



**Shivaji University, Kolhapur**

**M.A. PART – II Psychology  
Revised Syllabus**

**To be Introduced from June 2004**

A student has to offer one of the following two specialized courses

**I) Specialization in Clinical Psychology**

**Group F1 (Clinical Psychology Course)**

1. Group F1 CLI Paper I Psychopathology
2. Group F1 CLI Paper II Psychodiagnostics
3. Group F1 CLI Paper III Clinical & Community Interventions
4. Group F1 CLI Paper IV Practicum

**II) Specialization in Industrial Psychology**

**Group F1 (Industrial Psychology Course)**

1. Group F1 IND Paper I Personnel Psychology and Human Resource Development.
2. Group F1 IND Paper II Organizational Behaviour and Organizational Development.
3. Group F1 IND Paper III Consumer Behaviour and Marketing.
4. Group F1 IND Paper IV Practicum

## **SPECIALISATION IN CLINICAL PSYCHOLOGY**

### **GR F1 - CLI PAPER NO. I : PSYCHOPATHOLOGY**

1. Introduction :
  - 1.1 Historical and scientific considerations
  - 1.2 Multiaxial classification : DSM IV
  - 1.3 International classification : ICD10.
  - 1.4 Current Paradigms in Psychopathology and therapy.
2. Anxiety, Somatoform, Dissociative and stress Disorders :
  - 2.1 Anxiety disorders
  - 2.2 Somatoform disorders
  - 2.3 Dissociative disorders
  - 2.4 Stress related disorders :
    - a) Stress and illness
    - b) Ulcer
    - c) Cardiovascular disorders
    - d) Asthma
3. Schizophrenic Disorders :
  - 3.1 History
  - 3.2 Clinical symptoms
  - 3.3 Subcategories
  - 3.4 Etiological factors and theories
  - 3.5 Treatment
4. Mood Disorders :
  - 4.1 Depression and Mania : Diagnostic Categories
  - 4.2 Physiological Theories
  - 4.3 Psychological Theories
  - 4.4 Treatment of mood disorders
  - 4.5 Suicide
5. Delusional Disorders :
  - 5.1 Symptoms and types.
  - 5.2 Etiological theories :
    - a) Biological theory
    - b) Psychoanalytical theory
    - c) Neo - Psychoanalytical theory
    - d) Cameron's theory
6. Personality Disorders :
  - 6.1 Types
  - 6.2 Antisocial personality disorders
  - 6.3 Symptoms and Etiology
  - 6.4 Treatment on personality disorders
7. Substance - Related Disorders :
  - 7.1 Basic terminology and diagnostic categories
  - 7.2 Alcoholism
  - 7.3 Sedatives and stimulants
  - 7.4 Nicotine and cigarette smoking
  - 7.5 Marijuana
  - 7.6 LSD and other psychedelics

8. Sexual Disorders :
  - 8.1 Gender identity disorders
  - 8.2 Paraphalias
  - 8.3 Sexual dyofunctions
9. Developmental and other Disorders :
  - 9.1 Mental Retardation :
    - a) Classification
    - b) Diagnosis
    - c) Etiology
  - 9.2 Other Childhood disorders :
    - a) Autism
    - b) Enuresis
    - c) Encopresis
    - d) Learning disabilities
    - e) Disorders of undercontrolled and overcontrolled behaviour.
  - 9.3 Brain disorders of old age :
 

Senile dementia
  - 9.4 Organic brain syndroms :
 

Disorders associated with infection, tumor, injury, toxin, metabolic disturbances.
  - 9.5 Epilepsy
  - 9.6 Other disorders : Sleeping and eating disorders.

#### Books for Reading

1. Davison, C. and Neal, J.M. (2000) : Abnormal Psychology, N.Y. John-Wiley and Sons.
2. Barlow, D. H. and Durand, V.M. (1999) : Abnormal Psychology, Second edition, Pacific Grove, Book / Cole Publishing Co.
3. Kaplan, H.I. Sadock, B. J. and Grebb, J.A. (1994) : Kaplan and Sadock's Synopsis of Psychiatry : Behavioural Sciences Clinical Psychiatry, 7th edition, New Delhi, B. I. Waverty Pvt. Ltd.
4. Fauman, M.A. (1996) : Study Guide to DSM IV, New Delhi, Jaypee Brothers.

#### Books for References :

1. Wolman, B.B. (1965) : Handbook of Clinical Psychology, N. Y. McGraw - Hill Book Co.
2. Savage, R.D. (1966) : Readings in Clinical Psychology, London, Pergaman Press.
3. Kisker, J.W. (1977) : The Disorganized Personality, 3rd edition, McGraw- Hill Book Co.
4. Comer, R.J. (1995) : Abnormal Psychology, Second edition, N.Y. W.H. Freeman and Co.
5. Curson and Butcher (1998) : Abnormal Psychology and Modern Life
6. Colman, J.C. : Abnormal Psychology and Modern Life , D.B. Taraporwala and sons
7. Judith Callatin (1982) : Abnormal Psychology : Concepts, Issues and Trends, N.Y. McMilman Publication, Inc.

