

THIRUVALLUVAR UNIVERSITY

BACHELOR OF SCIENCE

B.Sc. PSYCHOLOGY

DEGREE COURSE

CBCS PATTERN

(With effect from 2020 - 2021)

The Course of Study and the Scheme of Examinations

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER I									
1.	I	Language	Paper-1	6	4	Tamil/Other Languages	25	75	100
2.	II	English (CE)	Paper-1	6	4	Communicative English I	25	75	100
3.	III	Core Theory	Paper-1	5	3	General Psychology-I	25	75	100
4.	III	Core Theory	Paper-2	5	3	Biological Psychology-I	25	75	100
5.	III	ALLIED -1	Paper-1	6	3	Principles of Management	25	75	100
6.	III	PE	Paper-1	6	3	Professional English I	25	75	100
7.	IV	Environmental Studies		2	2	Environmental Studies	25	75	100
		Sem. total		36	22		175	525	700
SEMESTER II							CIA	Uni. Exam	Total
8.	I	Language	Paper-2	6	4	Tamil/Other Languages	25	75	100
9.	II	English (CE)	Paper-2	6	4	Communicative English I	25	75	100
10.	III	Core Theory	Paper-3	4	3	General Psychology-II	25	75	100
11.	III	Core Theory	Paper-4	4	3	Biological Psychology- II	25	75	100
12.	III	ALLIED-1	Paper-2	6	5	Organizational Behaviour	25	75	100
13.	III	PE	Paper-2	6	3	Professional English II	25	75	100
14.	IV	Value Education		2	2	Value Education	25	75	100
15.	IV	Soft Skill		2	1	Soft Skill	25	75	100
		Sem. total		36	25		200	600	800
SEMESTER III							CIA	Uni. Exam	Total
16.	I	Language	Paper-3	6	4	Tamil/Other Languages	25	75	100
17.	II	English	Paper-3	6	4	English	25	75	100
18.	III	Core Theory	Paper-5	4	4	Developmental Psychology-I	25	75	100

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
19.	III	Core Theory	Paper-6	4	4	Health Psychology	25	75	100
20.	III	ALLIED-2	Paper-3	5	3	Statistics in Psychology	25	75	100
21.	IV	Skill based Subject	Paper-1	3	2	Stress Management	25	75	100
22.	IV	Non-major elective	Paper-1	2	2	Human resource management	25	75	100
		Sem. total		30	23		175	525	700
SEMESTER IV							CIA	Uni. Exam	Total
23.	III	Language	Paper-4	6	4	Tamil/Other Languages	25	75	100
24.	III	English	Paper-4	6	4	English	25	75	100
25.	III	Core Theory	Paper-7	4	4	Developmental Psychology-II	25	75	100
26.	III	Core Theory	Paper-8	4	4	Introduction to Theories of Personality	25	75	100
27.	III	ALLIED-2	Paper-4	5	5	Marketing Management	25	75	100
28.	IV	NMSDC : Digital Skills for Employability	Paper-2	3	2	Office Fundamentals	25	75	100
29.	IV	Non-major Elective	Paper-2	2	2	Training and Development	25	75	100
		Sem. total		30	25		175	525	700
SEMESTER V							CIA	Uni. Exam	Total
30.	III	Core Theory	Paper-9	5	4	Abnormal Psychology-I	25	75	100
31.	III	Core Theory	Paper-10	5	4	Social Psychology-I	25	75	100
32.	III	Core Theory	Paper-11	5	4	Introduction to research methodology	25	75	100
	III	Core Practical	Paper-1	7	-	Experimental Psychology I (Practical)	-	-	-
33.	III	Internal Elective	Paper-1	5	3	Guidance & Counseling Psychology	25	75	100
34.	IV	Skill based Subject	Paper-3	3	2	Communicative Skill	25	75	100
		Sem. total		30	20		125	375	500
SEMESTER VI							CIA	Uni. Exam	Total
35.	III	Core Theory	Paper-12	4	4	Abnormal Psychology-II	25	75	100
36.	III	Core Theory	Paper-13	4	4	Social Psychology-II	25	75	100
37.	III	Core Practical	Paper-1	-	3	Experimental Psychology I (Practical)	25	75	100
38.	III	Core Practical	Paper-2	6	3	Experimental Psychology-II	25	75	100

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
39.	III	Project	Paper-14	5	5	Compulsory Project (Group / Individual)	25	75	100
40.	III	Internal Elective	Paper-2	4	3	Positive Psychology	25	75	100
41.	III	Internal Elective	Paper-3	4	3	Substance Use and Counseling	25	75	100
42.	IV	Skill based Subject	Paper-4	3	2	Consumer Behaviour	25	75	100
43.	V	Extension Activities		-	1	Extension Activities	100	0	100
44.	-	NMSDC : Employability Readiness		-	-	(choose any one) • Naandi • Unnati • Quest • Izpay • IBM Skills build	-	-	-
		Sem. Total		30	28		300	600	900
		Grand total			140				4300

Part	Subject	Papers	Credit	Total Credits	Marks	Total Marks
Part I	Languages	4	4	16	100	400
Part II	Communicative English & English	4	4	16	100	400
Part III	Allied (Odd Semester)	2	3	6	100	200
	Allied (Even Semester)	2	5	10	100	200
	Electives	3	3	9	100	300
	Core	13	(3-5)	48	100	1300
	Core practical	2	(2-3)	6	100	200
	Professional English	2	3	6	100	200
	Compulsory Project (Group/Individual Project)	1	5	5	100	100
Part IV	Environmental Science	1	2	2	100	100
	Soft skill	1	1	1	100	100
	Value Education	1	2	2	100	100
	Lang. & Others /NME	2	2	4	100	200
	Skill Based	4	2	8	100	400
Part V	Extension Activities	1	1	1	100	100
	Total	43		140		4300

SECOND YEAR
SEMESTER III
CORE PAPER - 5
DEVELOPMENTAL PSYCHOLOGY - I

UNIT - I

CONCEPTION THROUGH BIRTH

Meaning of developmental changes - Significant facts about development - Developmental stages - Developmental Issues - Conception of Age - Characteristics of the Prenatal Period - How Life begins - Importance of Conception - Periods of Conception - Periods of Prenatal development - Stages of child Birth - Types of childbirth - Attitudes of significant people - Prenatal hazards & complications of low birth weight.

