

# ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

Bangalore

## DEPARTMENT OF PSYCHOLOGY

### Syllabus

#### 6<sup>th</sup> Semester: Positive Psychology

**Number of Hours: 60**

**Number of Credits: 4**

#### **Course Objectives and Learning Outcome:**

1. To understand basic concepts of positive psychology.
2. To identify and appreciate the strengths in themselves and others.
3. To have an awareness of applications and implications of positive psychology concepts in daily life.

#### **UNIT - I: INTRODUCTION AND HAPPINESS (11 HOURS)**

Positive psychology - definition; goals and assumptions; Positive psychology and psychology. Happiness – meaning; Happiness across the life span; Gender and happiness; Physical and mental health and happiness; Contours of a positive life – meaning and means.

*Interconnection of the “good” and the “bad” (student effort hours).*

#### **UNIT - II: POSITIVE EMOTIONS AND WELL-BEING (11 HOURS)**

Positive emotions – meaning, the Broaden-and-Build theory, Ryff's theory; Distinguishing the positive and the negative emotions; Positive emotions and well-being: positive emotions and positive behaviour, positive emotions and success, positive emotions and flourishing.

*Cultivating positive emotions – flow experience and savoring. (student effort hours).*

#### **UNIT - III: POSITIVE COGNITIVE STATES AND PROCESSES (13 HOURS)**

Optimism – Dispositional optimism, how optimism works; Resilience – developmental and clinical perspectives; Sources of resilience in childhood and adulthood.

Gratitude – definition, cultivating gratitude; Forgiveness – definition, cultivation forgiveness; Wisdom –developing wisdom, correlates of wisdom – age, intelligence and happiness, characteristics of wise people.

*Optimism, hope and health (student effort hours).*

**UNIT - IV: POSITIVE RELATIONSHIPS AND COMMUNICAITON (12 HOURS)**

Parenting and infant attachment styles; Close relationships – meaning, characteristics, passionate and companionate love, the triangular theory of love, attachment style, conflict and communication skills.

Non-violent communication – meaning, purpose, what NVC is not, four components of NVC expression.

*The contours of happy marriage (student effort hours).*

**UNIT - V: APPLICATIONS OF POSITIVE PSYCHOLOGY (13 HOURS)**

Positive schooling –meaning, components; Positive education and its benefits.

Positive workplace – gainful employment: meaning and characteristics; Having or being a good boss; The strengths-based approach to work; Capital at work; hope as a primary psychological capital.

The Me/We balance: Building better communications – Moving from ME to WE to US; Individualism: the psychology of ME; Collectivism: the psychology of WE; ME/WE balance: the positive psychology of US.

*The dark side: workaholics, burnouts, job loss (student effort hours).*

**REFERENCES:**

1. Snyder, C. R. & Lopez, S. J. (2002). Handbook of positive psychology (eds.). New York: Oxford University Press.
2. Baumgardner, S. R. & Crothers, M. K. (2009). Positive psychology. U. P: Dorling Kindersley Pvt Ltd.
3. Carr, A. (2004). Positive psychology, The science of happiness and human strengths. New York: Routledge.
4. Snyder, C. R., Lopez, S. J., & Pedrotti, J.T. (2014). Positive psychology. (2<sup>nd</sup> ed.). New York: SAGE Publications India Pvt Ltd.

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## **SYLLABUS FOR SEMESTER VI B.A.**

### **Industrial and Organisational Psychology**

**Number of Hours: 60**

**Number of Credits: 4**

#### **Course Objectives and Learning Outcomes**

1. To introduce students to the scope, basic concepts and history of industrial psychology.
2. To learn about factors that influence the individual in the workplace.
3. To describe the various roles and functions involved in human resource management.
4. To introduce the student to concepts relating to consumer behaviour and consumer psychology.

#### **Unit 1 – Introduction to I/O Psychology (10 hours)**

Definition and scope of industrial and organisational psychology; history – historical perspectives, contemporary trends and challenges; contributing disciplines; related fields.

#### **Unit 2 – Motivation and Job Satisfaction (12 hours)**

Motivation - definition, types of motivation, theoretical perspectives: manifest needs theory, ERG theory, self-determination theory, Vroom's expectancy theory, equity theory, two-factor theory;

Job satisfaction – definition, factors affecting job satisfaction, consequences.

#### **Unit 3 – Leadership and Organisational Culture (12 hours)**

Leadership – definition, types of leadership: authoritarian, charismatic, democratic, transformational, transactional, laissez-faire;

Organisational culture – definition, characteristics, types, functions; conflict management styles.

#### **Unit 4 – Human Resource Development (14 hours)**

Recruitment and selection- definition and purpose, recruitment process, selection process, selection techniques: biographical information, interviews, references and letters of recommendation, assessment centres;

Job analysis- definition, purpose, techniques: interviews, questionnaires, directed observation, critical-incidents;

Performance appraisal - definition, purpose, techniques: objective, subjective, sources of bias;

Training and development- meaning and scope, process: needs assessment, organisational analysis, types of training programmes.

### **Unit 5 – Introduction to Consumer Behaviour**

**(12 hours)**

Consumer psychology: definition, scope, research methods: surveys, focus groups, motivation research, observation, testing reactions, neuromarketing;

Advertising: nature and scope, types of advertising appeals: celebrity endorsements, emotional appeals, aspects of advertising: trademarks, product image, product packaging web-based advertising;

Consumer behaviour – factors affecting consumer behaviour: personal factors, brand placement, buying habits, brand loyalty, product pricing.

### **References**

Schultz, D. P., & Schultz, E. S. (2008). Psychology and Work today. New York: Mac Milan publishing company.

Singh, N. (2011). Industrial Psychology. Delhi, India: The McGraw Hill Education private limited.

Robbins, S. P. (2010). Organizational behaviour. Tata McGraw Hill publications.

Schiffman, L. G., Kanuk, L. L., S, R. K., & Wisenblit, J. (2010). Consumer behaviour. Pearson publications.