## GR F1 - CLI PAPER NO. II : PSYCHODIAGNOSTICS

1. Introduction :
  - 1.1 Brief history of clinical Psychology
  - 1.2 Recent developments in clinical psychology
  - 1.3 Clinical Psychology and other professions
  - 1.4 Ethical issues in clinical Psychology
  - 1.5 Clinical psychology in India
2. Psychodiagnostics in Psychology :
  - 2.1 Objectives of Psychodiagnostics
  - 2.2 The first stage
  - 2.3 The transcational phase
  - 2.4 The batteries of tests
  - 2.5 New diagnostic categories
  - 2.6 Report writing and receipient of report
  - 2.7 Specialized training in diagnosis
3. The Assessment Interview :
  - 3.1 General characteristics of the interview
  - 3.2 Structure of the interview
  - 3.3 Non-Verbal communication in interview
  - 3.4 Roles and tactics in the interview interaction.
  - 3.5 Specific consideration in the initial interview.
4. Measures of Intelligence and Conceptual Thinking :
  - 4.1 Definition and dimensions of intelligence
  - 4.2 The measurement of intelligence :  
The Binet and Wechsler's scales
  - 4.3 The utility of intelligence test data
  - 4.4 The nature of conceptual thinking
  - 4.5 The measurement of conceptual thinking
  - 4.6 The utility of data from tests of conceptual thinking
  - 4.7 Unresolved issues
5. Projective Techniques :
  - 5.1 Definition
  - 5.2 Measurement principles and projective techniques
  - 5.3 The current status of projective methods
  - 5.4 The Rorschach
  - 5.5 The consensus Rorschach
  - 5.6 The Holtzman - Ink - Blot Test
  - 5.7 TAT
  - 5.8 The children's Apperception test
  - 5.9 The make a picture story test
  - 5.10 Sentence completion method.
  - 5.11 Projective drawing.
6. Personality Inventories :
  - 6.1 Basic steps in assessment : the prediction paradigm
  - 6.2 Discriminating efficiency of psychological tests :  
base rates and selection ratio.
  - 6.3 The nature of objective personality measures
  - 6.4 The development of personality inventories :  
a historical sketch

- 6.5 Criteria for major review
- 6.6 Personality Inventories :
  - a) MMPI
  - b) EPQ
  - c) Neo - PI- R
  - d) CPI
  - e) The 16 PF Questionnaire
- 6.7 Evaluation of the role of personality inventories in clinical assessment.
- 7. Behavioural Assessment
  - 7.1 The distinction between behavioural and traditional assessment
  - 7.2 Methods of behavioural assessment
  - 7.3 Behavioural assessment and Behaviour therapy.
- 8. Neuropsychological - Assessment : an overview.
  - 8.1 Neuropsychology an overview
    - a) Basic Anatomy of the brain
    - b) Brain behaviour relationship
    - c) Major Neuropathological conditions
  - 8.2 Approaches to Neuropsychological evaluation
  - 8.3 Neuropsychological Batteries
    - a) Halstead - Reitan Neuropsychological Battery
    - b) Luria - Nebraska Neuropsychological Battery
    - c) Bender - Vasuo - Motor Gestalt test
  - 8.4 Use of other tests in Neuropsychological Assessment  
WAIS, WMS, Rorschach, MMPI
  - 8.5 Indian tests on organic brain damage
  - 8.6 Report Writing - Test Analysis and Report Writing - a global approach.

#### Books for Reading

1. Weiner, B. (1983) : Clinical Methods in Psychology,  
N.Y. John - Wiley and sons
2. Neizal, M.T., Bernstein (1995) : Introduction to clinical Psychology, 2nd edi.
3. Wolman, B. B. (Ed. ) : Handbook of Clinical Psychology.
4. Lezak, M.D. (1995) : Neuropsychological Assessment  
N. Y. Oxford University, Press.

#### Books for Reference

1. Killerman, H. and Burry, A. (1981) : Handbook of Diagnostic Testing : Personality  
Analysis and Report writing, N.Y. Grune and Stratton.

## **GR F1 - CLI PAPER NO. III : CLINICAL AND COMMUNITY INTERVENTIONS**

1. Introduction :
  - 1.1 Origin and basic concepts of clinical Psychology
  - 1.2 Nature and meaning of community interventions
  - 1.3 Problems for clinical and community interventions
2. Psychological Interventions :
  - 2.1 Nature and goals of interventions
  - 2.2 Objectives and approaches of interventions
  - 2.3 Common features of interventions

- 2.4 Comparison of psychotherapy and counseling
- 2.5 Basic techniques of interventions, reassurance, persuasion, confession, catharsis, and externalization of interests.
- 3. Relationship in Interventions :
  - 3.1 Intervention, a helping process : nature and importance of helping process.
  - 3.2 Strategies and skills of counseling
  - 3.3 characteristics of good counselor
  - 3.4 Issues faced by counselor : dealing with anxiety, demanding and committed clients, withdrawn and aloof clients, understanding and interpretation of client's, silence, pauses, irrelevant talk, emotional reflections.
  - 3.5 Limitations of Counselor
- 4. Skills of a Counselor :
  - 4.1 Communication skills :  
Listening, empathic understanding, confronting, interpreting and informing.
  - 4.2 Interviewing skills :  
rapport establishing, setting a goal, framing and asking questions, types of questions, types of interviews based on personality theories.
  - 4.3 Skills of psychological testing :
    - a) tests of maximal performance (ability and aptitude tests)
    - b) tests of typical performance (personality, interests, etc. )
    - c) Projective Tests
  - 4.4 Administration, scoring, interpretation based on the author's theory.
  - 4.5 Use of interpretation for further counseling.
- 5. Approaches of counseling - I (Psychodynamic) :
  - 5.1 Overview of Freudian and Neo Freudian approaches
  - 5.2 Transactional analysis by Eric Berne
- 6. Approaches of Counseling - II (Humanistic) :
  - 6.1 Person - centered approach by Carl Rogers
  - 6.2 Gestalt Therapy by Fritz Perls
  - 6.3 Developmental counseling
  - 6.4 Reality therapy by Glasser
  - 6.5 Family and marital therapy
- 7. Approaches of counseling - III (Behavioural and cognitive) :
  - 7.1 Assumptions of learning theories and procedures of behavioural approaches.
  - 7.2 Cognitive therapy by Beck
  - 7.3 Cognitive Behavioural modification by Michenbaum.
  - 7.4 Rational Emotive Behaviour Therapy by Albert Ellis.
- 8. Community Interventions :
  - 8.1 Programmes for social problems
  - 8.2 Programmes for special populations :
    - a) For mentally, socially, physically handicapped, deprived, severally impaired.
    - b) For juvenile offenders,
    - c) For women and elderly
    - d) For psychiatric patients