UNIT - II

INFANCY

Characteristics of Infancy, developmental tasks - Major adjustment of Infancy - Conditions influencing adjustment to Postnatal life - Characteristics of the Infant - Hazards of Infancy.

UNIT - III

BABYHOOD

Characteristics of Babyhood - Developmental tasks of babyhood - Physical development - Physiological development - Muscle Control - Speech development - Emotional behaviour - Socialization - Interest in Play - Development of Understanding - Beginnings of Morality - Beginnings of Sex-Role typing - Family Relationships - Personality development - Hazards and Happiness.

UNIT - IV

EARLY CHILDHOOD

Characteristics of Early Childhood - Developmental tasks - Physical development - Physiological habits - Skills of Early Childhood - Improvement in Speech - Emotions - Socialization - Play - Development of Understanding - Moral development - Common Interests - Sex-role Typing - Family Relationship - Personality development - Hazards and Happiness.

UNIT - V

LATE CHILDHOOD

Characteristics of Late Childhood - Developmental tasks - Physical development - Skills - Speech improvement - Emotions and Emotional Expressions - Social

groupings and Social behaviour - Play interest and activities - Increase in Understanding - Moral attitudes and behaviour - Interests - Sex-role Typing - Changes in Family relationships - Personality Changes - Hazards and Happiness.

Text Books:

1. Hurlock, E. (1980). *Developmental psychology*. New Delhi, India: Tata McGraw Hill Publishing Co.
2. Santrock, J. W. (1999). *Life span development* (7th ed.). New York, NY: McGraw Hill.

References:

1. Berndt, T.J. (1997). *Child development* (2nd ed.). Madison, WI: Brown & Benchmark Publishers.
2. Papalia, D.E., & Olds, S.W. (1994). *Human development* (5th ed.). New York, NY: Tata McGraw Hill.
3. Berk, C. L. (1996). *Child development* (3rd ed.). New Delhi, India: Prentice-Hall of India (Pvt) Ltd.

CORE PAPER - 6

HEALTH PSYCHOLOGY

UNIT - I

INTRODUCTION TO HEALTH PSYCHOLOGY- HEALTH BEHAVIOUR

Health psychology: Definition and Need-The biopsychosocial model- Patient Practitioner relationship- Training for a career in health psychology, Introduction to health behaviour- Factors influencing the practice of health behaviour

UNIT - II

MODELS OF HEALTH BEHAVIOUR

Changing health habits using theoretical models: Health belief model, Theory of planned behaviour, Cognitive behavioural approaches to change health behaviour, Trans theoretical model of behaviour change, Avenues for health habit modification

UNIT - III

CHRONIC ILLNESS AND PAIN

Illness Factors: Onset, Progression, Types of Symptoms, Quality of Life, Personal issues in chronic illness, Coping with chronic illness, Co management of chronic illness, Psychosocial Interventions, **Pain:** definition, types of pain, Pain control techniques, Pain management

UNIT - IV

STRESS AND COPING

Stress: definition, dimensions of stress - sources of chronic stress - **Theoretical contributions:** Lazarus's Appraisal Model, Flight or fight response, General adaptation Syndrome - Tending and Befriending Model - Coping with stress - Sources of stress.

UNIT - V

PROMOTING HEALTH BEHAVIOUR

Smoking: Effects of smoking - reasons for smoking, **Alcoholism:** effects - reasons - Interventions for reducing smoking - changing problem drinking, Management of Overweight & obesity - effects of dieting & physical activity.

Text Books:

1. Boyer, B., & Paharia, I. (2008). *Comprehensive handbook of clinical health psychology*. Edison, NJ: John Wiley & Sons.
2. Sarafino, E. (1994). *Health psychology*. Edison, NJ: John Wiley & Sons.
3. Taylor, S. (1995). *Health psychology* (6th ed.). Toronto, Canada: McGraw-Hill Ryerson.

References:

1. Marks, D., Murray, M., Evans, B., Willig, C., Woodall, C., & Sykes, C.M. (2008). *Health psychology: Theory, research and practice* (2nd ed.). New Delhi, India: Sage Publications.
2. Branmon, L., & Frist, J. (2010). *Introduction to health psychology*; New Delhi, India: Cengage Learning India Pvt Ltd.

STATISTICS IN PSYCHOLOGY

UNIT - I

INTRODUCTION TO THE STATISTICS

Meaning of statistics - Importance of Statistics in Psychology - Parameters and Estimates - Descriptive Statistics - Inferential Statistics - Variables and their types; **Levels of measurement:** Nominal Scale - Ordinal Scale - Interval Scale - Ratio Scale; **Frequency tables:** Making a Frequency Table - Frequency tables for Nominal Variables - Grouped Frequency Tables, **Frequency Graphs:** Histogram, Frequency Polygon.

UNIT - II

CENTRAL TENDENCY AND VARIABILITY

Central Tendency: The Mean - from Frequency Distributions - Assumed Mean Method - Properties of Mean. Median - Calculation of Median from Ungrouped data - Calculation of Median from a Frequency Distribution. The Mode - Calculation of Mode in a Frequency Distribution. Comparison of Mean, Median and Mode - Guidelines for the Use of Central Tendencies.

Variability: the Range - Calculation of Range - the Average Deviation - Calculation of the Average Deviation. The Semi Interquartile Range - Calculation of Q1, Q3 and Quartile Deviation. The variance and the Standard Deviation - Methods of Calculating the Variance and the Standard Deviation from Ungrouped data - Calculation of Standard Deviation from Grouped data - Calculation of Standard Deviation from Assumed Mean.

UNIT - III

THE NORMAL DISTRIBUTION AND CORRELATION

The Normal Distribution: Properties of the Normal Curve - Areas under the Normal Curve - Importance of Normal Distribution - Skewness - Kurtosis - Importance of measures of Skewness and Kurtosis. **The Correlation:** the Concept of Correlation - the Scatter Plot - the Product Moment Correlation - Calculation of Product Moment Correlation - Spearman's Rank - Difference Correlation Co-efficient - Properties of Correlation Co-efficient.

UNIT - IV

THE HYPOTHESIS TESTING AND THE INFERENTIAL STATISTICS

Hypothesis Testing: the Core logic of Hypothesis Testing - the Hypothesis Testing Process - One Tailed and Two Tailed Hypothesis Tests. Decision Errors: Type I Error - Type II Error, **Inferential Statistics:** t' Tests - the t' test for a Single Sample - the t'

test for a Dependent Means - Assumptions of Single Sample and the t' Test for a Dependent Means. The t' test for Independent Means: the Distribution of Differences between Means - Hypothesis Testing with a 't' test for Independent Means.

