

IMN202 :SOCIAL PSYCHOLOGY

Module-1:

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

Module-II:

Sensation, Attention and Perception :a) Attributes and classification of sensation, (b) Attention – Determinants, shift, fluctuations, distraction, c) Perception – Definition, determinants.

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.

Module-IV:

Emotion - Reaction (types), Physiological basis.

Intelligence - Definition, Concept of IQ, Emotional Intelligence.

Personality – Definition, Types, Traits, Tests.

Reference Books:

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