

**ADI KAVI NANNAYA UNIVERSITY:RAJAHMAHENDRAVARAM****B.A Psychology Syllabus (w.e.f:2020-****Skill Enhancement Courses (SECs) for Semester -V,
From 2022-23(Syllabus-Curriculum)
Structure of SECs for Semester-V***(To choose One pair from the Four alternate pairs of SECs)*

Course No.(6&7)	Name of the Course	Sem.	CourseType (T/L/P)	Hrs./Week (Science:4+2)	Credits (Science:4+1)	Max. Marks Cont/Internal /Mid Assessment	Max. Marks Sem-End Exam
6A	Educational Psychology	V	T	4	4	25	75
	Educational Psychology Lab		L	2	1		50
7A	Educational Psychology-Applications and Skills		T	4	4	25	75
	Educational Psychology-Applications and Skills Lab		L	2	1		50
6B	Industrial and Personnel Psychology		T	4	4	25	75
	Industrial and Personnel Psychology Lab		L	2	1		50
7B	Consumer Psychology		T	4	4	25	75
	Consumer Psychology Lab		L	2	1		50
6C	Counselling Psychology		T	4	4	25	75
	Counselling Psychology Lab		L	2	1		50
7C	Psychological Disorders-Treatment methods		T	4	4	25	75
	Psychological Disorders-Treatment Methods Lab		L	2	1		50



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***Note:** FIRST and SECOND PHASES (2 spells) of APPRENTICESHIP between 1st and 2nd year and between 2nd and 3rd year (two summer vacations)

***Note:** THIRD PHASE of APPRENTICESHIP Entire 6th Semester



B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 6A	Educational Psychology	Hrs/Wk:4

1. Understanding the meaning and processes of educational psychology
2. Demonstrating an appreciation of various theoretical perspectives on cognition and learning in educational contexts.
3. Developing insights into the facilitators of learning such as intelligence, emotion, imagination, creativity and self processes.
4. Understanding the phenomena of transfer of learning and its applications.

Course Content

Unit I: Introduction

- A. Educational Psychology: Definition, Nature, Scope and importance.
- B. Methods of educational psychology- Classroom Observation -Observation Schedule preparation. Experimental method -Group Experimentation, Survey method-Survey Schedule preparation.

Unit II: Learning Process

- A. The nature of learning process: Nature of learning – and Role of maturation
- B. The process of learning -learning curves - plateaus in learning -Demonstration of learning curves

Unit III: Theories and Laws of Learning

- A. Theories and laws of learning and their educational implications: trial and error learning - learning by conditioning – learning by insight
- B. Learning of skills - Role of motivation, attention and interest in learning – kinds of motivation: extrinsic and intrinsic, achievement motivation – Methods of motivating pupils to learn.

Unit IV: Transfer of Learning

- A. Transfer of Learning: Forms of transfer – theories of transfer of learning – factors influencing transfer of learning.
- B. Transfer of Verbal and motor learning, Distribution of practice, knowledge of results.

Unit V: Individual Differences in Personality- Educational implications

- A. Personality- Nature and Educational Implications
- B. Types of personality –Type and Trait approaches
- C. Assessment of personality- Questionnaires, Inventories, Rating Scales, Projective techniques
- D. Role of School and Education in Development of personality

References:

1. S.K. Mangal (1982). Educational psychology.Prakash Brothers Educational publications, Ludhiana.
2. H.R. Bhatia (1977) A text book of educational psychology Macmillan India Ltd.
3. S.N. Rao. (1990) Educational psychology. Wiley eastern Limited.