UNIT - V

NON-PARAMETRIC METHODS

The Chi-Square: Degrees of Freedom - Test of the Hypothesis of Normality - Calculation of the Chi-Square for 2x2 tables - Yates' Correction for Continuity - Assumptions of the Chi Square test, **The Non-parametric Methods:** Sign test - Assumptions and Uses of Sign Test - the Median Test - Run Test - the Kolmogorov and Smirnov Two Sample test - Precautions of the use of the Non-parametric tests.

Text Books:

1. Howell, D. (2012). *Statistical method for psychology* (8th ed.). Delhi, India: Cengage Learning.

References:

1. Agresti, A., & Finlay, B. (2013). *Statistical methods for the social sciences*. Hoboken, NJ: Pearson Education
2. Aron, A., Aron, E. N., & Coups, E. J. (2006). *Statistics for psychology* (4th ed.). New Delhi, India: Pearson India Education Services Pvt Ltd.
3. Heiman, G. (2013). *Basic statistics for the behavioral sciences* (7th ed.). Belmont, CA: Cengage Learning.
4. Bear, G., King, B.M., & Minium, E. W. (2008). *Statistical reasoning in psychology and education*. Bengaluru, India: Wiley India Private Limited.
5. Gupta, S.P. (1999). *Statistical methods* (3rd ed.). New Delhi, India: Sultan Chand & Sons
6. Garrett, H. E. (2006): *Statistics in psychology and education*. New Delhi, India: Paragon International Publishers.

SKILL BASED SUBJECT PAPER - 1

STRESS MANAGEMENT

UNIT - I

STRESS: MEANING AND NATURE

Nature of stress: Definition, stress response, types of stress and stressors. General Adoption Syndrome, Stress in changing world. Holistic approach to stress management: premise and nature. The power of adoption. Assessments: life stress questionnaire, poor sleep habits questionnaire and locus of control questionnaire.

UNIT - II

APPROACHES TO UNDERSTAND STRESS - I

The body and emotions components; The body-stress and chronic pain, anatomy and physiology, stress and immune system. Stress, disease connection and the dynamic of self healing. The Emotions-healthy and unhealthy emotions - anger, fear, joy and happiness; Exercises: physical symptoms questionnaire, creative altruism, stress.

UNIT - III

APPROACHES TO UNDERSTAND STRESS - II

The mind and spirit components: The Mind - ego, power of two minds, meaning in life and energy psychology. The Spirit-the neglect of human spirit and the dance of stress, spiritual potential and spiritual health. Exercises: stress-prone personality survey and stress and human spirituality.

UNIT - IV

STRESS COPING

Reframing, comic relief, assertiveness, boundaries. Effective resource management of time and money. Expressive art therapy. Creative problem solving. Exercises: Reframing: seeing from a bigger, clearer perspective, making a flicker notebook and building and maintaining personal stability, the human butterfly and the creativity project.

UNIT - V

RELAXATION TECHNIQUES

The wisdom of physical relaxation through sight, sound, smell, taste and the divine sense. The art of breathing-diaphragmatic breathing. The art of meditation - types and insightful meditation. Mental imagery, Massage therapy, Hatha yoga, Self-hypnosis and Autogenics and Nutrition. Exercises: Relaxation through five senses, breathing

clouds meditation and rainbow meditation, self-massage, surya namaaskar, self suggestion and the rainbow diet.

Text Books:

1. Seaward, B. L. (2016). Essentials of managing stress. Jones & Bartlett Publishers.

References:

2. Palmer, S and Cooper, C. (2007). How to deal with Stress. New Delhi, Kogan Page India. Pvt Lt
3. Epstein, R. (2006). The Big Book of Stress-Relief Games. New Delhi. Tata McGraw-Hill Publishing Company.

**NON-MAJOR ELECTIVE
PAPER - 1
HUMAN RESOURCE MANAGEMENT**

Objective:

The objective of the course is to familiarize students with different aspects of managing human resources in the organization through the phases of acquisition, development and retention.

UNIT - I

Nature and scope of HRM - Difference between Personnel Management and HRM
Functions of HRM - Environment of HRM - Strategic HRM.

UNIT - II

Human Resource Planning - Recruitment - Selection - Methods of Selection - Use of various tests - Interview techniques in selection - Placement.

UNIT - III

Induction - Importance - Meaning of Training and Development - Training Methods - Techniques - Identification of Training needs.

UNIT - IV

Performance Appraisal - Definition - Need for Performance Appraisal - Objectives - Process - Methods - Compensation.

UNIT - V

Transfer - Promotion and termination of services - Career development - Mentoring - HRM Audit - Nature - Benefits - Scope - Approaches

Text Books:

1. Dr. J. Jayasankar - Human Resource Management - Margham Publications
2. Dr. C.D. Balaji - Human Resource Management - Margham Publications
3. Sundar & Srinivasan J - Essentials of Human Resource Management - Vijay Nicole Imprints
4. Murugesan G - Human Resource Management - Laxmi Publications Pvt. Ltd
5. Aswathappa K - Human Resource and Personnel Management
6. Gupta C B - Human Resource Management - Sulthan Chand & Sons.

Books for Reference:

1. Memoria CB - Personnel Management
2. Subba Rao P - Human Resource Management and Industrial Relations
3. Prasad - Getting the right people - MacMillan India Ltd
4. Pattanayak - Human Resources Management - Prentice - Hall of India
5. Decenzo/Robbins - Personnel/Human Resource Management - Prentice - Hall of India
6. Saiyadain Mirza - Human Resource Management -
7. Venkataratanam - Personnel Management & Human Resources -
8. Saxena - Marketing Management - Tata McGraw Hill Pub

9. A. M. Sheikh - Human Resource Development & Management.
10. Dwivedi RS - Human Relations and Organization Behavior

SEMESTER IV

CORE PAPER - 7

DEVELOPMENTAL PSYCHOLOGY - II

UNIT - I

PUBERTY

Meaning - Characteristics - Criteria - Causes - Age - Growth spurt - Body changes - Effects of puberty changes - Hazards & Happiness.

UNIT - II

ADOLESCENCE

Characteristics - Developmental tasks - Physical change - Emotional changes - Social change - Interest - Morality - Sex interest and Behaviour - Family relationships - Personality change - Hazards & Happiness.

