

IMEV1004 SOCIAL PSYCHOLOGY (3-0-0)

Course Objectives:

1. Understand the socio-cultural influences on human development and behavior
2. Exhibit the ability to work respectfully and constructively with individuals of different backgrounds, values, and experiences
3. Demonstrate the ability to integrate multicultural concepts into psychology research, theory, practice, and service to others
4. Describe key concepts, principles, and overarching themes in psychology

Module-I:

Introduction: Definition, Scope, Methods and Branches of Psychology (with special reference to Industrial/ Organization Psychology) , Major Viewpoints- Behavioristic approach, Gestalt, School, Psychoanalytic School.

Module-II:

Sensation, Attention and Perception: (a)Attributes and classification of sensation (b) Attention Determinants, Shift, Fluctuations, Distraction, (C)

Module-III:

Learning Process: Factors of Learning, Theories- Connectionism, Classical and Operant Conditioning, Programmed Learning.

Memory: Encoding, Storage, Retrieval, STM, LTM, Other types , Forgetting- its causes. **Emotion:** Reaction (types) Psychological basis.

Intelligence: Definition, Concept of IQ, Emotional Intelligence

Personality: Definition, Types, Traits, Tests

Course Outcomes:

- CO-1: Develop insight and analyse the contribution of social psychologists to the understanding of human society.
- CO-2: Evaluate effective strategies in socialization, group processes (both inter and intra-group) and helping behaviour.
- CO-3: Register the progression of theories in major areas in Social Psychology.
- CO-4: Interpret attitude formation and various methods to be used to change the attitude.
- CO-5: Interpret aspects related to social psychology.

Books:

- Atkinson, R.L., Atkinson, R.C. Smith, E.E. & Hilgard, ER: Introduction to Psychology, Harcourt Brace Java Publisher.
- Baron, R.A: Psychology: The Essential Science, Allyn and Bacon.
- Morgan, C.T., King, R.A. Weisz, J.R. and Schopler, J: Introduction to Psychology McGraw Hill
- Munn, NL, Ferland, L.D., and Freeland, P.S. : Introduction to Psychology, Oxford, IBH Publishing.
- Woodworth, R.S., & Scholberg, H: Experimental Psychology, Oxford & IBH Publishing.