [https://kupdf.net/download/advanced-theories-of-personality\\_59b02b6cdc0d60d354568edb\\_pdf](https://kupdf.net/download/advanced-theories-of-personality_59b02b6cdc0d60d354568edb_pdf)
- <https://pdfroom.com/books/advanced-personality/kZdowb1ydM8>
- [https://babel.hathitrust.org/cgi/pt?id=uc1.\\$b397395&view=1up&seq=8](https://babel.hathitrust.org/cgi/pt?id=uc1.$b397395&view=1up&seq=8)
- <https://www.pearsonhighered.com/assets/preface/0/1/3/4/0134583957.pdf>

## COURSE OUTCOMES

CO No.	On completion of the course, the student will be able to	Bloom's Level
CO-1	Understand and Apply Classic and Contemporary Theories of Personality to Real World Situations.	K1
CO-2	Critically Examine the Major Theories and Findings of the Field of Personality Psychology.	K2
CO-3	Understand Approaches to Psychological Assessment and Psychotherapy that Relate to the Personality Theories.	K3
CO-4	Recognize the Interaction of Situational and Individual Characteristics on the Development of Personality.	K4
CO-5	Explain Personality-Related Processes that Underlie Individual Differences in Behaviour.	K5

## CONSUMER BEHAVIOR UPS0501

**Semester** : V  
**Category** : Major Elective  
**Class & Major** : III B.Sc. Psychology

**Credit** : 4  
**Hours / Week** : 5  
**Total Hours** : 65

## COURSE OBJECTIVES

CO No.	To enable the students
CO-1	Understand the Factors Influencing Consumer Buying Behaviour.
CO-2	Explain the Consumer Personality and its Cognitive Factors.
CO-3	Understand the Theoretical Perspectives Associated with Consumer Decision-Making, Including Recognizing Cognitive Biases and Heuristics.
CO-4	Differentiate Consumers, Consumer Behaviour in the Market Place and their Impact on Marketing Strategy.
CO-5	List the Applications of Consumer Behaviour.

## UNIT -I: INTRODUCTION TO STUDY CONSUMER BEHAVIOUR 14 Hours

Defining Consumer Behaviour - Consumer Roles - Scope of Allocation of Consumer Behaviour - Why Study Consumer Behaviour - History of Consumer Behaviour and the Marketing Concept - Contributing Disciplines and Application of Consumer Behaviour – Market Segmentation

**UNIT- II: THE CONSUMER DECISION MAKING PROCESS****14 Hours**

What is Consumer Decision - Consumer Decision Making Process - Levels of Consumer Decision Making - Models of Consumers: Four Views of Consumer Decision Making - Types of Decision Process

**UNIT- III: MODELS OF CONSUMER BEHAVIOUR****13 Hours**

The Economic Model - Learning Model - Psychoanalytic Model - The Sociological Model - The Howard Sheth Model of Buying Behaviour - The Nicosia Model - The Engel-Kollat-Blackwell Mode - Engel, Blackwell and Miniard (Ebm) Model.

**UNIT- IV: PSYCHOLOGICAL INFLUENCE ON CONSUMER BEHAVIOUR****11 Hours**

Personality and Self-Concept - Motivation - Consumer Learning - Consumer Perception - Consumer Attitude - Consumer Communication – Consumer Advertisement - Ethical Issues

**UNIT- V: CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS 13 Hours**

Reference Group: Nature, Types and Influences on Consumers - Family Life Cycle Stages - Nature of Household Purchases - Family Decision Making - Resolving Conflict - Social Class: Nature of Social Class - Symbols of Status - Concept of Money and Social Class - Social Class Categories - Consumer Behaviour

**Text Books:**

- Kumar, A and Singh, K. (2013). *Consumer Behaviour and Marketing Communication: An Indian Perspective*. (1st Ed.), Dreamtech Press, New Delhi.
- Gordon R. Foxall (2014). *Consumer Behaviour a Practical Guide*. (1<sup>st</sup> Ed.), Routledge. London.
- Ramesh Kumar S (2017). *Consumer Behaviour: The Indian Context*. (2<sup>nd</sup> Ed.), Pearson Education, Bengaluru.

**REFERENCES**

- Schiffman LG and Kanuk LL. (2007). *Consumer Behaviour*. (9<sup>th</sup> Ed.), Prentice-Hall of India Pvt Ltd. New Delhi. India.
- Batra Satish K and S.H.H. Kazmi. (2007). *Consumer Behaviour – Text and Cases, Excel Books*. Naraina Phase I. New Delhi. India.

**e-Resource**

- <https://www.verywellmind.com/what-is-consumer-psychology-2794899>
- <https://www.britannica.com/science/consumer-psychology>
- <https://www.emotiv.com/glossary/consumer-psychology/>
- [https://en.wikipedia.org/wiki/Consumer\\_behaviour](https://en.wikipedia.org/wiki/Consumer_behaviour)
- [https://www.researchgate.net/publication/256412209\\_Journal\\_of\\_Consumer\\_Behaviour](https://www.researchgate.net/publication/256412209_Journal_of_Consumer_Behaviour)
- [https://www.researchgate.net/publication/342876391\\_Review\\_Paper\\_on\\_Factors\\_Influencing\\_Consumer\\_Behavior](https://www.researchgate.net/publication/342876391_Review_Paper_on_Factors_Influencing_Consumer_Behavior)