UNIT - III

YOUNG ADULthood

Characteristics - Developmental tasks - Changes in interest - Social Mobility - Sex role adjustments - Vocational adjustments - Marital Adjustments - Adjustment to parenthood - Adjustment to singlehood - Hazards of vocational and Marital adjustments - Success of Adjustment to adulthood.

UNIT - IV

MIDDLE AGE

Characteristics - Developmental tasks - Adjustment to physical changes and mental changes - Social Adjustment - Vocational Adjustment - Adjustment to changed family patterns - Being single - loss of a spouse - Adjustment to approaching retirement - Vocational and Marital Hazards - Adjustment to approaching old age.

UNIT - V

OLD AGE

Characteristics - Developmental tasks - Adjustment to physical changes - Change in motor and mental abilities - Changes in interests - Vocational Adjustment - Retirement - Changes in family life - loss of a spouse - Living arrangement for elderly hazards.

Text Books:

1. Hurlock, E. (1980). *Developmental Psychology*. New Delhi: Tata McGraw Hill Publishing Co.
2. Santrock, J. W. (1999). *Life span Development* (7th ed.). McGraw Hill.

References:

1. Berndt, T.J. (1997). *Child development* (2nd ed.). Madison, WI: Brown & Benchmark Pub.
2. Papalia, D. E., Olds, S. W. (1994). *Child development* (5th ed.). New York, NY: Tata Mc Graw Hill.
3. Berk, L. C. (1996). *Child development* (3rd ed.). Delhi, India: Prentice- Hall of India (Pvt) Ltd.

CORE PAPER - 8

INTRODUCTION TO THEORIES OF PERSONALITY

UNIT - I

CONCEPT, ASSESSMENT, MEASUREMENT AND RESEARCH METHODS

Personality: Definition, Meaning & Nature - Individual Uniqueness - Gender - Culture - Formal Theories - Personal Theories - Subjectivity in Personality Theories - Self-Report **Measure:** Biological Measures - Behavioral Assessment - Projective Techniques - Clinical Interviews - Online and Social Media Analysis.

UNIT - II

PSYCHOANALYTIC THEORIES

Sigmund Freud: Classical Psychoanalysis - Instincts - Structure of Mind - Psychosexual Development - Therapeutics Techniques - Free Association - Catharsis - Dream Analysis; **Carl Jung:** Analytical Psychology - Psychological Types - Collective Unconscious; **Alfred Adler:** Individual Psychology - Inferiority Feelings - Role of Birth Order.

UNIT - III

LIFE-SPAN AND TRAIT PERSPECTIVES ON PERSONALITY

Erik Erikson: Identity Formation - Ego Crises - Approaches to Trait: Lexical - Statistical - Theoretical; **Gordon Allport:** Culture - Functional Equivalence - Personal Dispositions, **Eysenck's:** Hierarchical Model of Personality, **Cattell's Taxonomy:** The 16 Personality Factor System

UNIT - IV

EXISTENTIAL - HUMANISTIC PERSPECTIVES ON PERSONALITY

Roots in Gestalt - Kurt Lewin's Field; **Martin E. P. Seligman:** Learned Helplessness and the Optimistic/ Pessimistic Explanatory Style, **Rotter:** Locus of Control theory **Maslow:** Hierarchy of Needs - Self-Actualization, **Rogers:** Growth - Inner Control - Becoming One's Self.

UNIT - V

BEHAVIORAL, COGNITIVE AND SOCIAL PERSPECTIVE ON PERSONALITY

Albert Bandura: Social-Cognitive Learning Theory- Self- System, **Skinner:** Operant Conditioning; Cognitive Style - Perceptual Mechanisms - Schema Theory - Kelly's Personal Construct Theory

Text Books:

1. Hall, C.S., Lindzey, G., & Campbell, J.B. (2007). *Theories of personality* (4th ed.). Bengaluru, India: Wiley India Private Limited.

2. Schultz, P. D., Schultz, S. E., & Schultz, S. (2012). *Theories of personality* (10th ed.). Delhi, India: Cengage Learning.

References:

1. Friedman, H. S., & Schustack, M. W. (2016). *Personality: Classic theories and modern research* (6th ed.). Boston, MA: Pearson/Allyn and Bacon.
2. Larsen, R. J., & Buss, D. M. (2018). *Personality psychology: Domains of knowledge about human nature* (6th ed.). Boston, MA: McGraw-Hill.
3. Rao, K., Paranjpe, A. C., & Dalal, A. K. (2008). *Handbook of Indian psychology*. Chennai, India: Cambridge University Press India/Foundation Books.

ALLIED - 2
PAPER - 4

MARKETING MANAGEMENT

Objectives:

To enable the students to understand the elements of the complex world of Marketing.
To impart the students the need for marketing science in the modern business world.

UNIT - I

Fundamentals of Marketing - Role of Marketing - Relationships of Marketing with other functional areas - Concept of marketing mix - Marketing Management of Product or Services - Marketing approaches - Selling - Various Environmental factors affecting the marketing functions

UNIT - II

Buyer Behavior - Buying motives - Buyer Behavior Model - Factors influencing buyer behavior - Market segmentation - Need and basis of Segmentation - Marketing strategy - Targeting - Positioning.

UNIT - III

Sales Forecasting - Various methods of Sales Forecasting - The Product - Characteristics - Classifications - Consumer goods - Industrial goods - New product development - process -Product Life Cycle - Product line and product mix decisions - Branding - Packaging.

UNIT - IV

Pricing - Factors influencing pricing decisions - Pricing objectives - Pricing policies and procedures - Pricing strategies - Channel of distribution - importance - Various kinds of marketing channels -Factors considered in Selecting Channel of Distribution.

UNIT - V

Promotion - Advertising -- Personal Selling - Sales Promotion

Text Books:

1. J.Jayasankar - Marketing - Maargham Publications
2. Essentials of Marketing - Sundar K, Vijay Nicole Imprints Pvt. Ltd.
3. Ramaswamy and Namakumari - Marketing Management , Laxmi Publications Pvt. Ltd
4. Rajan Nair - Marketing
5. C. N. Sontaki - Marketing Management

Books for Reference:

1. Varshney RL and Gupta SL - Marketing Management.
2. Dholokia - Marketing Management Cases & concepts, MacMillan I Ltd.
3. Bender - Secrets of Power Marketing.
4. Philip Kotler and Armstrong - Marketing Management
5. Saxena - Marketing Management - Tata McGraw Hill Pub

SKILL BASED SUBJECT PAPER - 2

BASICS IN COMPUTER APPLICATIONS

Objectives:

To know the fundamentals of computers

To understand how to use computer application in day to day business.

