

M.Sc. Corporate Psychology

Syllabus 2016-17

Choice Based Credit System

Mangalore University, Mangalore

PREAMBLE

Revision of syllabus for the two years Master Degree programme in Corporate Psychology

Composite BOS in Psychology has revised and prepared the Syllabus (CBCS based) for the Corporate Psychology course in its meeting held on 4th June 2016 based on the UGC letter (Ref, No. MU/ACC/CR.38/CBCS (PG)/2015-16 dated 05-05-2016) to offer Hard Core, Soft Core and Open Elective course papers with credits amounting to 92 , for the entire programme

The BOS has prepared the syllabus by adopting the pattern of 13 hard core and 10 soft core along with one project. Total credits for hard core is 52, soft core 30, project 4 and 6 credits are for open elective.

Detailed syllabus is prepared for the first two semesters, syllabus for the third and fourth semester will be placed in the next BOS Meeting for approval.

Course/Credit Pattern

Semester	Hard Core Theory	Soft Core Theory	Hard Core Practical	Soft Core Practical	Open Elective	Internship	Project	Total Credits
First	16	-----	04	03	-----		-----	23
Second	08	09	-----	03	03		-----	20+03
Third	08	12	-----	03	03		-----	23+03
Fourth	----	----	-----	----	----	12	08	20
Total	32	21	04	09	06*	12	08	86 + 06* = 92

Total credits from all the four semesters = $86+6= 92$

Total hard core credits = $32 + 4 +12+08 = 56$

Total Soft core credits = $21+ 09= 30$

*Open elective credits = 6

In the first semester two soft core papers are offered and the student has to opt for any one. In the second, semester five soft core papers are offered and the student has to opt for any four, in the third semester six soft core papers are offered and the student has to opt for any 5. Entire last semester is for internship and project

M.Sc.CORPORATE PSYCHOLOGY

CONTENT OF THE COURSE AND SCHEME OF EXAMINATION

Semester	Code No.	Title	Teaching Hrs/Week	Credits	Duration of Exam	Marks		
						Theory/Practical. Dissertation	IA	Total
I		Hard Core:						
	CPH401	Psychological Processes	4 hrs	4	3 hrs	70	30	100
	CPH402	Psychological Assessment	4 hrs	4	3 hrs	70	30	100
	CPH403	HRM	4 hrs	4	3 hrs	70	30	100
	CPP404	Psychometric testing I	4 hrs	4	3 hrs	70	30	100
	CPP405	Interpersonal skills training lab I	4hrs	4	4 hrs	70	30	100
		Soft Core						
	CPS406	Organizational psychology	3hrs	3				
	CPP407	Social Psychology						
II		Hard Core:						
	CPH451	Organizational behavior	4 hrs	4	3 hrs	70	30	100
	CPH452	Market analysis and behaviour	4 hrs	4	3 hrs	70	30	100
		Soft Core:						
	CPS453	Statistics	3 hrs	3	3 hrs	70	30	100
	CPS454	Corporate culture and diversity	3 hrs	3	3 hrs	70	30	100
	CPP455	Psychometric testing II	3 hrs	3	4 hrs	70	30	100
	CPP456	Interpersonal skills training lab II	3 hrs	3	4 hrs	70	30	100
	CPP457	HR Skill Development	3 hrs	3	4 hrs	70	30	100
		Open Elective:						
	CPE458	Basic skills in counselling	3 hrs	3	3 hrs	70	30	100

Semester	Code No.	Title	Teaching Hrs/Week	Credits	Duration of Exam	Marks		
						Theory/ Practical. Dissertation	IA	Total
III		Hard Core:						
	CPH501	Corporate ethics and governance	4 hrs	4	3 hrs	70	30	100
	CPH502	Corporate leadership	4 hrs	4	3 hrs	70	30	100
		Soft Core:						
	CPS503	Corporate reporting and accountability	3 hrs	3	3 hrs	70	30	100
	CPS504	Corporate law	3 hrs	3	3 hrs	70	30	100
	CPS505	Organizational development	3 hrs	3	3 hrs	70	30	100
	CPP506	Practical Corporate selection and development	4.5 hrs	3	3 hrs	70	30	100
	CPS507	Personnel selection and development	3 hrs	3	3 hrs	70	30	100
	CPS508	Counselling Skill for Managers	4.5 hrs	3	3 hrs	70	30	100
		Open Elective:						
	CPE509	Dynamics of Human Behaviour	3 hrs	3	3 hrs	70	30	100
IV	CPH551	Internship		12				20
	CPP552	Dissertation		8				

Semester I Hard core papers-5 soft core papers-1 total credits - 23

Semester	Hard core	Credits	Soft core	Credits	total
I	Psychological processes	4	Organisational psychology	3	23
	Psychological assessment	4	Social Psychology	3	
	HRM	4			
	Psychometric testing I	4			
	Interpersonal skills training lab I	4			