- <https://onlinelibrary.wiley.com/journal/14791838>
- [https://www.jois.eu/files/Vol\\_6\\_1\\_Makarewicz.pdf](https://www.jois.eu/files/Vol_6_1_Makarewicz.pdf)
- <https://core.ac.uk/download/pdf/79125229.pdf>

## COURSE OUTCOMES

CO No.	On completion of the course, the student will be able to	Bloom's Level
CO-1	Define the Consumer Motivation and Identify its Measurements	K1
CO-2	Understand the Principal Factors that Influence Consumers as Individuals and Decision Makers with an Application to the Buying Decision Process.	K2
CO-3	Apply and Demonstrate Theories to Real-World Marketing Situations by Profiling and Identifying Marketing Segments	K3
CO-4	Appraise Models of Consumer Behaviour and Determine their Relevance to Particular Marketing Situations	K4
CO-5	Identify the Dynamics of Human Behaviour and the Basic Factors that Influence the Consumer's Decision Process	K5

## HUMAN RESOURCE DEVELOPMENT UPSO502

**Semester : V**  
**Category : Major Elective**  
**Class & Major : III B.Sc. Psychology**

**Credit : 4**  
**Hours / Week : 5**  
**Total Hours : 65**

## COURSE OBJECTIVES

CO No.	To enable the students
CO-1	Build a Perspective of Human Resource Development as Discipline Appreciating Learning.
CO-2	Learn the Skills of Developing a detailed plan for need and Implementation of HRD Program in the Organization
CO-3	Explain Human Resources Development and its theories, the difference between Education, Training, Learning and the concept of the Transfer of Learning;
CO-4	Understand Contemporary Realities of HRD and its Interface with Technology
CO-5	Evaluate the HRD Role dealing with Contemporary Challenges.

**UNIT- I HRM: INTRODUCTION****11 Hours**

Human Resource Management – Definition –Objectives – Scope – Functions of HRM. Job Analysis – Process of Job Analysis, Team Analysis – Employee Empowerment.

**UNIT- II- HR PLANNING AND SELECTION****13 Hours**

Human Resource Planning – Objectives – Process of HRP– Recruitment – Sources of Recruitment. Selection Procedure - Test and Interview - Types – Reference Check – Final Selection -Placement – Induction (Orientation).

**UNIT -III HRD AND CAREER PLANNING HRD****13 Hours**

Need – Functions – Training – Methods – Executive Development – Differences between Training and Development. Career Planning – Process – Succession Planning - Concept of Quality of Work Life (QWL).

**UNIT- IV PERFORMANCE APPRAISAL AND JOB EVALUATION****14 Hours**

Performance Appraisal – Process – Techniques – Difference between Performance Appraisal and Job Evaluation. Job Evaluation – Process – Potential Appraisal.

**UNIT -V PROMOTION AND ABSENTEEISM****14 Hours**

Promotion – Criteria – Benefits of Effective Promotion Policy, Transfer – Purpose of Transfer. Absenteeism – Causes – Measures - Labour Turnover – Separation – VRS - Retirement – Dismissal

**Text Book**

- S.S. Khanka. (2008) *Human Resource Management*. (1<sup>st</sup> Ed.,) Sulthan Chand & Sons. New Delhi.

**Reference Book**

- Dessler, G. (2009). *A framework for human resource management*, 7th ed. Pearson/Prentice Hall Publishing. New York.
- J. Jayasankar. (2018). *Human Resource management*, Margham Pub. Chennai.

**e-Resource**

- <https://b-ok.cc/book/2651962/448783>
- <https://b-ok.cc/book/3427742/74fd28?dsource=recommend>
- <https://b-ok.cc/book/3423809/d32c71?dsource=recommend>
- <https://ejop.psychopen.eu/index.php/ejop/article/view/438/438.html>
- <https://www.sacap.edu.za/blog/management-leadership/psychology-and-human-resource-management/>
- <https://www.slideshare.net/Shiromakh/role-of-psychology-in-hr>
- <https://www.slideshare.net/mahboob804/the-role-of-psychology-in-human-resources-management-by-drmahboob-khan-phd>
- <https://slideplayer.com/slide/4901845/>
- <https://www.whatishumanresource.com/human-resource-management>
- <https://onlinecounselingprograms.com/online-counseling-degrees/online-masters-in-human-resources/hr-functions/>

## COURSE OUTCOMES

CO No.	On completion of the course, the student will be able to	Bloom's Level
CO-1	Evaluate the perspective of Human Resource Development as discipline appreciating learning.	K1
CO-2	Developing skills of a detailed plan needed and demonstrate the implementation of HRD program in the organization.	K2
CO-3	Explain the role of learning in action as an individual, group and an organization in order to develop creative strategies to organizational problems.	K3
CO-4	Analyse the perspective of HRD beyond organizational realities including national HRD.	K4
CO-5	Explain the contemporary realities of HRD and its interface with technology.	K5

## III AND IV EVALUATION COMPONENTS OF CIA

Semester	Category	Course Code	Course Title	Component III	Component IV
V	Major Core XI / DSC	UPSM501	Abnormal Psychology	Assignment	Seminar
	Major Core X / DSC	UPSM504	Educational Psychology	Assignment	Seminar
	Major Core X / DSC	UPSM506	Theories of Personality	Assignment	Seminar
	Major Elective / (DSE)	UPSO501	Consumer Behaviour	Case Study	Seminar
	Major Elective / (DSE)	UPSO502	Human Resource Development	Case Study	Seminar