UNIT - I

Introduction - Characteristics of computers - Five Generations of computers - Classification - Computer System - Uses of Computers.

UNIT - II

Computer Architecture - CPU - Memory - Communication between various units of a computer system - Storage Devices - Magnetic Tape - Magnetic Disk - Optical Disk - CD-ROM.

UNIT - III

Input Devices - Types - keyboard - Mouse - Output Devices - Classification of Output - Printers - Plotters - Monitors.

UNIT - IV

Computer program - Developing a Program - Algorithm - Flowchart Program Testing and Debugging - Program Documentation - Types of Documentation - Characteristics of a good program - Computer Languages - Software.

UNIT - V

Internet basics - Basic internet terms - Getting connected to internet - Internet applications - Electronic Mail - How e-mail works - Searching the Web - Internet and Viruses.

Text Books:

1. Alex Leon and Mathews Leon -Computer Application in Business - Vijay Nicole Imprints Ltd.,
2. Kritka Gupta, Sunil Chauhan, Akash Saxena - Fundamentals of Computer - Laxmi Publication Pvt. Ltd
3. Raja raman - Fundamentals of Computer - Prentice Hall of India
4. P K Sinha - Fundamentals of Computer-BPH Publication
5. Arora,Ashok and Bansal Shefali -Computer Fundamentals -Excell Booka

Reference Book:

1. Introduction to computer science, ITL Education solutions limited, Pearson education.

**NON-MAJOR ELECTIVE
PAPER - 2
TRAINING AND DEVELOPMENT**

Objective:

The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

UNIT - I

Concepts of Training and development - Identifying Training Needs - Structure and Functions of Training Department - Evaluation of Training Programme - Role, Responsibilities and Challenges to Training Managers.

UNIT - II

Techniques of on the job training - Coaching - Apprenticeship - Job Rotation - Job Instruction Training - Training by Supervisors - Techniques of off the job Training, Lecturers, Conferences, Group Discussion.

UNIT - III

Concept of Career - Career Stages - Career Planning - Need - Importance - Steps in Career Planning - Career Development - Characteristics - Need - Methods of Career Planning and Development.

UNIT - IV

Management Development - Meaning - Definition - Need and importance of Management Development - Characteristics - Levels - Management Development Process and Components of MD Programme.

UNIT - V

Need for Training in India - Government Policy on Training - Training Institutes in India - Management Development Institute.

Text Books:

1. Thirumaran D, V.Santhosh - Training and Development, Takur Publishers Chennai.
2. Rolf Lynton, Udai Pareek: Training for Development, New Delhi, Sage Publications India (P) Ltd., 1990
3. Raymond Andrew Noe: Employee Training & Development, New Delhi, Tata McGraw Hiss, International Ed., 1999
4. Lynton, R Pareek, U.: Training for Development, New Delhi, Vistaar, 2nd ed., 1990

Reference Books:

1. Lalitha Balakrishnan& Gowri Ramachandran - Training & Development - Vijay Nicole Imprints Pvt. Ltd.
2. Rao PL: HRD through In-House Training, New Delhi, Vikas Publishing House (P) Ltd.,
3. Reid M.A.: Training Interventions: managing Employee Development London, IPM, 3rd ed., 1992.
4. Aggarwala, D.V., Manpower Planning, Selection, Training and Development, New Delhi, Deep & Deep Publications (P) Ltd., 1999.

THIRD YEAR

SEMESTER V

CORE PAPER - 9

ABNORMAL PSYCHOLOGY - 1

UNIT - I

INTRODUCTION AND THEORETICAL PERSPECTIVE.

Defining Abnormal Behavior - Causes of Abnormal Behavior: Necessary, Predisposing, Precipitating and Reinforcing causes, Historical views of abnormal behavior - Brief note on DSM 5 and ICD 11 classification system.

UNIT - II

MODELS OF ABNORMALITY

Biological - Psychodynamic - Behaviour - Cognitive - Humanistic - Existential, Interpersonal perspective - Bio-cultural.

UNIT - III

NEURODEVELOPMENT DISORDERS

Intellectual disability: Definition, Clinical types and Causal factor, **Autism Spectrum disorder:** Clinical Picture and Causal Factors, **Specific Learning disorder:** Clinical Picture and Causal factors, Attention Deficit /Hyperactivity disorder, Conduct Disorder, Neuro cognitive Disorder.

UNIT - IV

ANXIETY RELATED DISORDERS

Meaning - Types - Brief description with Causal factors and Treatment: Generalized Anxiety Disorders - Phobic Disorder - Post Traumatic Stress Disorder - Obsessive Compulsive Disorder - Panic Disorders

UNIT - V

SOMATIC DISORDER AND DISSOCIATIVE DISORDER

Somatic Symptoms and related disorders (SSD): Complex Somatic Symptom Disorder- Illness Anxiety Disorder- Functional Neurological Disorder, **Dissociative Disorders:** Dissociative Amnesia, Dissociative Identity Disorder, Depersonalization and Derealization Disorder -Causal factors and Treatment.

Text Books:

1. Butcher, J.N., Hooley, J. M., Mineka, S., Dwivedi, C.B. (2017). *Abnormal psychology* (16th ed.). New Delhi, India: Pearson India Education Services Private Limited.
2. Barlow, D. (2017). *Abnormal psychology and casebook in abnormal psychology* (5th ed.). Belmont, CA: Wadsworth.
3. Comer, R. (2018). *Fundamentals of abnormal psychology*. New York, NY: Worth Publishers.

References:

1. Davison, G.C., Neale, J.M & Kring, A. M. (2004). *Abnormal psychology*. (9th ed.). Marblehead, MA: John Wiley & Sons Inc.
2. Alloy, L. B., Riskind, J. H., & Manos, M.J. (2005). *Abnormal psychology*. New Delhi, India: Tata McGraw Hill pubg Co
3. Cutting, J. (1997). *Principles of psychopathology*. New York, NY: Oxford University Press

CORE PAPER - 10

SOCIAL PSYCHOLOGY - I

UNIT - I

INTRODUCTION

Definition of Social Psychology - Nature of Social Psychology - Brief History - Principles of Social Psychology - Social Psychology and Human Values - Social Psychology and Common Sense - Research Methods.