Semester II Hard core papers-2 soft core papers-4 total credits - 23

Semester	Hard core	Credits	Soft core	Credits	Open elective	Credits	total
II	Organizational behavior	4	Statistics	3	Basic skills in counselling	3	23
	Market analysis and behavior	4	Corporate culture and diversity	3			
			Psychometric testing I	3			
			Interpersonal skills training lab II	3			
			HR Skill Development	3			

Semester III Hard core papers-2 soft core papers-5 total credits - 26

Semester	Hard core	Credits	Soft core	Credits	Open elective	Credits	total
II	Corporate ethics and governance	4	Corporate reporting and accountability	3	Dynamics of human behaviour	3	26
	Corporate leadership	4	Corporate law	3			
			Organizational development	3			
			Practicals Corporate selection and development	3			
			Personnel selection and development	3			
			Counselling Skills for Managers	3			

Semester IV internship and Dissertation

Semester		credits	Total
IV	Internship & Project	20	20

SEMESTER I

CPH401: PSYCHOLOGICAL PROCESSES

No.of Hrs: 50

Objectives: This paper enables the students to develop an understanding about basic psychological processes, and its application at the work place, the dynamics of human behavior, and individual differences in the work context.

Unit I: SENSATION & PERCEPTION 10Hrs.

Sensation: Sensory processes in vision, hearing, smell, taste, skin senses.

Perception: Attention, Gestalt laws of organization

Perceptual Processes: Form perception, Visual Depth perception, Movement perception, Constancy, plasticity, Individual differences.

Unit II: LEARNING 10Hrs.

Definition, Theory, principles, & Significance

Classical conditioning

Instrumental conditioning

Cognitive learning (Latent, Insight, & Imitation).

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Unit III: THINKING & LANGUAGE 10Hrs.

The Thinking process; Concepts; Problem Solving; Decision making; Creative thinking;

Language communication: Language elements, grammar and meaning, words and concepts, pragmatics.

Unit IV: MOTIVATION AND EMOTION

Motivation: Definition, Theories.

Types: Biological Motivation (Hunger, Thirst, & Sexual) & Social Motives (Achievement, power, & aggression).

Emotion: Definition, Physiology, & Theories; Emotional Intelligence.

Unit V: PERSONALITY 10Hrs.

Definition,

Theories: Type & trait theories,

Dynamic theories (Freud, Jung, Adler & Horney),

Learning & Behavioral theories (Dollard & Miller, Skinner, Bandura & Walters)

Humanistic theories (Rogers, & Maslow)

Books for Reference

- Baron, R.A. (2004). *Psychology* (5th ed) . New Delhi, India: Pearson Education.
- [Baron, R. A., Branscombe, N. R., & Byrne, D. \(2009\). *Social psychology* \(12th ed\). Boston, MA: Allyn and Bacon.](#)
- [Baron, R. A., Branscombe, N. R., & Byrne, D. \(2006\). *Mastering social psychology*. Boston, MA: Allyn and Bacon.](#)
- Baron, R. A. & Kalsher, M.J. (2007). *Psychology: From Science to Practice* (2nd Ed). New Delhi, India: Pearson Education.
- Bernstein, D. A., Roy, E. J., Srull, T. K., & Wickens, C. D. (1991). *Psychology* (2nd ed.). Boston, USA: Houghton-Mifflin Company.
- Burnside, I. (1984). *Working with the elderly- group process and techniques* (2nd ed). Monterey: Wadsworth Health Sciences.
- Buss, D.M. (1999). *Evolutionary psychology: The new science of the mind*. Boston, The USA: Allyn & Bacon
- Coon, D. & Mitterer, J.O. (2007). *Introduction to Psychology: Gateways to Mind and Behavior* (11th ed.). Belmont, CA: Wadsworth.
- Friedman, H.S., & Schustack, M.W. (2004). *Personality* (2nd Ed). New Delhi, India : Pearson Education Pvt Ltd.
- Hergenhann, B.R. & Olson, M.H. (2011). [*An Introduction to Theories of Personality* \(8th Ed\).](#) London, UK: Pearson/ Prentice Hall.
- Matlin, M. (2008). *Cognition* (7th Ed). Ontario, Canada : John Wiley & Sons, Inc.
- Morgan, C. T., King, R. A., Weisz, J. R., & Schopler, J. (1986). *Introduction to psychology* (7th Ed). New Delhi, India: Tata-McGraw Hill.

CPH402: PSYCHOLOGICAL ASSESSMENT

No.of Hrs: 50

Objectives: This course will enable the students to understand the technical, ethical and legal foundations of psychological tests. They will be able to critique psychometric instruments with respect to normative data provided in a technical manual, be aware of multicultural concerns related to testing, and integrate test scores into a meaningful communication in the form of a psychological report.

Unit - I: Definition and purpose of Psychological Assessment 10Hrs.