- 8.3 Social skills training : Life skills training
- Heterosocial skills : including sexual skill and competence.
  - Anger control
  - Assertiveness training

Note : Basic concepts, assumptions, theory of therapy, techniques and applications of each therapeutic approach should be covered.

Books for Reading :

- Corsini Raymond J. (1984) : Current Psychotherapies 3rd Ed. F.E. Peakock Pub. Inc.
- Gelso, C.J. and Fretz, B.R. (1995) : Counselling Psychology, Bangalore: Prism Books Pvt. Ltd.
- Wolpe, R and Dryden, W (Eds) (1996) : Handbook of Counselling Psychology, New Delhi : Sage Publications

Books for Reference :

- Corey G. (1986) : Theory and Practices of Counselling and Psychotherapy, Monterey California : Brooks / Cole Publishing Company.
- Luciano, L' abape and Milan M.A. : Handbook of Social Skills - Training and Research, John Wiley and Sons 1985.
- Ivey A.E. and Others - Counselling and Psychotherapy
- Hensen, Stevic, Warner (1982) : Counselling -Theory and Process : Allyn and Bacon Inc.
- Fiest, Jess (1985) : Theories of Personality

### **GR F1 - CLI PAPER NO. IV : PRACTICUM**

The students will have to visit mental hospitals or clinics of related institutions for collecting case studies. They will have to study at least five cases having severe psychological problems. They have to administer appropriate psychological tests from the given list on the same cases, and they have to prepare a project report on their field work. This report should consist of detailed case studies and psychological testing alongwith the results and interpretation.

### **LIST OF CLINICAL TECHNIQUES**

- Indian Adaptation of TAT
- Ink-Blot Test
- MMPI
- EPQ - R
- Neo - PI - R
- Indian Adaptation of wescher scale
- Anxiety Scale
- P.G.I. mental Health Inventory
- Deep Relaxation Therapy
- K.N.P.I.
- Clinical Interview Form
- Stress scale
- The 16 PF Questionnaire
- Bernreutuer's Neuroticism Inventory
- Eight State Questionnaire
- Clinical case study Form
- Adjustment Inventory

In final practicum examination which will be held at the end of academic year, the candidate has to administer a psychological test on a subject and diagnose the case clinically.

### **DISTRIBUTION OF MARKS :**

Full Marks	:	100 Marks
Project Report	:	50 Marks
Conduct of Test	:	10 Marks
Test Report Writing	:	20 Marks
Viva-Voce	:	20 Marks

### **SPECIALISATION IN INDUSTRIAL PSYCHOLOGY**

#### **GR F1 - IND PAPER NO. I :**

#### **PERSONNEL PSYCHOLOGY AND HUMAN RESOURCE DEVELOPMENT.**

1. Framework of Personnel Psychology
  - 1.1 Nature and scope of personnel psychology, functions of personnel psychologist.
  - 1.2 Constituents of the process of Human Resource Management (HRM) - acquisition, development, motivation and maintenance of human resources.
  - 1.3 A systems view of personnel psychology and its relationship to HRM.
  - 1.4 Personnel psychology : the present status and emerging trends.
2. Job Analysis :
  - 2.1 Nature, purpose, and uses of job analysis
  - 2.2 Job descriptions and job specifications
  - 2.3 Methods of job analysis : interview, observation, checklist, questionnaire, work participation, technical conference, diary method, critical incident technique.
  - 2.4 Analysis of managerial jobs.
3. Personnel Selection :
  - 3.1 Human resource planning, recruitment and selection
  - 3.2 Sources of recruitment
  - 3.3 Personnel selection methods - interview, psychological tests, reference checks, biographical information blank, work sample tests,
  - 3.4 Reliability and validity of predictors.
4. Selection of Managers :
  - 4.1 Criteria of managerial success
  - 4.2 Predictors : cognitive ability tests, personality inventories, leadership ability tests, projective techniques, personal history data, peer assessment.
  - 4.3 Situational tests, leaderless group discussion, in-basket exercises, business games and assessment centres.
  - 4.4 Problems involved in the use of psychological instruments in selection and their solution.

