



BACHELOR OF ARTS PSYCHOLOGY
BA PSYCHOLOGY Semester 02
(Effect from June 2021-2022)

Course Code	UA02CPSY52	Title of the Course	APPLIED PSYCHOLOGY
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To equip the learner with an understanding of the concept of Applied Psychology2. To impart an understanding of the human relationship.3. Application of psychology in Industry
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Course Content		
Unit	Description	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%



Teaching-Learning Methodology	ICT, Group Discussion Lecture method, Class room Seminar, quiz
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understanding what psychology is all about
2.	Appreciation of the scope and the field of psychology
3.	Developing familiarity with basic concepts related to some foundational themes of study in psychology such as learning, memory, perception, thinking, emotion, motivation and human biological system including brain
4.	Developing familiarity with individual level phenomenon such as motivation.

Suggested References:	
Sr.	References
1.	Gray J.S. Psychology in Use
2.	Counselling Psychology T.Shanmagam Asia publishing, Bombay
3.	Prem Pasricha Guidance and counselling in Indian Education
4.	Proffenberger A.T. Applied Psychology New York Appleton
5.	Burnt H.E. Applied Psychology Prentice Hall
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On-line resources to be used if available as reference material	
On-line Resources: www.varywelmind.com www.all/about/psychology.com	
www.sparknote.com www.psychologydisscusion.net www.cliffsnotes.com	