UNIT - II

THE SELF

Self-Presentation: Self-Other accuracy in predicting behaviour - Self-Presentation tactics, **Self-Knowledge:** Introspection, the self from the observer's standpoint, **Personal identity versus social identity:** the importance of the social context and others' treatment - **Social Comparison:** Self-serving biases and unrealistic optimism, **Self-esteem:** the measurement of self-esteem - the impact of migration on self-esteem - gender differences and self-esteem, **Self as a target of prejudice:** concealing one's identity and its impact on well-being - overcoming the effects of stereotype threat.

UNIT - III

SOCIAL BELIEFS AND JUDGEMENTS

Judging the social world: Perceiving the social world - Explaining the social world - Importance of social beliefs - Self-fulfilling prophecy, Cognitive social psychology, **Behaviour and Attitudes:** Conditions When Attitudes Determine Behaviour - Conditions When Behaviour Determines Attitudes- Explaining Why Behaviour Affect Attitudes, **Self presentation:** Impression Management, **Self justification:** Cognitive Dissonance- **Self perception:** Comparing the theories.

UNIT - IV

CONFORMITY, COMPLIANCE AND OBEDIENCE

Conformity: Definitions - Classic Studies on Conformity - Compliance & Obedience - Factors Predicting Conformity - Reasons for Conformity - Characteristics of people who conform - Resisting social pressures to conform, **Compliance:** Principles of compliance, Effectiveness of compliance strategies, **Obedience:** Causes & resisting the effects of destructive obedience.

UNIT - V

HELPING BEHAVIOR

Altruism and pro-social behaviour: Theoretical perspectives - By Stander Effect, **Helping:** Reasons for Helping - Conditions Governing Helping - Characteristics of People Who Help - Increasing Helping Behaviour.

Text Books:

1. Myers, D.G. & Twenge, J.M. (2017): *Social psychology* (12th ed.). New York, NY: McGraw - Hill Education.
2. Branscombe, N.R., Baron, R.A. & Kapur, P. (2017). *Social psychology* (14th ed.). Chennai, India: Pearson India Education Services Pvt. Limited.

References:

1. Myers, D.G. (2002). *Social psychology* (7th ed.). New York, NY: McGraw Hill Book Company.
2. Baron, A., & Byrne, D. (2002). *Social psychology* (10th ed.). New Delhi, India: Prentice-Hall of India.
3. Baron, A., Branscombe, N., Byrne, D., & Bhardwaj, G. (2009). *Social psychology* (12th ed.). New Delhi, India: Dorling Kindersley (India) Private Limited

CORE PAPER - 11

INTRODUCTION TO RESEARCH METHODOLOGY

UNIT - I

RESEARCH METHODOLOGY: AN INTRODUCTION

Definition - Need and Importance of psychological Research- Objectives of Research - Types of Research - The Research Process - Principles of a Good Research - Problems encountered by researchers in India.

UNIT - II

RESEARCH PROBLEM, HYPOTHESIS AND REVIEW OF LITERATURE

Research Problem: Meaning and characteristics of a problem - ways in which a problem is manifested - Types of Problems, **Hypothesis:** Meaning and characteristics of a good hypothesis - Types - Sources and Functions of Hypotheses, **Reviewing the Literature:** Purpose of Review - Sources of Review.

UNIT - III

SAMPLING

Meaning and Need for sampling - Fundamentals of sampling - Factors influencing decision to sample - Types of Sampling: Probability and Non probability - Probability Sampling: Simple random, stratified random and area cluster sampling - Non probability sampling: Quota, Accidental, Judgemental or purposive, systematic and snowball sampling

UNIT - IV

METHODS OF DATA COLLECTION

Primary data: Questionnaire and schedule - Interview - Observation as a tool of Data Collection, Difference between Participant observation and non-participant observation - Rating Scale, **Secondary data:** Sources.

UNIT - V

WRITING A RESEARCH REPORT

Meaning - General purpose of writing a research report - of a research report, Styles of writing a research report - Types of research reports - Precautions in writing research report.

Text Books:

1. McBurney, D.H. (2007). *Research methods*; New Delhi, India: Thomson Wadsworth

2. Singh, A.K. (2012). *Tests, measurements and research methods in behavioral sciences*. (5th ed.). Patna, India: B.B. Printers.
3. Zechmeister, J. S., Zechmeister, E. B., & Shaughnessy, J. J. (2001). *Essentials of research methods in psychology*. New Delhi, India: Tata McGraw-Hill Education Private Limited.

References:

1. Haslam, A.S., & McGarty, C. (2003). *Research methods and statistics in psychology*. New Delhi, India: Sage Publications.
2. Ramadass, P., & Aruni, W. A. (2009): *Research and writing across the disciplines*; Chennai, India: MJP Publishers.

CORE PRACTICAL

EXPERIMENTAL PSYCHOLOGY I (PRACTICALS)

Concepts:

1. Attention
2. Perception
3. Learning
4. Motivation & Emotion
5. Psychomotor abilities
6. Intelligence tests

- A minimum of 10 experiments should be conducted per semester
- At least one experiment from each concept should be chosen

**INTERNAL ELECTIVE
PAPER -1
GUIDANCE AND COUNSELLING PSYCHOLOGY**

UNIT - I

NATURE AND SCOPE OF GUIDANCE AND COUNSELLING

Counselling and Guidance: Meaning - Nature - Need and Functions of Guidance and Counselling - Emergence of Guidance and Counselling in India - Goals and Scope of Guidance and Counselling - Types of Counselling Services.

UNIT - II

APPROACHES TO COUNSELLING AND THE COUNSELLING PROCESS

Directive and non-directive approaches - Humanistic approach- Behaviouristic approach - Existential Approach - Eclectic Approach, **Counselling Process:** Preparation for counselling, Steps in the counselling process.

UNIT - III

PSYCHOLOGICAL TESTING AND DIAGNOSIS

Use of psychological tests in guidance and counseling - Types of psychological tests - Nature of a good psychological test - Test interpretation in counseling - Limitations of psychological tests - Diagnosis and its limitations.

UNIT - IV

COUNSELLOR QUALITIES, SKILLS AND ETHICAL RESPONSIBILITIES

Qualities of an effective counselor, **Counsellor skills:** Building Trust - Listening - Attending - Observing - Building Rapport - Demonstrating Empathy, Ethics in counselling.