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B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 6A	Educational Psychology Lab	Hrs/Wk:4

Conduct any Four experiments from the following:

Elevated maze- Trial and error learning

- 1 Slot maze
- 2 Step maze- Insightful learning
- 3 Interest Schedule
- 4 Study Habits & Skills Inventory
- 5 Teacher Aptitude Inventory
- 6 Transfer of learning
- 7 T-Puzzle
- 8 Mental fatigue



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B.A Psychology Syllabus (w.e.f:2020-

MODEL QUESTION PAPER
6A Educational Psychology
(w.e.f. 2022-23)

Time: 3 hours

Max.Marks: 75

PART-A

Answer Five question each question carries Five marks

5X5=25

1. Nature of educational psychology
2. Classroom Observation
3. Nature of learning
4. Discrimination
5. Law of readiness
6. Attitudes
7. Knowledge of results
8. Personality

PART-B

Answer the following Question

10X5=50

9. Explain about scope and importance of educational psychology
(or)
Briefly mention about survey method
10. Discuss the process of learning
(or)
Explain learning curves
11. Define conditioning and explain its laws
(or)
Discuss the role of motivation in learning
12. Discuss theories of transfer of learning
(or)
Discuss Transfer of Verbal and motor learning
13. Explain Types of personality
(or)
Discuss the Role of School and Education in Development of personality



B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 7A	Educational Psychology-Applications and Skills	Hrs/Wk:4

Learning Outcomes

1. Understanding Learning Disabilities, identification and role of teacher in facilitating education.
2. Identifying the mental health factors influencing learning process.
3. Understanding the impact of various skills on students learning.
4. Appreciation for various behaviour modification methods to facilitate learning.

**Syllabus (Total Hours-90 Including Teaching, Lab, Field Training, Internal Tests etc.,)
Course Content**

Unit-I: Learning Disabilities:

- A. Learning Disabilities: Concept, Definition, Meaning,
- B. Characteristics and Types of learning disabilities
- C. Identification of Learning Disabled Children. Approaches and Techniques,
- D. Role of teachers in facilitating education to Learning Disabled.

Unit-II: Adjustment and Wellbeing

- A. Adjustment and Psychological well-being. Factors Influence and promote adjustment and quality of life. Goal setting, self- concept, creativity and, optimistic life style.
- B. Stressors- examination anxiety, bullying, parental expectations, peer pressure and competition

Unit III: Assessment of skills for learning

- A. Study skills and habits- Meaning, nature, development and impact on academic success
- B. Role of Emotional Quotient and Social Quotient in education

Unit-IV : Behaviour Modification in Education

- A. Behavioural problems and their identification- Absenteeism, dropouts, under achievement
- B. Behaviour modification – Meaning and its application. Positive reinforcement, Negative Reinforcement, Punishment, Systematic desensitization, Token Economies and Extinction.

Unit V: Counselling and Guidance in Education

- A. Meaning and Scope educational counselling and guidance in education
- B. Types of counselling- Individual and group counselling
- C. Counselling Skills

References

1. Chauhan,S.S.(2004). Advanced Educational Psychology, Vikas Publishing Pvt. Ltd., Shimla.
2. Mangal, S.K. (1999). Advanced Educational Psychology and Research. Prakash Brothers Educational publications, Ludhiana.
3. Nagaraju et al (2019) Learning Assessment. Neelkamal Publications, Hyderabad.
4. Dubois, Alverson and Staley. (1998) Educational Psychology and Instructional Decisions.The Dorsey Press, Illinois USA.



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B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:1
Course: 7A	Educational Psychology-Applications and Skills Lab	Hrs/Wk:2

PRACTICUM

1. Assessing study skills of slow and advanced learners
2. Assessing study habits of school children
3. Case study in any one of the following- bullying, Examination stress, parental pressure
4. Identification of learning difficulties of children in classroom
5. Field visit – Special children/ Juvenile home



**MODEL QUESTION PAPER
7A Educational Psychology- Application and Skills**

(w.e.f. 2022-23)

Time: 3 hours

Max.Marks: 75

PART-A

Answer Five question each question carries Five marks

5X5=25

1. Learning disability
2. Autism
3. Nature of Goal setting
4. Examination anxiety
5. Study skills
6. Social Quotient
7. Behaviour modification
8. Group counselling

PART-B

Answer the following Question

10X5=50

9. Explain Characteristics and Types of learning disabilities

(or)

