

VANITA VISHRAM WOMEN'S UNIVERSITY
SCHOOL OF HUMANITIES & SOCIAL SCIENCES
DEPARTMENT OF PSYCHOLOGY



VANITA VISHRAM
WOMEN'S UNIVERSITY
— SURAT —

BACHELOR OF ARTS (B.A.) HONOURS PSYCHOLOGY
PROGRAMME

under Learning Outcomes-based Curriculum Framework (LOCF)
for Under Graduate (UG) Education

SEMESTER 3

Core Courses (CC), Ability Enhancement Compulsory Courses (AECC),
Generic Elective Courses (GE)

Syllabus applicable to the students seeking admission in the following programmes
B.A. Psychology Honours under LOCF
w.e.f. the Academic Year 2022-23

VANITA VISHRAM WOMEN'S UNIVERSITY
DEPARTMENT OF PSYCHOLOGY

Lifespan Development - I

Semester	III
Subject Code	PS11050
Credits	6 (4 Theory + 2 Practical)

Course Objectives

The course aims to:

- Understand the concepts of human development and growth
- Explain theories of development with a lifespan perspective
- Explore different phases of development like infancy, childhood, and adolescence
- Learn different aspects of development like physical, emotional, social, and cognitive development of the various different phases.

Course Learning Outcomes

At the end of the course, the students will be able to:

- Remembering the concepts that are important in Human Development.
- Understanding the contributions of socio-cultural context toward shaping Human Development.
- Applying the theories and approaches significant in development to daily life.
- Evaluating the milestones in diverse domains of human development across lifestages.
- Creating an ability to decipher the key developmental challenges and issues faced in the Indian societal context.

COURSE CONTENTS

Unit 1 Foundation of Development

- Definition, difference between Development and Growth.
- Genetic & Environmental Foundation
- Prenatal Period
- Birth & Post Natal

Unit 2 Infancy & Toddlerhood

- Physical Development
- Cognitive Development
- Emotional Development
- Social Development

Unit 3 Early & Middle Childhood

- Physical Development
- Cognitive Development
- Emotional Development
- Social Development

Unit 4 Adolescence

- Physical Development
- Cognitive Development
- Emotional Development
- Social Development

Suggested Readings

- Berk, L. (2014). Development through Lifespan, 6th Edition. Pearson Publications.
- Hurlock, E. (2017). Developmental Psychology: A Lifespan Approach, 5th Edition. McGraw Hill

VANITA VISHRAM WOMEN'S UNIVERSITY
DEPARTMENT OF PSYCHOLOGY

Community Psychology

Semester	III
Subject Code	PS11060
Credits	6 (4 Theory + 2 Practical)

Course Objectives

The course aims to:

- Analyse the emergence and growth of community psychology as a discipline
- Learn various concepts of crisis intervention and consultation
- Create an understanding of the concepts and importance of mental health education
- Explore an ecological perspective towards community mental health

Course Learning Outcomes

At the end of the course, the students will be able to:

- Remembering the basic community psychology concepts and familiarizing with relevant methods.
- Understanding the concepts of social affect and affective processes including people's harming and helping behaviour.
- Applying theories of social psychology to social issues like gender, environment, health, intergroup conflicts, etc.
- Analysing how people react in social situations and evaluating them.
- Evaluating how social influence processes work, particularly the influence of others on individual behaviour and performance.
- Creating skills pertaining to mapping of social reality.

COURSE CONTENTS

Unit 1 Community Psychology

- Defining Community Psychology
- Principles of Community Psychology
- History and Factors underlying Emergence of Community Psychology
- Community Mental Health Centres

Unit 2 Crisis Intervention and Consultation

- Concept of Crisis and Crisis Intervention
- Condition and techniques of Crisis Intervention
- Definition and Types of Consultation
- Phases of Consultation Process

Unit 3 Mental Health Education

- What is Mental Health?
- Goal and Problem of Mental Health
- Attitude and Practices in Mental Health Education
- Effectiveness of Mental Health Education

Unit 4 Ecology

- Ecological Approach to Community Mental Health
- Effects of Crowding
- Ecological Psychology
- Kelly's Model of Coping

Suggested Readings

- Deb, S. et al. (2020). Community Psychology: Theories and Applications, Sage Publications
- Korchin, S. (2004). Modern Clinical Psychology: Principles of Intervention in the Clinic and Community, Pearson: New Delhi

VANITA VISHRAM WOMEN'S UNIVERSITY
DEPARTMENT OF PSYCHOLOGY
Psychology of Adjustment

Semester	III
Subject Code	PS11070
Credits	6 (4 Theory + 2 Practical)

Course Objectives

The course aims to:

- Introduce a psychological perspective to everyday adjustment
- Gain insight into different aspects of stress and its impact on adjustment
- Analyze several interpersonal relationships
- Highlight premarital and marital adjustment

Course Learning Outcomes

At the end of the course, the students will be able to:

- Remembering the concepts that are important in Adjustment psychology which aid
- Understanding the key patterns that contribute to faulty development that affect adjustment.
- Applying the theories and approaches significant in adjustment psychology to daily life.
- Evaluating the impact of different stressors and issues faced in human life.
- Creating an ability to understand key adjustment challenges and stressors faced in life.