5. Selection Decisions :
  - 5.1 Traditional approach to selection decisions.
  - 5.2 Alternative prediction models - multiple regression model, multiple cut-off model, multiple hurdle model.
  - 5.3 Evaluating selection efficiency, selection ratio, the base rate utility assumptions.
6. Training and Development :
  - 6.1 Training, development and education.
  - 6.2 Identifying training needs.
  - 6.3 Methods of training :
    - (i) Off-the-job-training : lecture, conference / group discussion, programmed learning, audio-visual aids, simulation exercises.
    - (ii) On-the-job training : apprenticeship programmes, job instruction training.
  - 6.4 Evaluating training effectiveness.
7. Performance Appraisal :
  - 7.1 Definition and appraisal process
  - 7.2 Appraisal methods :
    - (i) Absolute standards : essay appraisal, critical incident appraisal, checklist, graphic rating scale, forced choice technique, behaviourally anchored rating scales.
    - (ii) Relative standards : group order ranking, individual ranking, paired comparison
    - (iii) Appraisal which involves the use of objectives : MBO Approach
  - 7.3 Errors in performance appraisals, suggestions for improving performance appraisal.
8. Rewards, Pay structure and Compensation :
  - 8.1 Types of rewards - intrinsic Vs. extrinsic; financial vs. non-financial, performance based vs. membership based.
  - 8.2 Criteria on which rewards can be offered : performance, effort, seniority, skills possessed, job difficulty.
  - 8.3 Job evaluation - definition, methods, establishing the pay structure, and other uses.
  - 8.4 Incentive compensation for workers and executives.
9. Safety, Accidents and Ergonomics
  - 9.1 Ergonomic approaches to work design - antropometric approach; biomechanical approach.
  - 9.2 Situational factors in accident occurrence - job factors, work schedule atmospheric conditions.
  - 9.3 Individual factors in accidents - accident repetitiveness, specific individual factors : vision, length of service, perceptual - motor relationship.
  - 9.4 Preventive measures - safety training, persuasion and propaganda, personnel selection and placement, ergonomic approach.

10. Psychological Aspects of Labour Unions :
  - 10.1 Reasons for joining unions
  - 10.2 Unions and job satisfaction
  - 10.3 Collective bargaining, unions and organizational effectiveness.
  - 10.4 Introduction to labour legislation - Factories Act, and Laws related to wages, industrial relations, and social security.

**Book for Reading :**

1. Miner, John B : Industrial - Organizational Psychology, McGraw-Hill, Inc (1992)
2. Decenzo, David A and Robin, Stephen, R : Personnel / Human Resource Management. New Delhi, Prentice - Hall of India, Pvt. Ltd. (1993)
3. Mamoria, C. B. : Personnel Management : Management of Human Resources, Mumbai, Himalaya Publishing House (1991)
4. Muchinsky, Paul M : Psychology Applied to work 6th edition, Thomson Asia Pvt. Ltd. (2000).

**Books for Reference :**

1. Rudrabasavraj, M. N. : Dynamic Personnel Administration, Management of Human Resources, Mumbai, Himalaya Publishing House (1991)
2. Arnold J., Robinson, Iran, T and Cooper, Cary L: work Psychology, Macmillan India Ltd. 1996.
3. Jayagopal, R : Human Resource Development : Conceptual Analysis and Strategies, Sterling Publishing, New Delhi, 1990
4. Paranjpe Vivek : Human Resource Management in India : Legal Perspective, Capital Books International, New Delhi, 1991.
5. Verma, Pramod : Emerging Issues in Human Resource Development, Oxford and IBH Publishing, New Delhi, 1992.

**GR F1 - IND PAPER NO. II :  
ORGANIZATIONAL BEHAVIOUR AND ORGANIZATION  
DEVELOPMENT**

1. OB-An Introduction and Work Motivation :
  - 1.1 Organizational Behaviour - Historical background and scope of study; factors affecting behaviour in organizations - individual level factors, group level factors, and organization systems level factors.
  - 1.2 Challenges and opportunities for OB - responding to globalization, managing workforce diversity, improving quality and productivity, improving people skills, empowering people, stimulating innovation and change.
  - 1.3 Work Motivation - basic concepts, content theories (Maslow's need hierarchy theory, Alderfer's ERG theory, Herzberg's Two factor theory, McClelland's three needs theory); process theories : expectancy theory-Vroom's VIE model, Porter and Lawler's model.  
Smith and Granny model, equity theory, attribution theory and behaviour modification theory.
  - 1.4 Quality of work life - meaning and components, improving QWL job enrichment, flexible work schedules, natural work teams, quality circles.