- Psychological Assessment & Testing: Definition and Purpose of psychological assessment in organizational setting. Advancements in the area of assessment: Use of computers.

Unit – II: Principles & Ethical Issues 10Hrs.

- Classification of psychological tests: Behavioral observation, self- report, Standardized/ non- standardized, Objective/ Projective, Dimensions measured.
- Assessment Principles: Objectivity, Standardization, Reliability, Validity, Norms Instrument selection, Administration, Scoring and Communicating Results
- Ethical & Social Considerations in Testing: Ethical principles by APA, User Qualifications, Testing instruments and Procedures, Protection of Privacy, confidentiality, Communicating test results.

Unit - III: Methods of Assessment 10Hrs.

- Questionnaires: Characteristics, Functions and Types
- Interview: Types and functions of Interview, Factors affecting Interview, Advantages and Disadvantages, Important sources of error in Interview.
- Observation: Purposes and Types of Observation, Rating Scales: Meaning and Types of Rating scales,
- Group Discussions, Competency Mapping

10 Hrs.

Unit - IV: Test Construction

- Steps in test construction, Item Writing: types of items, General guidelines for item writing
- Item Analysis: Meaning and Purpose, Item difficulty, Item validity, Internal consistency,
- Item analysis of Power and Speed Tests

Unit - V: Applications

10 Hrs.

- Measurement of Intelligence, Ability, Aptitude and Achievement: Types of Intelligence tests, Distinction between Aptitude and Achievement Tests, Types of Aptitude and Achievement Tests
- Measurement of Personality: Meaning and Purpose, Tools of Personality Assessment, Measurement of Interests, Values and Attitudes
- Application of various psychological assessments in organizational setting: Pre employment testing and Performance appraisal, measuring interests of the individual, measuring personal characteristics for job placement, measuring characteristics of the work setting and measuring the match between person- situations.

Books for reference:

- Aiken, L. R., & Groth-Marnat, G. (2006). *Psychological testing and assessment* (12th ed.). Boston, MA: Pearson Education.
- Anastasi, A., & Urbina, S. (1997). *Psychological testing* (7th ed). Upper Saddle River, NJ: Prentice Hall International Inc.
- Cohen, R.J., Swerdlik, M. & Sturman, E. (2009). *Psychological Testing and Assessment: An Introduction to tests and measurements* (7th ed). London, UK: McGraw Hill Higher Education.
- Gregory, R.J. (2005). *Psychological testing: History, principles and applications*. New Delhi: Pearson Education.
- Kaplan, R.M., & Saccuzzo, D.P. (2009). *Psychological Testing: Principles, Applications, and Issues*, (7th Edition). Belmont, CA: Wadsworth.
- Kaplan, R.M., & Saccuzzo, D.P. (2013). *Psychological Testing: Principles, Applications, and Issues*, (8th Edition). Belmont, CA: Wadsworth.
- McIntire, S.A. & Miller, L.A. (2000). *Foundations of psychological testing*. Boston: McGraw-Hill Companies, Inc.

- Singh, A.K. (2006). *Tests, Measurements and Research Methods in Behavioural Sciences*. Patna: BharatiBhavan
- Whiston, S.C. (2004) *Principles and Applications of Assessment in Counseling (2nded)*, Belmont, CA: Wadsworth.

CPH403: HUMAN RESOURCE MANAGEMENT

No.of Hrs.50

Objectives: The course is designed to give students an insight of the theoretical and practical perspective, concepts, issues and practices in Human Resource Management.

Unit- I: Introduction to Human Resource Management · 10Hrs.

- History and evolution of the concept of HRM
- HRM: Definition, nature, scope, objectives and importance, Models of HRM, Policies, procedures and programs of HRM
- Role of an HR practitioner
- Strategic HRM Vs Traditional HRM
- HRM: Line and staff aspects
- HRM: current challenges and limitations

Unit - II: Human Resource Planning (HRP) 10Hrs.

- Human Resource Planning: Objectives, Importance, Process of HRP, Methods and techniques of HRP
- Job Analysis: Nature and use of job analysis, methods of job analysis, Process of job analysis
- Job Description (JD), Job Specification (JS) and Role Analysis
- Job design: Nature, techniques for designing jobs

Unit - III: Acquisition of Human Resources 10Hrs.

- Recruitment: Definition, Process and methods, policies and procedures, limitations, external vs internal recruitment
- Selection: Purpose, processes and methods
- Induction and placement: Aims and objectives of placement, induction/orientation
- Internal mobility: Concept, transfer and employee separations

Unit – IV: Development and Management of Human Resources 10Hrs.

- Training: Need and significance
- Executive development: Nature and concept, importance, the process of executive development, methods of conducting a executive development program
- Career Management: Nature and concept, stages of career management

Unit V:HRD in India:

10Hrs.

