

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2019-2020 BATCH AND THEREAFTER**

Programme: B.Voc VP.

Semester: I

Paper 1: Basic Psychological Processes – I

Course Code : 18BVV103

Course objectives:

1. To introduce and initiate the students into the world of psychology with a glimpse into the study of human behavior.
2. To educate the students on the role of scope, branches and schools as important methods in the study of human behavior.
3. To understand fundamental processes such as learning, personality and intelligence underlying human behavior.
4. To help students understand how people learn and what motivates people.
5. To apply the principles of psychology in day-to-day life for a better understanding of themselves and others which is important in being a skilled person.

UNIT I: INTRODUCTION (12 hours)

- a) Definition; Goals; Branches (clinical, health, social, child, counseling, positive); Role and scope of a psychologist in a society.
- b) Schools of psychology – psychodynamic, behaviorism, gestalt, cognitive, biological and humanistic.
- c) Methods in psychology – observation, experimentation, questionnaire, case study, free association, hypnosis.
- d) Using psychology for more meaningful visual communication.

UNIT II: LEARNING (12 hours)

- a) Definition.
- b) Classical conditioning – concepts, principles, phenomenon & applications to human behavior.
- c) Operant conditioning – basic concepts, reinforcement – positive and negative reinforcement, schedules of reinforcement, rewards and punishment – pros and cons of punishment.
- d) Observational learning – phenomenon, four elements of modeling.
- e) Observational learning and medial violence.

UNIT - III: MOTIVATION (11 Hrs)

- a) Definition; Approaches – instinct, drive reduction, arousal, incentive, cognitive,

Maslow's hierarchy, applications.

- b) Biological Motives: Hunger- physiological and social components; Thirst - Biological factors, Sexual motives.
- c) Social motives: achievement, affiliation, power, aggression, altruism.
- d) Importance of motivation for dancers.

UNIT - IV: PERSONALITY

(13 Hrs)

- a) Definition; Theories – Psychodynamic views: Freud – structure of personality, development of personality, defense mechanisms; The behaviorist and social cognitive views: Bandura; humanistic views: Maslow, Rogers; Trait theories: Allport, Cattell (Structure, Function and Development).
- b) Indian perspectives to personality (Triguna, Tridosha, Panchakosha, Ayurvedic postulates)
- c) Assessment of personality: self-report measures, interviews, projective tests, behavioral assessment.
- d) Personality and the need for drama.

UNIT V: INTELLIGENCE

(12 hours)

- a) Definition; Concept of IQ; IQ classification. Factors influencing intelligence - heredity and environment.
- b) Theories of intelligence – 1). Factor theories - Spearman, Cattell; 2). Recent Theories - Information processing theory, Gardner's Theory of Multiple Intelligences.
- c) Types of tests - i). Verbal and non-verbal, ii). Paper-pencil and performance, iii). Individual and group tests, IV). Speed and power tests.
- d) Artificial intelligence – meaning, philosophy, goals, applications, difference between human and machine intelligence.

PRACTICALS:

1. Habit Interference.
2. Directed Observation.
3. A Group-test of General Mental Ability.
4. Moti Quiz.
5. NEO – Five Factor Inventory

REFERENCES:

1. Feldman R. S. (2011). Understanding Psychology, 10th edition, Tata McGraw Hill, New Delhi, India.
2. Baron, R.A. (2013). Psychology, 5th Edition, Pearson, New Delhi.
3. Ciccarelli and Meyer. (2008). Psychology, South Asian 1st Edition, Pearson Longman, New Delhi.
4. Hilgard, Atkinson and Atkinson (2003). Introduction to Psychology, IBH

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