2. Values, Attitudes, and Job Satisfaction :
  - 2.1 Values - definition, types of values, values across cultures, values and behaviour.
  - 2.2 Attitudes - definition and components, types of job attitudes (job satisfaction, job involvement, and organisational commitment)
  - 2.3 Job Satisfaction - factors affecting job satisfaction, measuring satisfaction, job satisfaction and job behaviour (productivity, absenteeism, and turnover), how dissatisfaction is expressed.
3. Communications in Organizations and Interpersonal Conflict :
  - 3.1 Communication process : barriers in communications
  - 3.2 Communication technology : management information systems, telecommunication.
  - 3.3 Interpersonal communication, factors involved in interpersonal communication, communication networks, improving communications.
  - 3.4 Non-verbal communication and its role in interpersonal relationship
  - 3.5 Interpersonal conflict - process of interpersonal conflict and stages involved in its development, strategies for resolving interpersonal conflicts.
4. Leadership and Power :
  - 4.1 Leadership - what is leadership ? approaches to the study of leadership -trait approach (trait theories), behavioural approach (Ohio State studies, University of Michigan studies, Scandinavian studies), Contingency approach.
  - 4.2 Contingency Theories - Fiedler model, Hersey and Blanchard's Situational Theory, Path-Goal Theory, Leader - Member Exchange Theory, Leader - Participation Model.
  - 4.3 Charismatic leadership, Transformational leadership, Visionary leadership, Substitutes for leadership.
  - 4.4 Power : definition of power; leadership and power; bases of power : coercive power, reward power, legitimate power, expert power, referent power ; power tactics.
5. Organizational Structure :
  - 5.1 Organizational Structure - definition and basic elements (work specialization, departmentalization, chain of command, span of control, centralization vs. decentralization, formalization).
  - 5.2 Common organizational designs - simple structure, bureaucracy, the matrix structure; new options - the team structure, virtual organization, boundary less organization.
  - 5.3 Organizational designs and employee behaviour
  - 5.4 Why do structure differ ? - strategy, size of the organization, technology, environment.
6. Job Stress and Well- being at work :
  - 6.1 Bases of well - being : opportunity for control, skill use, externally generated goals, environmental variety, availability of money, physical security, opportunity for interpersonal contact, valued social position.
  - 6.2 Components of mental health - affective well - being, competence, autonomy, aspiration, integrated functioning.
  - 6.3 Job Stress : What is job stress; sources of job stress; coping with job stress; organizational strategies for minimizing stress.
  - 6.4 Work-Family Conflict : family - work interaction; models of work - family relationship : spilt over model, compensation model, segmentation model.
  - 6.5 Stress in working women and women executives.

7. Organization Development :
  - 7.1 Definitions of organization development (OD)
  - 7.2 A history of OD
  - 7.3 Underlying values and assumptions
  - 7.4. Systems concept - organization as a system ; OD views organization from systems point of view.
8. Foundations of OD :
  - 8.1 Models and theories of planned change
  - 8.2 Forces for change - (nature of workforce, technology, economic shocks, competition, social trends, world politics) ; what can be changed - structure, technology, physical setting and people; a normative re-educative strategy of changing.
  - 8.3 Resistance to change - individual and organisational resistance ; overcoming resistance to change.
  - 8.4 Strategies for planning and implementing change
9. Managing the OD process :
  - 9.1 Diagnosis - diagnostic practices
  - 9.2 The Action component - OD interventions
  - 9.3 The Programme management component
10. OD Interventions :
  - 10.1 Interventions for individual effectiveness : sensitivity training, life and- career planning, behaviour modeling, transactional analysis.
  - 10.2 Interventions aimed at improving the effectiveness of teams and groups : team building, role negotiation, role analysis technique, sociotechnical systems.
  - 10.3 Interventions aimed at the effectiveness of inter-group relations : Organizational mirroring process consultation, third party peace making.
  - 10.4 Interventions aimed at improving the effectiveness of total organization : Survey feedback, total quality management (TQM).

Books for Reading :

1. Luthans, Fred : Organizational Behaviour, McGraw - Hill International Edition (1995)
2. Robbins, Stephen, P : Organizational Behaviour, 9th edition, New Delhi, Prentice - Hall of India, Pvt. Ltd. (2000)
3. Greenberg, Jerald and Burton, Robert A : Behaviour in Organization, New Delhi, Prentice - Hall of India, Pvt. Ltd. (1999)
4. Davis, K. and Newstrom, C.W. : Organizational Behaviour : Human Behaviour at work, McGraw - Hill (1993)

Books for Reference :

1. Sekaran, Uma : Organizational Behaviour - Text and cases, New Delhi, Tata McGraw - Hill Publishing Company (1989)
2. French, Wendell and Bell Ceil, H. Jr. : Organizational Development, 5th edition, New Delhi, Prentice - Hall of India, Pvt.Ltd. (1990)

**GR F1 - IND PAPER NO. III :****CONSUMER BEHAVIOUR AND MARKETING.**

1. Consumer Behaviour and Marketing
  - 1.1 Concept of consumer behaviour and importance of its study.
  - 1.2 Concepts of marketing and selling ; evolution of the concept of marketing management.
  - 1.3 Applications of consumer behaviour principles to strategic marketing.
2. Bases for Segmenting Consumer Market :
  - 2.1 Market Segmentation on Demographic Basis.
  - 2.2 Market Segmentation based on the distribution of disposable income
  - 2.3 Segmentation based on socio-cultural factors
  - 2.4 Segmentation based on psychological factors
3. Consumer Needs, Motivation and Personality :
  - 3.1 Goals, needs and motivation .
  - 3.2 Types of needs and their role in consumer buying behaviour
  - 3.3 Personality : role in consumer behaviour
4. Marketing Research :
  - 4.1 The concept of Marketing research
  - 4.2 Types of data : primary data and secondary data , Sources of secondary data.
  - 4.3 Methods of data collection
  - 4.4 Analysis of data and report writing
5. Consumer Perception :
  - 5.1 Perception : Concept and nature
  - 5.2 Subliminal perception
  - 5.3 Dynamics of Perception : Perceptual selection, organisation and interpretation.
  - 5.4 Consumer Imagery : Self image, product positioning, evoked set and perceived quality.
6. Learning and Brand Loyalty :
  - 6.1 Basic principles of learning
  - 6.2 Theories of learning : Classical conditioning, instrumental conditioning and informations processing.
  - 6.3 Consumer Involvement
  - 6.4 Brand Loyalty.
7. Consumer Attitudes :
  - 7.1 Attitudes as learned predispositions
  - 7.2 Structural models of attitudes
  - 7.3 Attitude measurement
  - 7.4 Attitude Change
8. Communication and Advertising :
  - 8.1 Communication Process
  - 8.2 Barriers to communication
  - 8.3 Advertising as a Source of Consumer Communication.
  - 8.4 Methods of Presentation of Message through advertising
  - 8.5 Advertising effectiveness.
9. Consumer Decision Making :
  - 9.1 Different Views on Consumer Decision Making
  - 9.2 Components in Consumer Decision Making : Input, process, output.