Evolution of the concept of HRD, Principles of HRD systems, HRD in Indian industry

Books for Reference:

Decenzo,D.A& Robbins, S.P.(2002). *Human resource Management*.New York, US: John Wiley and Sons Inc.

Decenzo, D. A., & Robbins, S. P. (2007). *Fundamentals of human resource management* (9th ed.). New York: John Wiley & Sons, Inc.

Dessler,G., &Varkkey,B (2009). *Human Resource Management*. 11th ed, New Delhi ; Pearson Education Ed.

Gary, D. (2009).Dessler.A *Framework for Human Resource Management* (5th Ed.).Pearson/Prentice Hall Publishing.

Rao, V.S.P.(2005). *Human Resource Management: Text and Cases* (2NDEd). New Delhi, India : Excel books.

CPP404: PSYCHOMETRIC TESTING –I

- 1 Bhatia's Battery of Intelligence Testing
- 2 Emotional Intelligence Scale
- 3 Social Intelligence Scale
- 4 Standard Progressive Matrices

Motivation

- 5 Achievement Motivation Test

Personality

- 6 16 PF – Form C, D, E

- 7 Leadership Effectiveness Scale

- 8 Job Satisfaction Scale

- 9 Occupational Stress Index

Tests for demonstration

- 10 Minnesota Rate of Manipulation Test

CPP405: INTERPERSONAL SKILLS TRAINING LAB- I

To develop skills for personal growth

1. Interpersonal awareness
2. Problem solving skills
3. Assertiveness skills
4. Anger management Skills
- 5 Emotional management

CPS406: Organizational Psychology

No.of Hrs:40

Objectives: This paper aims at enabling the students to apply the principles of human psychology to the corporate field and familiarize them with the current practices in the corporate.

UNIT 1

10 Hrs.

Introduction to Organizational Psychology

Definition, meaning, scope, historical development, major subfields, employment of I/O Psychology, challenges.

UNIT 2

Employee Motivation Process and Methods

10 Hrs

Meaning of motivation, kinds of motivation, motivation through job design, theories of motivation, organization behavior modification, motivation through recognition, financial incentives, choosing an appropriate motivational model.

UNIT 3

10 Hrs

Leadership

Definition, meaning, personal characteristics of a leader, approaches, theories, styles, functions, problems of leadership, women in management, cultural differences.

UNIT 4

10 Hrs

Organization Communication and Development

Organization communication – introduction, types, interpersonal communication, improving employee communication skills.

Organization Development – meaning change, empowerment, downsizing, work schedules.

Books for reference:

Schultz, D., & Schultz, S. E. (2004), *Psychology and Work Today*, (8thEd) Delhi, India : Pearson Education Pvt Ltd

Ahuja, K. K. (1997), 'Organizational Behaviour. (2nd Ed). New Delhi .India :Kalyani publishers,

Caseell, M. R., Jennings, D.J., & Heavrid, C. (1997). *Fundamentals of Organizational Behaviour*, New Jersey, USA : Prentice Hall Inc.

Chandan, J. S. (1997). *Organizational Behaviour* (4thEd .). New Delhi, India :Vikas Publication House.

Ghosh P.K., & Ghorpade M.B.(1999). *Industrial Psychology*, Mumbai: Himalaya Publishing house.

Khanka, S. S. (2002) *Organizational Behaviour*, (2ndEd.). New Delhi: S. Chand and Co.

Luthans, F. (2005). *Organizational Behaviour* (10thEd.). New York: McGraw Hill.

Mishra, M. N. (2001). *Organizational Behaviour*, New Delhi :Vikas Publication House.

CPS407: SOCIAL PSYCHOLOGY

No of credits: 4
No.of Hrs:40

Objective:

- To orient students regarding social behaviour and social thought
- To familiarize students with research in Social Psychology

Unit I: Introduction and Social Cognition

10Hrs.

Definition, new perspectives in Social Psychology and methods.

Social Cognition: Heuristics; Schemas; Automatic and controlled Processing; Social life in a connected world; potential sources of error in social cognition; Affect and cognition; Emotions and social cognition.

Cognitive Dissonance

Unit II: Social perception:

10Hrs.

Social perception: Nonverbal communication, attribution, impression formation and impression management. Social Cognition; Attitudes and Attitude Change; Violence and Aggression; Prosocial Behavior; Social Influence; Interpersonal Relationships;; Halo effect; bystander apathy.

Unit III: Aspects of social identity and interpersonal attraction

10Hrs.

Social identity, the Self, Gender

The beginning of attraction, becoming acquainted, moving toward friendship

Unit IV: Application of Social Psychology

10Hrs.