Briefly mention Role of teachers in facilitating education to the child with learning disability

10. Discuss the factors influence and promote adjustment

(or)

Explain Stressors in students

11. Define study habits and its impact in academic success

(or)

Discuss the role of emotional quotient in learning

12 Discuss behavioural problems of students

(or)

Discuss behaviour modification methods

13. Explain Meaning and Scope educational counselling

(or)

Discuss counseling skills



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B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 6B	Industrial and Personnel Psychology	Hrs/Wk:4

Learning outcomes:

- a. To understand the psychological, social and economic contribution in developing industrial psychology
- b. To comprehend the personal psychology and selection, interviews and evaluation.

Syllabus (Total Hours-90 Including Teaching, Lab, Field Training, Internal Tests etc.,)

Unit-I:

Industrial Psychology: Definition, Goals of industrial psychology, economic basis of industrial psychology, Social Foundations of industrial psychology, the psychological foundation industrial psychology, the classical Howthron’s studies

Unit-II :

Personnel Selection:Purpose personnel test in industry- kinds of personnel test – Training methods job analysis – Job families, Application black

Unit-III

Organizational Psychology: meaning definition of organizational psychology, models of organization – how is an organization created – utilizing and managing human resources-organizational effectiveness – survival and growth.

Unit-IV

Work motivation: Definition – process of motivation,Types of motivation,Motivation at work – theories of motivation a. Maslows, Herzberg, Vroom, X Y theories

Unit-V

Job Satisfaction: Job –attitudes – Factors related to job satisfaction importance of job satisfaction –consequences of job satisfaction – measuring job satisfaction.



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B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:1
Course: 6B	Industrial and Personnel Psychology	Hrs/Wk:2

Scale

1. Least Preferred Co-worker (LPC)
2. Job Description Index,
3. Dexterity tests ,
4. Organizational Climate Scale & Achievement motivation.

References

1. Industrial psychology, “H.L. Kaila, AITBS Publishers, india. J-5/6, Krishan Nagar, New Delhi. First ed., 2011.”
2. Industrial organizational Psychology “Dr. K. Chandraiah, Student helpline”PublishingHouse(p) Lted., Hyderabad. First ed., 2012.
3. Industrial psychology, AshishPandeyAtul Kr. Sharma, Global Academic publishers & Distributors, F-8, New Delhi. “first ed., 2012.
4. Organizational psychology, Edgar H. Schein, Prentice Hall of India, Private Limited, New Delhi. 3rd ed., 1983.



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B.A Psychology Syllabus (w.e.f:2020-

MODEL QUESTION PAPER

6B- Industrial and Personnel Psychology

(w.e.f. 2022-23)

Time: 3 hours

Max.Marks: 75

PART-A

Answer Five question each question carries Five marks

5X5=25

1. Industrial psychology
2. Personnel psychology
3. Organizational psychology
4. Work motivation
5. Job attitudes
6. Hawthorne study
7. Application blank
8. Flat structure

PART-B

Answer the following Question

10X5=50

9. a. Explain about social foundations of industrial psychology
(or)
b. Briefly mention about scope of industrial psychology
10. a. Discuss methods of personnel selection
(or)
b. Explain about application blank
11. a. Define organizational psychology and models
(or)
Discuss about organizational effectiveness
12. a. Discuss about importance of X, Y theory
(or)
b. Explain about Maslow's theory of motivation
13. a. Explain meaning of job satisfaction and techniques to improve job satisfaction
(or)
b. Discuss about measurement of job satisfaction.



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B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 7B	Consumer Behavior	Hrs/Wk:4

Syllabus (Total Hours-90 Including Teaching, Lab, Field Training, Internal Tests etc.,)

Learning outcomes:

- a. To understand concept of consumer behavior and market research
- b. To comprehend the economic, social and psychological theory of buying motives.
- c. To study the effect of advertising, scale promotion.