10. Models of Consumer Decision Making :
  - 10.1 Nicosia Model
  - 10.2 Howard - Sheth Model
  - 10.3 Engel - Kollat - Blackwell Model
  - 10.4 Sheth Family Decision Making Model

Books for Study :

1. Schiffman, L.G. and Kanak, L.L. : Consumer Behaviour, 4th Edition, Prentice - Hall of India Ltd; New Delhi, 1993.
2. Engel. J.F., Blackwell, R.D., and Miniard, P.W. : Consumer Behaviour, 5th Edition, Hinsdale, IL :Dryden Press, 1986.
3. Bennett, Peter D. and Kassarian, Harold H. Consumer Behaviour : Foundations of Marketing Services. Prentice Hall of India, Pvt. Limited, New Delhi : 1987.

Books for Reference :

1. Stanton, William J. : Fundamentals of Marketing, 7th Ed., McGraw-Hill Book Company, 1984.
2. Rogers, E. W. and Shoemaker, F.F. : Communication of Innovations, 2nd Edition. The Free Press, New York, 1971.
3. Kassarian H.h. and Robertson, T. H. : Perspectives in Consumer Behaviour. Scott, Foreman and Company, Glenview III, 1973.
4. Farley, John U., Howard, J.A. and Ring, L.W. : Consumer Behaviour : Theory and Application, Allyn and Bacon, Inc. Boston, 1974.

### **GR F1 - IND PAPER NO. IV : PRACTICUM**

The students will have to visit industrial organization / organizations for case study to collect data on areas mentioned in the list. They have to apply appropriate psychological test from the given list on the related problem. They have to prepare project report on their field visit work. This report should consist of detailed case study on the basis of data collected at the visit and psychological testing alongwith the results and proper interpretations.

### **LIST OF AREAS :**

1. Motivation
2. Addiction
3. Absenteeism
4. Selection or Recruitment
5. Accident Repeatitiveness
6. Training
7. Job Satisfaction
8. Industrial conflict
9. Attitudes and behaviour towards work situation
10. Organization climate
11. Mental Health
12. Other related areas in personnel psychology and organizational behaviour.

### **LIST OF PSYCHOLOGICAL TESTS**

1. Job Analysis
2. Job motivation scale (Motivation)
3. Job Satisfaction
4. Stress (Job Stress Scale) / Occupational Stress.
5. Myer-Briggs Trait Indicator
6. Attitude toward Job
7. Vocational Interest Test
8. Accident Proneness
9. Type A, Type B
10. I-E Locus of Control
11. Self concept
12. Values
13. Work Environment / organizational climate

The final practicum examination will be held at the end of the academic year. The candidate has to give a plan and suggest appropriate remedy to solve the problem. The problem will be given from the above mentioned areas.

### **DISTRIBUTION OF MARKS :**

Full Marks	:	100 Marks
Project Report	:	50 Marks
Report Writing on Problem	:	25 Marks
Viva-Voce	:	25 Marks

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**SHIVAJI UNIVERSITY, KOLHAPUR**  
**SYLLABUS OF COUNSELLING PSYCHOLOGY**

**M.A.Part II**

**Introduced from June, 2011 onwards**

**GROUP- F1 ( Coun.)**

**EQUIVALENCE**

<b>Old Subject</b>	<b>New subject</b>
<b>PSYCHOLSGICAL COUNSELLING AND GUIDANCE</b>	<b>PSYCHOLSGICAL COUNSELLING AND GUIDANCE</b>
<b>ASSESSMENT IN COUNSELLING PSYCHOLOGY</b>	<b>ASSESSMENT IN COUNSELLING PSYCHOLOGY</b>
<b>THERAPEUTIC STRATEGIES IN COUNSELLING</b>	<b>THERAPEUTIC STRATEGIES IN COUNSELLING</b>
<b>COUNSELLING PSYCHOLOGY PRACTICUM</b>	<b>COUNSELLING PSYCHOLOGY PRACTICUM</b>

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**SYLLABUS OF COUNSELLING PSYCHOLOGY**

**M.A.Part II**

**Introduced from June, 2011 onwards**

**GROUP- F1 ( Coun.)**

**Paper -I**

**PSYCHOLOGICAL COUNSELLING AND GUIDANCE**

**Objective: To impart knowledge of Counselling and Guidance to the students**

**1. Counseling Psychology**

- 1.1 Definition, Nature & Scope
- 1.2 Historical development & current status
- 1.3 Counseling in modern India

**2. Counseling Skills & Ethics**

- 2.1 Basic principles & skills in Counselling
- 2.2 Professional & Ethical issues in Counseling psychology

**3.Guidance & Counseling psychology**

- 3.1 Definition, Nature & Scope
- 3.2 Guidance movement in India
- 3.3 Main Characteristics of guidance