UNIT - V

SPECIAL AREAS IN COUNSELLING

Family group consultation - Counseling Families Concerning Children - Counseling with Parents - Counseling the Delinquent - Marriage Counseling - Premarital Counseling - Counseling the Handicapped - Career Counseling - Adolescent Counseling- Role of Counselor in developing Good Mental Health.

Text Books:

1. Rao, N. (2013). *Counselling and Guidance*. Chennai, India: Tata McGraw Hill.
2. Gladding, S.T. (2017). *Counselling: A comprehensive profession*. Chennai, India: Pearson.
3. Gibson, R. L., & Mitchell, M. H. (2007). *Introduction to counselling and guidance* (7th ed.). Upper Saddle River, NJ: Prentice Hall.

References:

1. Nayak, A. K. (2007): *Guidance and counseling*. New Delhi, India: APH Publishing.
2. Barki, B. G., & Mukhopadhyay, B. (2008): *Guidance and counselling manual*. New Delhi, India: Sterling.
3. Kochhar, S. K. (1984). *Guidance and counselling in colleges and universities*. New Delhi, India: Sterling.

SKILL BASED SUBJECT
PAPER - 3
COMMUNICATIVE SKILL

UNIT - I

1. Meeting people
2. Exchanging greetings
3. Introducing, others, giving personal information, taking about people animals and places

UNIT - II

1. Answering telephone, asking for someone
2. Making enquiries on the phone
3. Dealing with wrong number
4. Taking and leaving messages

Books for Study and Reference:

Mastering communication skills and soft skills

N. Krishnaswamy, Manju Dariwal, Lalitha Krishnaswamy (Bloomsbury)

SEMESTER VI

CORE PAPER - 12

ABNORMAL PSYCHOLOGY II

UNIT - I

MOOD DISORDERS

Unipolar mood disorder: Biological - Psychosocial - Socio - cultural Causal factors,
Bipolar disorders: Biological - Psychosocial - Socio - cultural Causal Factors -
Treatment, **Suicide:** causes - prevention

UNIT - II

SCHIZOPHRENIA AND OTHER PSYCHOTIC DISORDERS.

Schizophrenia: Meaning - Clinical features positive symptoms - negative symptoms -
Causes - treatment - Subtypes, **Other Psychotic Disorders:** Causal Factors -
Treatment

UNIT - III

PERSONALITY DISORDER

Cluster A disorders: Meaning - types- causes- treatment, **Cluster B disorders:**
Meaning- types- causes- treatment, **Cluster C disorders:** Meaning- types- causes-
treatment.

UNIT - IV

SUBSTANCE RELATED DISORDERS

Psychoactive drugs: Meaning - types, **Concepts:** Substance Abuse – Tolerance –
Dependence - Addiction - withdrawal symptoms. **Addiction Disorders:** Alcohol
Abuse and Dependence - Drug Abuse and Drug Dependence - Causal factors -
Treatment.

UNIT - V

PREVENTION AND TREATMENT

Perspectives on Prevention - Primary, Secondary and Tertiary Prevention,
Psychological approaches to treatment: Psycho dynamic therapy - Behaviour therapy -
Cognitive and Cognitive Behavioral therapies - Humanistic and Existential therapies -
Family and Marital Therapy - Eclecticism and Integration - Indigenous systems: Yoga
and Meditation.

Text Books:

1. Butcher, J.N., Hooley, J.M., Mineka, S., & Dwivedi, C.B. (2017). *Abnormal psychology* (16th ed.). New Delhi, India: Pearson Publication.
2. Barlow, D. (2017). *Abnormal psychology and casebook in abnormal psychology*, (5th ed.). Belmont, CA: Wadsworth.
3. Comer, R. (2018). *Fundamentals of abnormal psychology*. New York, NY: Worth Publishers.

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1. Davison, G.C., Neale, J.M., & Kring, A. M. (2004). *Abnormal psychology*. (9th ed.). Malden, MA: John Wiley& Sons Inc.
2. Alloy, L.B., Riskind, J.H., & Manos, M.J. (2005). *Abnormal psychology*. New Delhi, India: Tata McGraw Hill publishing Co.
3. Cutting, J. (1997) *Principles of Psychopathology*. New York, NY: Oxford University Press.

CORE PAPER - 13

SOCIAL PSYCHOLOGY II

UNIT - I

PERSUASION

Theories of Persuasion: the central route - the peripheral route - different pathways for different purposes - Elements of Persuasion: communicator, content, channel, audience - Cults & persuasion - Resisting Persuasion: strengthening personal commitment, inoculation programs, implications of attitude inoculation.

UNIT - II

GROUP INFLUENCE:

Definition of Group - **Social Facilitation:** mere presence of others, crowding, factor, **Social Loafing:** Introduction, social loafing in everyday life, **Deindividuation:** importance of working together, diminishing self-awareness, **Group Polarization:** The risky shift phenomenon, Group influence on opinions, **Group Think:** symptoms, critiquing, preventing group think, group problem solving, **The influence of the minority:** consistency, self-confidence, deflections from majority, leadership as minority influence.

UNIT - III

PREJUDICE

Nature and Power of Prejudice - Social Sources of Prejudice - Motivational Sources of Prejudice - Cognitive Sources of Prejudice - Consequences of Prejudice - Discrimination - prejudice in action - Techniques for countering the effects of prejudice.

UNIT - IV

AGGRESSION

Aggression: Definition - Hurting Others - Theories of Aggression - Media violence - Sexual violence - Strategies to reduce Aggression.

UNIT - V

LIKING, LOVE AND OTHER CLOSE RELATIONSHIPS

Internal sources of liking others: the role of needs and emotions, **External sources of attraction:** the effects of proximity, familiarity and physical beauty- Sources of liking based on social interaction - Close relationships - foundations of social self - Divorce & the detachment process.

Text Books:

1. Myers, D.G., & Twenge, J.M. (2017). *Social psychology* (12th ed.). New York, NY: McGraw - Hill Education.
2. Branscombe, N.R., Baron, R.A. & Kapur, P. (2017). *Social psychology* (14th ed.). Chennai, India: Pearson India Education Services Private Limited.

References:

2. Myers, D. G. (2002). *Social Psychology* (7th ed.). New York, NY: McGraw Hill Book Company.
3. Baron, A., & Byrne, D. (2002). *Social Psychology* (10th ed.). New Delhi, India: Prentice-Hall of India.
4. Baron, A., Branscombe, N., Byrne, D., & Bhardwaj, G. (2009). *Social Psychology* (12th ed.). New Delhi, India: Dorling Kindersley (India) Private Ltd.