Unit-I Consumer Behavior: meaning of consumer behavior – importance study of consumer behavior need for developing consumer behavior

Unit-II Marketing Research : Meaning of marketing consumer behavior and marketing research --- types of market, consumer research methods: - primary Vssecondary research methods --- survey and technics --- observation method -experimental methods.

Unit-III: Consumer Motivation: nature of consumer motivation – need vs wants, buyer motivation, stages of the consumer buying process – types of consumer buying behavior.

Unit-IV : Advertising: Advertising process , types of advertising : digital – radio – online – covert – press- mobile bill board- in stores advertise, street advertise – celebrity brand roller advertising –technics of advertising – stages of advertising

Unit-V: Sales Promotion:

Strategies – sale men ship – sale process – Packing essentials of packing, advantage of packing, kinds of labeling, Branding – Function of branding – importance of branding



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B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:1
Course: 7B	Consumer Behavior Lab	Hrs/Wk:2

Practicum :

1. Consumer involvement scale,
2. purchase involvement scale,
3. Dexterity tests,
4. Work values inventories.

References :

Top Consumer behavior Dr. M.M. Prasad, Top Publications, educational publishers, chowerybaza'r, Delhi.

Industrial organizational Psychology "Dr. K. Chandraiah, Student helpline"PublishingHouse(p) Ltd., Hyderabad. First ed., 2012.



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B.A Psychology Syllabus (w.e.f:2020-

MODEL QUESTION PAPER

7B- Consumer Behavior

(w.e.f. 2022-23)

Time: 3 hours

Max.Marks: 75

PART-A

Answer Five question each question carries Five marks

5X5=25

1. Meaning consumer behavior
2. Types of market
3. Buyer motivation
4. Advertisement
5. Sale promotion
6. Survey method
7. Buyer process
8. Mobile bill board

PART-B

Answer the following Question

10X5=50

9. a. Discuss about importance of consumer behavior
(or)
b. Explain need for developing consumer behavior
10. a. Discuss about importance of market research
(or)
b.Explain types of marketing
11. a. Discuss on needs Vs wants and buyer process
(or)
b.Types of consumer behavior
12. a. Discuss various types of advertising
(or)
b. Techniques and stages of advertising
13. a. Discuss on scale man ship
(or)
b.Explain about branding and function of branding



B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 6C	Counselling Psychology	Hrs/Wk:4

SYLLABUS

Counselling Psychology

UNIT I

Introduction to Counselling – Definition, scope of counseling, goals of counseling, Areas of counseling, Differences and similarities between counselling and psychotherapy,

UNIT II

Counselling process – Counselling setup, establishing relationship, Counselling stages

UNIT III

Counseling skills – Attending behavior, listening, questioning, observation, empathy, Characteristics of effective counselors

UNIT IV

Counseling children and adolescents- Counselling children with behavioural problems, Counselling children with special needs, counseling adolescents with emotional and behavioural problems

UNIT V

Ethical issues in counseling – Ethical concepts, ethical practices and ethical principles in counseling

Reference books

1. Margaret, H, (2006), - Counselling skills and theory
2. Nelson Jones R, (1994) – The theory and practice of counselling
2. Nelson Jones R, (2005) - Introduction to counseling skills
6. Narayan rao S, (2000) - Counselling psychology



MODEL QUESTION PAPER
Course 6(c): Counselling Psychology
(w.e.f. 2022-23)

Time: 3 hours

Max.Marks: 75

Part-A

Answer any Five questions

5 X 5 = 25

1. Meaning of counselling
2. Selection of counsellors
3. Training of counsellors
4. Observation
5. Transference
6. Degree of lead
7. Counselling for suicidal
8. Teenage Counselling

PART-B

Answer the following Question

5X10=50

9. Discuss about importance of Goals of Counselling
(or)
Explain Purpose of Counselling
10. Discuss about importance Academic preparation for counselling.
(or)
Explain Ethical standards in counselling.
11. Discuss on Reciprocal inhibition technique.
(or)
Write about Counselling in India?
12. Explain Pre-counselling interview.
(or)
What are the Essential aspects of interviewing?
13. Write about Counseling in Schools.
(or)
Write about Group Counseling.