Groups, how groups affect-individual performance, coordination in groups, perceived fairness in groups, decision making in groups

Social psychology in legal system, health related behaviour, and the world of work

References:

1. Baron, R. A., & Byrne, D. (2003).Social Psychology (10th Ed). New Delhi: Prentice-Hall of India pvt.Ltd.

2. Mayers ,D.G. (1999).Social Psychology New York McGraw-Hill CollegeWard, C.D. (1970)Laboratory Manual in Experimental Social Psychology Holt, Rinehart And Winston INC
3. Giles, B (2002), Introducing Social Psychology, London, The Brown Reference Group Plc.
4. Forsyth, D.R (1997) Group Dynamics, India Edition, Delhi, Thomson WadsworthMyers,
5. D.G. Social Psychology (2005), Eighth Edition, Boston,McGraw Hill
6. Franzoi, S.L.(1996), Social Psychology, London, Brown & Benchmark
7. Baron R.A. &Branscombe N.R. (2015) Social Psychology (13th Ed.) Social Psychology, Delhi, Pearson

SEMESTER II

CPH451 ORGANIZATIONAL BEHAVIOUR

No.of Hrs: 50

Objective: Managing and developing human resources at work starts from understanding work place behavior which has micro and macro perspectives in organizations. This course equips the students to understand why employees behave the way they do, and also thereby predict how they are going to behave in the future. This enables them to manage their workforce and achieve greater results.

Unit - I: The Foundation for Organizational Behavior 10Hrs.

- Defining Organizations and Organizational Behavior
- A Historical background for modern organizational behavior
- Theoretical Frameworks; Micro and macro perspectives.
- Models of Organizational Behavior
- Contributing disciplines to OB

Unit - II: Social Cognitive Processes of Organizational Behavior 10Hrs.

- Social Perception and Attribution. Managerial implications of social perception
- Impression formation and its management.
- Process of stereotype formation and managerial challenges and recommendations of stereotypes at workplace
- Attitude- Attitude definition, work attitudes. Changing attitudes
- Values- organizational values and work values
- Job Satisfaction- Influences, Outcomes and Consequences
- Organizational Commitment- Outcomes. OCBs

Unit - III: The individual at workplace: Learning 10 Hrs.

- Learning: Theories and its organizational applications- Reward systems (Pay, Recognition & Feedback) and Behavioural Performance Management/OBM.

UNIT IV :Personality and Motivation

10 Hrs

- Personality: Personality determinants, Type and trait theories (“Big five” personality traits & MBTI), Personality- job fit theory, Personal effectiveness.
- Motivation concepts and applications: Content, Process and Contemporary theories of work motivation. Managing work motivation. Goal setting. Management By Objectives
- (MBO).

Unit - V: Group and Social Processes

10Hrs.

- Foundations of Group behavior- Nature of groups. Dynamics of informal groups, Dysfunctions of groups and teams.
- Understanding teams and team work: Types of teams, Team building, Effectiveness and Cohesiveness.
- Individual and Group Decision making: Models and styles of Decision making, Decision Making Biases, Group DM techniques, Creative DM techniques
- Leadership: Theories and styles of leadership. Modern theoretical processes in leadership.
- Communication: Goals of organizational communication. Communication networks, Directions and dynamics of communication.

References:

Kreitner, R. & Kinicki, A. (2008). *Organizational Behaviour*. (8th Ed). New Delhi: Tata Mc-Graw Hill.

Luthans, F. (2008). *Organizational Behaviour*. (11th Ed). Boston: Mc-Graw Hill International Edition.

Michener, H.A., Delamater, J.D., & Myers, D.J. (2004). *Social psychology* (5th ed.). Belmont, CA: Wadsworth/ Thomson Learning.

Morgan, C.T., King, R.A. (1986). *Introduction to Psychology*. (7th Ed). New Delhi: Tata McGraw-Hill

Pareek, U. (2007). *Understanding Organizational Behaviour*.(2th Ed). New Delhi: OxfordUniversity Press.

Robbins, S.P. (2009). *Organizational Behaviour*.(14th Ed). New Delhi: Prentice- Hall ofIndia Private Limited.

CPH452: MARKET ANALYSIS AND BEHAVIOR

No.of Hrs.:48

Objectives : *To provide a conceptual base for understanding the behavior of consumers within the marketing system in a society, to understand the underlying psychological processes involved in consumer behavior, to understand the underlying psychosocial processes involved in consumer behavior to understand and analyze consumer decision making process.*

Unit 1: Introduction to consumer behaviour:

12Hrs.

- Understanding Consumer behaviour: Meaning & Definition of CB, Difference between
- consumer & Customer, Buyers and Users, Disciplines involved in the study of CB, Factors
- affecting consumer behaviour, Benefits of consumerism.
- Consumer Research: Consumer Research Paradigms, Consumer research process, Ethical considerations

Unit 2: Psychological processes of consumer behaviour

12Hrs.

- Motivation: Consumer motivation and its effects, Factors affecting motivation, Systems of needs.
- Perception: Dynamics of perception, Consumer imagery and perceived risk.
- Personality: Theories of Personality (Freudian Theory, Neo-Freudian Theory, Trait Theory),
- Personality and understanding consumer, Brand Personality Self and Self-Image
- Consumer attitudes: The nature of attitude, Models of attitudes, Strategies of attitude change.