COURSE CONTENTS

Unit 1 Introduction to Adjustment Psychology

- Definition & Nature of Adjustment
- Need of Adjustment Psychology
- Psychological Approaches to Adjustment
- Origin of Adjustment of Problem

Unit 2 Stress

- Types and Sources of Stress
- Severity of Stress
- Key Aspects of Stress
- Overcoming Stress

Unit 3 Interpersonal Relationships

- Interpersonal Relationships: Friendship & Intimacy
- Interpersonal Relationships: Dating & Marriage
- Human Sexuality: Sexual behaviours & problems
- Human Sexuality: Role of Sexes

Unit 4 Pre-marital & Marital Adjustment

- Meaning of Marriage
- Changing Pre-Marital Patterns
- Marital Relationship and Adjustment
- Marital Unhappiness and Divorce

Suggested Readings

- Grayson, J. et al. (2000). Psychology, Adjustment and Everyday Living, Prentice Osborne.
- Wietan, W. et al. (2016). Psychology Applied to Modern Life: Adjustment in the 21st Century, Cengage Learning.

VANITA VISHRAM WOMEN'S UNIVERSITY
DEPARTMENT OF PSYCHOLOGY
Social Skills Enhancement SEC 1

Semester	III
Subject Code	PS15010
Credits	4 (2 Theory + 2 Practical)

Course Objectives

The course aims to:

- Introduce the concept and types of life skills
- Develop various life skills that can help navigate different situations better
- Learn concepts of Emotional Intelligence
- Gain insights on how to analyze one's own emotional intelligence

Course Learning Outcomes

At the end of the course, the students will be able to:

- To enable students to translate knowledge, attitude and values into actual abilities.
- To strengthen their Thinking Skills, Social Skills, Personal Self-Management Skills and Emotional Skills.
- Make the students self-efficient in dealing with changes or difficulties in their life.

COURSE CONTENTS

Unit 1 Introduction to Life Skills

- What are Life Skills and Who needs life skills?
- Importance of Life Skills
- How do life skills help in an individual's development?
- Life skills as given by UNICEF and WHO

Unit 2 Types of Life Skills

- Life skills framework given by UNICEF
- Life skills recommended by WHO
- Age-specific life skills
- Situation specific skills

Unit 3 Developing Life Skills

- Objectives of life skills
- Implementation of life skills
- Maintenance of life skills
- Life skills activities - Self-awareness, Empathy, Critical thinking, Creative thinking, Decision making, Problem Solving, Effective communication, Interpersonal relationship, Coping with stress, Coping with emotions

Unit 4 Emotional Intelligence

- Introduction to Emotional Intelligence
- Characteristic Principles of Emotional Intelligence
- Life Skills Journal
- Self-Analysis

Suggested Readings

- Goleman, D. (2006). Emotional intelligence. Bantam.
- Life skills education for children and adolescents in schools: Introduction and guidelines to facilitate the development and implementation of life skills programmes. (1997).
- Global framework on transferable skills. (2019).

VANITA VISHRAM WOMEN'S UNIVERSITY
DEPARTMENT OF PSYCHOLOGY
Marketing Psychology GE 3

Semester	IV
Subject Code	PS31030
Credits	6 (4 Theory + 2 Practical)

Course Objectives

The course aims to:

- Introduce psychological perspective in the field of marketing
- Exploring several psychology principles pertaining to marketing
- Analyzing other key principles and effects that explain consumer behaviour

Course Learning Outcomes

At the end of the course, the students will be able to:

- Remembering the concepts important in marketing and psychology.
- Understanding the theories of marketing psychology and statistics in the field of psychology.
- Applying principles of marketing psychology in everyday life.
- Evaluating behavior in relation to marketing psychology.
- Creating an ability to comprehend key issues and problems related to marketing psychology

COURSE CONTENTS

Unit 1 Introduction to Marketing Psychology

- What is Marketing Psychology
- Types of Market
- Need of Marketing Psychology
- Current trends and Application

Unit 2 Psychology Principles in Psychology

- Social Psychology Compliance Techniques
- Cognitive Psychology Heuristics
- Motivation in marketing
- Personality of buyer

Unit 3 Key Principle- I

- Priming
- Reciprocity
- Decoy Effect
- Scarcity

Unit 4 Key Principle- II

- The Baader – Meinh of Phenomenon
- Loss Aversion
- Environment Effect
- Verbatim Effect

Suggested Readings

- Baron, R., Branscombe, N, Byrne, D and Bharbwaj, G. (2010). Social Psychology, 12th Edition, Pearson: New Delhi.
- Heinzen, T and Goodfriend, W. (2019). Social Psychology, Sage Publication.