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B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:1
Course: 6C	Counselling Psychology Lab	Hrs/Wk:2

The following tests have to be conducted and report should be submitted

I a. 1. Adjustment inventory

2. Anxiety test

3. Interest inventory

4. Any personality test

Or

I b. Two case studies



B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 7C	Psychological Disorders- Treatment Methods	Hrs/Wk:4

Learning out comes

- Have working knowledge about identifying symptoms of different psychological disorders.
- Acquire basic knowledge of the various treatment methods of abnormal behavior.

Syllabus (Total Hours-90 Including Teaching, Lab, Field Training, Internal Tests etc.,)

Unit-I: Anxiety Disorders (10Hrs)

Clinical Picture, Generalized Anxiety Disorders, Phobias, OCD, Post Traumatic Stress Disorders. Treatment of Anxiety Disorders.

Unit-II Schizophrenia (10Hrs)

Clinical picture, sub types of Schizophrenia, role of genetic factors in the development of schizophrenia, Treatment of Schizophrenia.

Unit-III: Neuro developmental Disorders (10Hrs)

Clinical picture and etiology of intellectual disability, autism, ADHD.

Treatment of Neuro developmental Disorders.

Unit-IV: Mood Disorders and Suicide (10Hrs)

Major depressive disorders, Causes and treatment of Depression. Bipolar Disorders, symptoms and causes, suicide, risk factors for suicide, life events, suicide and prevention of suicide.

Unit-V: Substance induced Disorders (10Hrs)

Substance dependence and substance abuse, alcohol dependence, social and personal costs of alcoholic dependents, treatment of alcohol dependents. Other drugs – barbiturates, cocaine, amphetamines and nicotine.

References

1. Butcher, J.N. Hooly, J.M., Mineka, S. & Dwivedi, C.B. (2017). Abnormal Psychology, Pearson publishers, New Delhi, India.
2. Carson, R.C., Butcher, J.N., & Mineka Susan (2003). Abnormal Psychology and Modern Life. Pearson publishers, New Delhi, India.
3. Comer, R.J. (2015). Abnormal Psychology. Wordsworth, Newyork, USA.
4. Sarsons, I.G. and Sarsons, B.R. (2005). Abnormal Psychology. Printice Hall of India Private Limited, New Delhi.



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B.A Psychology Syllabus (w.e.f:2020-

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 7C	Psychological Disorders- Treatment Methods Lab	Hrs/Wk:4

1. Assessment of anxiety, data analysis and interpretation
2. Assessment of depression, data analysis and interpretation
3. Assessment of behavior problems of children, data analysis and interpretation
4. Field visit to disability homes, old age homes, orphanage homes, hospitals, schools for special children, delinquent homes.



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B.A Psychology Syllabus (w.e.f:2020-

MODEL QUESTION PAPER

7C- Psychological Disorders- Treatment Methods

(w.e.f. 2022-23)

Time: 3 hours

Max.Marks: 75

SECTION-A

Answer any FIVE of the following. Each question carries 5 marks

5X5=25

1. Symptoms of Generalized Anxiety Disorder
2. Types of phobias
3. Delusions and hallucinations
4. Post traumatic stress disorder
5. Substance abuse and dependence
6. Bipolar disorder
7. Autism
8. Cocaine and nicotine

SECTION-B

Answer all questions each question carries 10 marks

5X10=50

9. a.Explain the development of phobias?
(Or)
b.Discuss the treatment of Generalized Anxiety Disorder?
10. a.Discuss the symptoms and subtypes of schizophrenia?
(or)
b.Discuss the role of genetic factors in schizophrenia?
11. a.Discuss the causes of intellectual disability?
(or)
b.Describe the symptoms of ADHD
12. a.Explain the risk for suicide and the strategies to prevent it?
(or)
b.Discuss the symptoms and causes of depression?
13. a. Explain the techniques of Behavior therapy?
(or)
b. Describe the techniques of cognitive-behavior therapy?