Unit 3: Psychosocial processes of consumer behavior

12Hrs.

- Household influences: Nature of family purchases, Husband wife influences, Parent Child Influences, Socialization of family members, Reference groups, Understanding power of reference groups
- Social class and CB: How social class affects consumption, Consumption patterns of specific social class
- Influence of culture, sub-culture and cross culture on CB

Unit 4: Consumer Decision making process

12Hrs.

- Problem Recognition and Information search, Judgment and decision making based on high and low effort.
- Levels of Consumer decision making, Models of consumer decision making
- Post decision processes

Books for Reference:

Assael,H.(2001). *Consumer Behaviour*.New Delhi: Thomson.

Batra, S.K &Kazmi,S.H.H.(2008).*Consumer Behavior.New Delhi: Excell Books*

Black Well, R..D et al(2002). *Consumer Behaviour*. New Delhi :Thomson.

Hawkins, D. L & Best, R.J.(2008). *Consumer Behavior- Building Marketing Strategy* (9THEd) .New Delhi, India :Mcgraw-Hill.

Hoyer,W.D&MacInnis,D.J. (2004), *Consumer Behavior* (3rd Ed) Houghton: MifflinCompany.

Schiffman, L.G &Kanuk L.L. (2003) *Consumer Behaviour* (8th Ed).New Delhi; Pearson Education.

Solomon,M.R.(2003). *Consumer Behaviour*. New Delhi: Allyn and Bacon.

Srivastava,K.K.(2003). *Consumer Behaviour*..NewDelhi,India: Galgotia Publishing Co

Objectives: *To equip students with competent knowledge base in scientific thinking and Scientific method as a model for research, provide theoretical foundation on quantitative and qualitative research methods, make acquainted with various traditions of research methodologies in organizational psychology, Sensitize the importance of interdisciplinary research, build up skills on designing and conducting research*

Develop skills on collecting data using various methods ,Expand skills on analyzing data using advanced soft ware's, Develop skills on proposal writing and reporting the findings and to be able to critically analyze the findings and implement them.

The course has a combination of lectures, case study discussions and a live research project that associates theory with practice.

Unit –I: Research Methods

10Hrs.

- Defining quantitative research
- History of Quantitative research in I/O Psychology
- Ethical issues
- Various approaches; Experimental, non- experimental, quasi-experimental
- Sampling techniques and data collection methods.
- Applications of Quantitative research methods in Human Resource Management and Organizational Psychology

Unit II: Psychological statistics

10Hrs.

- Definition and purpose of psychological statistics;
- Data Processing: Classification, Summarization, Tabulation of data, Presentation(Tabular and Graphic, Frequency Distribution)
- Descriptive statistics: measures of central tendency and variability;
- Probability distribution and Normal curve, Levels of significance

Unit III: Inferential statistics

10Hrs.

- t test, ANOVA and Multivariate analysis
- Correlation and Regression: Correlation, interpretation and applications. Regression, meaning and uses, Correlation versus Regression.
- SPSS

Unit IV: Qualitative Data Collection Methods

10Hrs.

- History of qualitative research in I-O Psychology
- Applications of Quantitative research methods in human resource management and organizational Psychology traditions in qualitative research methodology
- Qualitative Research Process: Various methods of collecting qualitative data: participant observation, interviewing, focus groups, life history and oral history, documents, diaries, photographs, films and videos, conversation, texts and case studies

Unit –V: Methods of analyzing and reporting Qualitative data 10Hrs.

- Methods of data analysis. Thematic analysis, content analysis, narrative analysis and discourse analysis .Reporting data –different model of reporting

Books for Reference:

- Aron, A., Aron, E. N., & Coups, E. (2012). *Statistics for psychology* (6th ed.) Upper Saddle River, NJ: Prentice-Hall.
- Bentler, P. M. & Chou, C. P. (1987). Practical issues in structural modeling. *Sociological Methods and Research*, 16(1), 78-117.
- Biber, S.N.H & Leavy (2006). *The practice of qualitative research*. New Delhi: Sage publications.
- Cohen, R.J., Swerdlik, M. & Sturman, E. (2009). *Psychological Testing and Assessment: An Introduction to tests and measurements* (7th ed). London, UK: McGraw Hill Higher Education.
- Crawford, C. B. (1975). Determining the number of interpretable factors. *Psychological Bulletin*, 82, 226-237.
- Gregory, R.J. (2005). *Psychological testing: History, principles and applications*. New Delhi: Pearson Education.
- Gravetter, F. J., & Forzano, L. B. (2012). *Research methods for the behavioral sciences* (4th ed.). Belmont, CA: Wadsworth.
- Gravetter, F. J., & Forzano, L. B. (2009). *Research methods for the behavioral sciences* (3rd ed.). Belmont, CA: Wadsworth.
- Hedderson, J., & Fisher, M. (1993). *SPSS made simple*. Belmont, CA: Wadsworth.

