

SARDAR PATEL UNIVERSITY
B.A. Psychology (CBCS) SEMESTER: II Generic Elective
Syllabus with Effect from: June -2018

Objectives:

1. To equip the learner with an understanding of the concept of Frustration
2. To impart an understanding of the various: Conflict and Pressure

Paper Code: UA02GPSY22		Total Credit: 3
Title Of Paper: APPLIED PSYCHOLOGY		
Unit	Description in Detail	weightage (%)
1.	Introduction of Applied Psychology Definition of Applied Psychology, Nature of Applied Psychology, Field of Applied Psychology, Aims of Applied Psychology	25%
2.	Introduction of Human Relation Human nature can be changed? Characteristics of Reformer, Factors of Social reform, Problems of social reform (Industrial conflict, war and peace) Technique to remove Influence of other people, Principals of Influence other people	25%
3.	Applications of Psychology in Industry Methods of Selecting worker, (Interview method and use of Psychological test) worker's Training , Human relation in Industry, Factors affecting of work Condition (Light, Ventilation, Temperature , Duration of work hour , Duration of rest ,Noise, Dust, Music, Rooms)	25%
4.	Psychology of Advertisement What is Advertisement? Techniques of Advertisement:-Is Advertisement an art?, Is Advertisement good or bad ?, Use of psychology in Advertisement, Sexual appeal in Advertisement, Negative appeal in Advertisement, Showroom and Window Display, Open Exhibition and self buying, Methods of consumer Research (consumer interview, Questioner, Experimental research, Use of mechanical structure (Audiometer, eye camera, programme Analyzer, Visual Testing Apparatus) Depth Research)	25%
Readings:	<ol style="list-style-type: none"> 1. Counselling Psychology T.Shanmagam Asia publishing, Bombay 2. Prem Pasricha Guidance and counselling in Indian Education 3. Gray J.S. Psychology in Use 4. Proffenberger A.T. Applied Psychology New York Appleton 5. Burnt H.E. Applied Psychology Prentice Hall 6. વ્યવહારીક મનોવિજ્ઞાન કાપડીયા અને ગાંધી અનંડા પ્રકાશન અમદાવાદ 	