**4. School Counselling**

- 4.1 Elementary School guidance & Counselling
- 4.2 Middle School guidance & Counselling
- 4.3 Secondary School guidance & Counselling

**5. College Counselling**

- 5.1 Roles of students services providers
- 5.2 Role of College Counsellors & guidance
- 5.3 Counselling non-traditional students

**6. Counselling Children & Adolescents**

- 6.1 Identification of emotionally disturbed
- 6.2 Identification of Learning disabled
- 6.3 Identification of Underachievers

6.4 Identification of Socially disadvantaged

6.5 Identification of Talented children and counseling (preventive & remedial)

## **7. Counselling of Special Groups**

7.1 Counseling the minority members

7.2 Counseling the adolescents

a. Sex Guidance of the young child

b. Guidance for marriage and family life

7.4 Counseling the aged

## **8. Mental Health Counselling**

8.1 Rehabilitation Counselling

8.2 Mental Health Counselling

## **9. Career Counsellors**

9.1 Career Counsellor & Counsellee relationship

9.2 Role of Career Counsellor

9.3 Types of Career Counsellor

9.4 Steps in Career Counselling

## **10) Introduction in Career Guidance and Counselling**

10.1 Principles for using information effectively

10.2 Types of delivery systems

10.3 Sources of occupation information in India

### **Books for Reading**

1. Dash, M.(2003):Education of Exceptional Children, Atlantic Pub.,New Delhi
2. Madhukar, Indira (2000): Guidance & Counselling, Authorspress,New Delhi
3. Nayak,A.K.,(2007): Guidance & Counselling, APH Publishing,Corporation,New Delhi
4. Nayak,A.K.,& Rao, V.K.(2007): Guidance & Career Counselling, APH Publishing,Corporation,New Delhi
5. Patri, V.R .,( 2007): Guidance & Counselling, Authorspress,New Delhi
6. Sharma, s.P. (2006): Career Guidance & Counselling, Kanishka Pub. New Delhi
7. Siddiqui, M.H.(2008): Guidance & Career Counselling, APH Publishing,Corporation,N.D.

8. Shrivastava, K.K. (2006) : Principles of Guidance & Counselling, Krishna Pub. New Delhi

**GROUP- F1 ( Coun.)**

**Paper II**

**ASSESSMENT IN COUNSELLING PSYCHOLOGY**

- Objectives**
1. To implant skills necessary for selective and applying different psychological tests for different purposes such as identification, Intervention and prevention.
  2. To train students in various psychological assessment techniques.

**1.Introduction**

- 1.1 Nature of psychological assessment
  - a. Difference between assessment and testing
- 1.2 Interview
- 1.3 Observation
- 1.4 Case-study
- 1.5 Ethical Principal of psychologists & code of conduct in psychological testing and assessment

**2. Assessment of Development**

- 2.1 Nature of Development
- 2.2 Vineland Social Maturity Scale (VSMS)
- 2.3 Nancy-Baley Development Scale (NBDS)

**3. Assessment of Intelligence**

- 3.1 The Nature of intelligence
- 3.2 Wechsler's series of intelligence
- 3.3 Raven's S.P.M., C.P.M., A.P.M.
- 3.4 Bhatia's Performance Test of intelligence
- 3.5 Cattell's Culture Fair Test of intelligence I, II, III
- 3.6 Murphy's Career Assessment Inventory
- 3.7 Dr. Nafde's Non-Verbal Test of intelligence (NVIT)

**4. Assessment of Personality**

- 4.1 Types of personality assessment

- 4.2 Development of personality testing
- 4.3 Cattell's CPQ, HSPQ, 16PF
- 4.4 EPQ – R
- 4.5 NEO – PI R
- 4.6 Rotter's Incomplete Sentences Blank
- 4.7 Rosenzweig picture frustration study
- 4.8 Indian adaption of projective tests –CAT, TAT

## **5. Assessment of Aptitude**

- 5.1 Nature of aptitude
- 5.2 History of aptitude testing
- 5.3 D.A.T.
- 5.4 Minnesota Paper Form Board Test (Revised)
- 5.5 Scholastic Aptitude Test
- 5.6 G.R.E.

## **6. Assessment of Interest**

- 6.1 Nature of Interest
- 6.2 Historical Foundations of Interest Measurement
- 6.3 Maccanias Interest Inventory
- 6.4 Chartteji's Non-language Preference Record

## **7. Assessment of Attitudes and Values**

- 6.1 Nature of Attitudes and Values
- 6.2 History of Attitudes and Values
- 7.3 Self- Attitude Scale

## **8. Computerized Test Administration & Interpretation**

- 8.1 Use of computers in testing
- 8.2 Computerized test administration
- 8.3 Computerized adaptive testing
- 8.4 Computer based test interpretation

### **Books For Reading**

1. Anastasy, A. (2005) : "Psychological Testing", 7<sup>th</sup> Ed., Macmillan, New York
2. Murphy, K. R. & Davidshofer, K. R. (2004) : "Psychological Testing – Principles and Applications", Prentice Hall Inc., New Jersey
3. Walsh, W.B. & Betz, N. E. (1997) "Tests and Assessment", 3<sup>rd</sup> Ed., Prentice Hall Inc
4. Manuals of the Psychological Tests covered.