- Kerlinger, F. (1986). *Foundations of Behavioral Research* (3rd. Edition). Orlando, FL: Harcourt Brace & Company.
- Malhotra, N. K.(2009).*Marketing Research: An applied orientation* (6th Ed).New Delhi,India: Prentice Hall of India
- Norušis, M. J. (1990). *The SPSS guide to data analysis for release 4*. Chicago, IL: SPSS Inc.
- Ritchie, J., & Lewis, J. (2003). *Qualitative research practice: A guide for social science students and researchers*. London: Sage.
- Singh, A.K. (2006). *Tests, Measurements and Research Methods in Behavioural Sciences*. Patna: BharatiBhavan

CPS454: CORPORATE CULTURE AND DIVERSITY

No.of Hrs:40

Objective- *To introduce a conceptual base for understanding the importance of culture in organizations, to provide a basic understanding of the underlying psychological processes involved in organizations in changing cultural context, to familiarize the students with the concepts related to international organization behavior and to impart the strategies to manage cultural diversity in organizations.*

10Hrs.

Unit 1: Introduction to cultural diversity

- Globalizing economy: changing environment for business, Nature of the multinational Company, Multinational management.
- Organizational cultures: Definition, Types, Elements, levels, Foundations of organizational culture: manifestations, model for interpreting, Functions, Defining diversity.

Unit 2: Organizational behaviour and culture

10Hrs.

- Organizational values and ethics, Organizational culture and performance, Organizational socialization, Socialization through mentoring
- Developing, maintaining, changing and strengthening organizational culture, developing high performance cultures.

Unit 3: Processes in international organization behavior

10Hrs.

- Merging organizational cultures, Processes in preparing employees for successful foreign assignments.
- Language and cross cultural communication, Multicultural workforce: multicultural teams, leadership, Motivation, Decision making, Negotiating globally.

Unit 4: Managing diversity

10Hrs.

- Managing across cultures, Barriers and challenges to managing diversity, Towards Greater cross-cultural awareness and competence.
- Managing diverse workforce- women, ethnic minorities.
- Creating cultural synergy: Cultural invisibility, Strategies for organizing culture,
- Managing culturally diverse teams, Organizational practices.

References:

Adler, N.J (2002).*International dimensions of organizational behavior*. (4th Ed)
Australia: Thomson South Western.

Czinkota, M.R., Ronkainen, I.A. &Moffelt,M.H. (2002). *International business*.(6th
Ed).Sydney, Australia: Thomson South Western.

Cullen, J.B. (2002). *Multinational management: a strategic approach*. (2nd
edition).Australia: Thomson South Western.

Desimone, R.L., Werner, J.M. & Harris, D.M. (2002).*Human resource
development*.Australia: Thomson South- Western.

Hellriegel, D., Slown,J.W., &Woodman,R.W. (1995).*Organizational behavior* (7th Ed
edition).New York: West Publishing Company.

Kreitner,R., &Kinicki, A. (1998).*Organizational behavior* (4th edition). Boston:
IrwinMcGraw-Hill.

Mc Shane, S.L., &Glinow, M.A.V. (2007).*Organizational behavior*. New Delhi: TataMc-
Graw Hill.

Merrill-Sands, D. and Holvino, E. with Cumming, J. 2003. Working with diversity: A
focus on global organization. In R. Ely, E. Foldy, M. Scully and the Center for Gender in
Organizations, Simmons School of Management, Simmons College. (Eds). Malden, MA :
Blackwell Publishing.

Thomas, R.R. &Woodruff,M.I. (1999). *Building a house for diversity*. New York:
American Management Association.

Thomas, D.A. & Ely, R.J. (2003). Making differences better: a new paradigm for
managing diversity. In Ely, R.J., Foldy, E.G., Scully, M.A. & The Center for Gender
inOrganizations, Simmons School of Management, Simmons College. (Eds).
Malden:Blackwell Publishing.

CPP455: PSYCHOMETERIC TESTING-II

- 1 Quality of Work Test
- 2 Organizational Climate Inventory
- 3 Work Motivation Questionnaire
- 4 Job Value Questionnaire
- 5 FIRo – B
- 6 Work preference schedule
- 7 Motivational analysis test
- 8 Comprehensive interest schedule
- 9 Work motivation questionnaire

Group activities

Johari Window

In Basket Techniques

Leaderless Group Discussion

CPP456: INTERPERSONAL SKILLS TRAINING LAB- II

No.of Hrs.:40

A: Communication skills

Motivational Analysis

Leadership Styles

Team Building

B: Improving Interpersonal Relationships

Intra-Group Conflict Resolution

Goal Setting.

