

IMB 302 PSYCHOLOGY

Module-1:

1. Introduction - Definition, Scope, Methods and Branches of Psychology (with special reference to Industrial/Organizational Psychology).
2. Major Viewpoints – Behaviouristic approach, Gestalt school, Psychoanalytic perspective.

Module-2:

3. Sensation, Attention, Perception and Motivation:
 - a) Sensation - Attributes and classification of sensation,
 - b) Attention – Types, Determinants, Aspects
 - c) Perception – Characteristics, Principles of perceptual organization
 - d) Motivation- Definition, Theories – Drive, Incentive, Opponent process and optimal level theory.

Module-3:

4. Learning Process – Factors of Learning, Theories – Connectionism, Classical and Operant Conditioning, Programmed Learning.
5. Memory – Encoding, Storage, Retrieval; STM, LTM.
Forgetting –Causes, Techniques for improving memory

Module-4:

6. Emotion – Functions, Characteristics, Components, Physiological basis.
7. Intelligence - Definition, Concept of IQ, Emotional Intelligence.
8. Personality – Nature and Definition, Types, Traits, Tests, Factors, Shaping Personality, Tests.

Suggested Readings:

1. Atkinson, R.L., Atkinson, R.C., Smith, E.E. & Hilgard, ER : Introduction to Psychology , Harcourt Brace Java Publishers
2. Kumar, V.B., Goswami, S: Psychology, Himalaya Publishing House.
3. Morgan, C.T., King, R.A., Weisz, J.R. and Schopler, J : Introduction to Psychology McGraw Hill