CORE PRACTICAL - II EXPERIENTAL PSYCHOLOGY II (PRACTICALS)

Concepts:

1. Personality
2. Aptitude
3. Interest
4. Achievement tests
5. Stress and coping
6. Attitudes and behavior
7. Creativity

- A minimum of 10 experiments should be conducted per semester
- At least one experiment from each concept should be chosen

INTERNAL ELECTIVE PAPER -2

POSITIVE PSYCHOLOGY

UNIT - I

INTRODUCTION

Positive psychology: Definition; goals and assumptions; Relationship with health psychology, developmental psychology, clinical psychology

UNIT - II

POSITIVE EMOTIONS, WELL-BEING AND HAPPINESS

Positive emotions: Broaden and build theory; Cultivating positive emotions; Happiness - hedonic and Eudaimonic; Well - being: negative vs positive functions; Subjective well - being: Emotional, social and psychological well-being; Model of complete mental life

UNIT - III

SELF CONTROL, REGULATION AND PERSONAL GOAL SETTING

The value of self control; Personal goals and self regulation; Personal goal and well-being; goals that create self regulation; everyday explanations for self control failure problems

UNIT - IV

POSITIVE COGNITIVE STATES AND PROCESSES

Resilience: Developmental and clinical perspectives; Sources of resilience in children; Sources of resilience in adulthood and later life; Optimism- How optimism works; variation of optimism and pessimism; Spirituality: the search for meaning (Frankl); Spirituality and well-being; Forgiveness and gratitude.

UNIT - V

APPLICATIONS OF POSITIVE PSYCHOLOGY

Positive schooling: Components; Positive coping strategies; Gainful employment
Mental health: Moving toward balanced conceptualization; Lack of a developmental perspectives.

Text Books:

1. Baumgardner, S.R & Crothers, M.K.(2010). *Positive Psychology*. U.P: Dorling Kindersley Pvt Ltd.

References:

1. Snyder, C.R. & Lopez, S.J. (2002). *Handbook of positive psychology*. (eds.). New York: Oxford University Press.
2. Carr, A. (2004). *Positive psychology, The science of happiness and human strengths*. New York: Routledge.
3. Singh, A.(2013). *Behavioral science: Achieving behavioral excellence for success*. New Delhi: Wiley India Pvt ltd.

INTERNAL ELECTIVE PAPER -3

SUBSTANCE USE AND COUNSELLING

UNIT - I

INTRODUCTION

Definition of terms - addiction, harmful use, dependence - criteria for dependence. Historical concepts of substance use - moral concept, disease concept and lifestyle choice. Theories of addiction - biological theories; psychological theories - personality traits, psychodynamic explanations, learning theories

UNIT - II

ALCOHOL

Levels and patterns of use - Various kinds and alcohol content - Acute effects of alcohol use: physical and psychological - Long term effects of alcohol use: physical and psychological.

UNIT - III

OPIOIDS AND CANNABIS

What are opioids: natural, synthetic - Routes of administration - Acute effects of opioid use : physical and psychological - Long term effects of opioid use: physical and psychological - Cannabis, its component and preparation - Modes of use - Physical and psychological effects: acute and long term

UNIT - IV

NICOTINE

Types of tobacco smoking and smokeless : modes of use - Acute effects of nicotine use - physical and psychological - Long term effects of nicotine use: physical and psychological

UNIT - V

MANAGEMENT OF SUBSTANCE USE

Assessment of motivation and stages of motivation - Goals of treatment and Treatment settings - Motivational interviewing, motivational enhancement therapy - Relapse prevention strategies - identifying precipitants of relapse, high risk situations- social skills training, assertiveness training, life skills training - 12 step facilitation therapy - Alcoholics Anonymous, Nicotine Anonymous - Family and Marital Therapy - Nicotine replacement Therapy - Nicotine Patch, nicotine gum.

Text Books:

1. Lal, R (2005). Substance use Disorder: Manual for Physicians. New Delhi: AIIMS.

References:

1. Marlatt, A., & Donovan, D. (Eds). (2005). Relapse Prevention: Maintenance Strategies in the Treatment of Addictive Behaviours. New York: The Guilford Press
2. Murthy, P., & Nikhetha, S. (Eds). (2007) Psychosocial Interventions for Persons with Substance Abuse. Bangalore: NIMHANS Publication

SKILL BASED SUBJECT

PAPER - 4

CONSUMER BEHAVIOUR

UNIT - I

INTRODUCTION

Definition, scope, consumer roles, history of consumer behaviour and the marketing concept, contributing disciplines and application of consumer behaviour. Market segmentation: need, types - geographic, demographic, psychographic and life style. Product positioning: need and strategy.

UNIT - II

FACTORS INFLUENCING CONSUMER BEHAVIOUR

Consumer motivation: needs, goals, motive arousal, reactions to frustration. Consumer Personality: nature, influences on consumer behaviour. Consumer emotions: nature, uses in advertising. Consumer Perception and its implications. Consumer Learning: Classical and Instrumental theories in the context of consumer behaviour.

UNIT - III

CONSUMER ATTITUDE AND COMMUNICATION PROCESS

Attitude: functions, Tri-component attitude model and Katz's models of attitude and attitude change. Post purchase attitude change: cognitive dissonance theory and attribution theory. Marketing communication: process, barriers, types of communication systems, Source, Message and Medium of Communication.

UNIT - IV

CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS

Reference group: Nature, types and influences on consumers. Family life cycle stages, nature of household and purchases and family decision making and resolving conflict. Social class: Nature of social class, symbols of status, concept of money and social class, social class categories and consumer behaviour.

UNIT - V

CONSUMER DECISION MAKING

Consumer decision: Stages in consumer decision process - situational influence, problem recognition, information search, evaluation of alternatives and selection, outlet selection and purchase and post purchase action. Organizational Buyer: nature, market structure and pattern of demand, characteristics, decision approach, purchase pattern and organizational buyer decision process.

Text Book:

1. Kumar, A and Singh, K. (2013). Consumer Behaviour and Marketing Communication: An Indian Perspective 1st Edition. Dreamtech Press, New Delhi.

References:

1. Schiffman LG and Kanuk LL (2007), Consumer Behaviour, 9th edition, Prentice-Hall of India Pvt Ltd, New Delhi, India
2. Batra Satish K and S.H.H. Kazmi (2004), Consumer Behaviour - Text and Cases, Excel Books, A-45, Naraina, Phase I, New Delhi, India.