CPP457 HR SKILL DEVELOPMENT

- Job Analysis
- Resume and Cover Letter writing
- Resume Evaluation
- Interview Handling
- Competency Mapping
- Group Discussion
- Designing Training Modules
- Delivering Training Programs
- Role Play,
- In basket Exercise
- Sociogram

CPE458: Basic Counselling Skills- Open elective

No.of Hrs.40

Objectives:*This paper aims at introducing the students to an overview of counseling. Special emphasis is laid on learning basic skills. The students are also introduced to ethical issues in counseling.*

UNIT I:

10Hrs.

Introduction to Counselling

Introduction: Meaning, definition and scope of counseling, Historical development of counseling; Characteristics/Qualities of an effective Counsellor; Counselor-counselee relationship – core conditions. The role of values in helping; Exposing values versus Imposing them; Value Conflict with Clients. Values in action- Humanizing the helpful profession. Ethical relationships and issues in counselling - counselors competence, client's autonomy, contracts, confidentiality, client protection

UNIT 2

10Hrs.

Approaches in Counselling

Different Approaches to counseling (in brief) – Psychodynamic, Cognitive Behavioural. Common Concerns of beginning Helpers- Exploring self doubts and fears, Transference and counter transference, Dealing with difficult clients – dealing with resistance and reluctance.

UNIT 3

10Hrs.

Basic Counselling Skills:

The Micro Skills approach; Attending Behavior- Introduction; Skills- Visual/ Eye contact, Vocal Qualities, Verbal Tracking, Attentive and Authentic Body Language, Usefulness of Silence; Observation skills, Listening – Kinds of listening, Reasons for inadequate listening, Responding - Kinds of Responses, Open and Closed questions, , Encouraging, Paraphrasing, Summarization and Reflection of Feeling and Basic Empathy.

UNIT 4:

10Hrs.

Stages of Helping Process

The Skilled Client Model : Stage 1- Relating, Stage 2 – Understanding, Stage 3 – Changing.
Gerard Egan's stage Model

Books for Reference

1. Corey, M., S. & Corey, G. (2003). *Becoming a helper*,(4th Ed) . Pacific Grove, CA.: Brooks/Cole Publishing Company. .
2. Corey, G. (2001). *Manual for Theory and Practice of Counseling and Psychotherapy* (6thEd) Pacific Grove, CA: Brooke/Cole Publishing Company.
3. Cromier, W., H., &Cromier, L., S. (1991). *Interviewing Strategies for Helpers: Fundamental Skills and Cognitive Behavior*. Pacific Grove, CA: Brooke/Cole.
4. Dryden, W., Horton, I. & Mearns, D. (1995). *Issues in professional counselors training*; London: Cassell.
5. Egan, G. (2001). *The skilled helper: A problem management approach to helping*.(7th Ed). Pacific Grove, CA: Brooke/ Cole Publishing Company.
6. Gibson R.L. & Mitchell M.H. (2008) *Introduction to counseling and Guidance*, 7th Ed). New Delhi: Prentice Hall of India Pvt, Ltd.
7. Ivey A., E. & Ivey M., B.(2003).*Intentional interviewing and counseling* (5th Ed). Pacific Grove CA: Brooke/Cole Publishing Company
8. Jones, R. N. (2002), *Bassic Counseling Skills*. London: Sage Publications.
9. Jones, R. N. (2002), *Essential Counseling and Therapy Skills*. New Delhi: Sage Publications.
10. McLeod J., (2003) *An Introduction to Counselling* (3rd Ed). Jaipur, India :Rawat Publications.
11. Rao, S.N. (1991) *Counselling and Guidance* (2ndEd) . New Delhi: Tata McGraw Hill Publishing Co. Ltd.
12. Woolf, R., Dryden, W. & Strawbridge S. (2003) *Handbook of Counselling Psychology*. New Delhi: Sage Publications.

Reg. No.

Code No. of the paper

QUESTION PAPER FORMAT

M.Sc. CORPORATE PSYCHOLOGY

(TITLE OF THE PAPER)

Time: 3 Hours

Max.Marks:70

I. Answer any FIVE of the following (Concepts)

(5 x 2=10)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

II. Answer any THREE of the following (Short Notes)

(3x5=15)

- 7.
- 8.
- 9.
- 10.

III. Answer any THREE of the following (Essay Questions)

(3x15=45)

- 11.
- 12.
- 13.
- 14.

Note: Equal weightage is to be given to all the units while framing the questions under each of the sub sections of the question paper.

M.Sc. Corporate Psychology

Split of Internal Assessment

Max. Marks: 30

Sl. No.	Criteria	Max. Marks: 30
1	First test conducted for 30 reduced to 5	05
2	Preparatory examination conducted for 70 reduced to 10	10
3	Class seminar 5 marks	05
4	Class assignment/Field Work/Internship	10
	Total	30