### **Books for Reference**

1. Freeman, F. (1998) : "Psychological Testing" Theory & Practice, 3<sup>rd</sup>, Oxford & TBH Pub. New Delhi
2. Climinero, A. R. (1986) : "Handbook of Behavioural Assessment.", John Wiley & Sons, New York
3. Cronbach, C. J. (1984) : "Essentials of Psychological Testing", 4th ed., Hapar and Row

**GROUP- F1 ( Coun.)**

**Paper III**

**THERAPEUTIC STRATEGIES IN COUNSELLING**

**Objectives:** 1.To learn therapies with practical applications in case of problems to children,

adolescents , adults and aged in the society.

2. To learn intervention strategies in counselling

**1.Psychotherapy and Counseling**

1.1 Nature & Features

1.2 a. Counsellor as a Therapeutic person

b. Counsellor's values & Therapeutic process

1.3 a. Personal counseling for the Counsellor

b. Issues faced by Beginning Therapists

1.4 Ethical issues in counseling practice –

Client Needs Priority, Decision Making, Informed Consent,

Confidentiality, Assessment, Dual & Multiple Relationship

**2. Psychoanalytic Therapy**

2.1 a. Key concept' s & Therapeutic process

b. Techniques & Procedures

2.2 Adlerian approach

a. Key concept 's & Therapeutic process

b. Techniques & Procedures

Erikson

- 2.3 a. Perspective on Development of Personality -Carl Jung & Erik
- b. Contemporary Trends
- 2.4 a. Psychoanalytic therapy from multicultural perspective
- b. Evaluation of Psychoanalytic approach

### **3. Person – Centered Therapy(PCT)**

- a. Key concept' s & Therapeutic process
- b. Techniques & Procedures
- 3.3 Person –Centered therapy from multicultural perspective
- 3.4 Evaluation of PCT

### **4. Behaviour Therapy (BT)**

- 4.1 Key concept 's & Therapeutic process
- 4.2 Techniques & Procedures
- 4.3 BT from multicultural perspective
- 4.4 Evaluation of BT

### **5. Cognitive Behaviour Therapy (CBT)**

- 5.1 Albert Ellis's Rational Emotive therapy
  - a. Key concept's & Therapeutic process
  - b. Techniques & Procedures
- 5.2 a. Aron Beck's Cognitive Therapy
  - b. Donald Meicherbaum's Cognitive Behaviour Modification.
- 5.3 CBT from multicultural perspective
- 5.4 Evaluation of CBT

### **6. Feminist Therapy (FT)**

- 6.1 a. Key concept 's & Therapeutic process
  - b. Techniques & Procedures
- 6.2 a. Feminist therapy from multicultural perspective
  - b. Evaluation of FT
- 6.3 Family System Therapy (FST)
  - a. Development & Eight Lenses in FST
  - b. Multicultural Process
- 6.4 a. FST From multicultural perspective
  - b. Evaluation of FST

## **7. Transactional Analysis (TA)**

- 7.1 Key concepts , goals & therapeutic process
- 7.2 Interventions
- 7.3 Further Developments
- 7.4 Evaluation of TA

## **8. Eastern Psychotherapies**

- 8.1 Abhidhamma Therapy (AT)
  - a. Introduction & Basic concepts
  - b. Procedures & techniques
- 8.2 Yoga Therapy (YT)
  - a. Historical perspective & Basic concepts
  - b. Procedures & techniques
- 8.3 Application & Evaluation of Abhidhamma Therapy & Yoga
- 8.4 Integrative Perspective
  - a. Introduction & trend toward psychopathology integration
  - b. Issues related to therapeutic process
- 8.5 Place of techniques & Evaluation in counselling

Therapy

### **Books for Reading**

1. Corey, Gerald (2005): Theory & Practice of Counselling and Psychotherapy, 7<sup>th</sup> Ed, Brooks/Cole Pub.,USA.
2. Ghorapade, M.V. Kumar, (1988): Introduction to Modern Psychotherapy, 1<sup>st</sup> Ed, Himalaya Pub. House, Bombay
3. Kaslow, H.W. (Ed.) (2002): "Comprehensive Handbook of Psychotherapy, (Vol.I,II,III,IV), John Wiley & Sons USA
4. Kottler, A.J., & Brown, R.W. (2000): Introduction to Therapeutic Counselling, Brooks/Cole Thomson Learning Pub. House, Bombay
5. Nelson-Jones, R. (2006): Theory & Practice of Counselling and therapy, 4<sup>th</sup> Ed, Sage pub., London
6. Stewert, I. (2000): "Transactional Analysis Counselling in Action", Guilford Press, New York

### **GROUP - F1 (Coun.)**

#### **Paper - IV**

### **COUNSELLING PSYCHOLOGY PRACTICUM**

#### **OBJECTIVE**

To develop skill of psychological assessment and intervention in counselling psychology.

1. At least two tests are to be administered, scored, interpreted and reported from each of following types :
  - i) General Mental Ability
  - ii) Personality
  - iii) Aptitude
  - iv) Attitude
2. Case Studies  
To prepare 5 case studies on the clients :  
2 on children, 1 on adolescent, 1 on male adult, and 1 on aged.
3. Group Testing - Career guidance and counselling :  
To administer following tests on a group of at least 10 cases from High School IX or X Std.  
DAT 7 subtests  
GMAT 1  
Interest inventory 1  
Personality Inventory 1  
Prepare the profile and conduct career counselling ,
4. Conducting a career conference
5. A Field Visit
6. A Research Project
7. Vocational biography of a successful person

### **ANNUAL PRACTICAL EXAMINATION**

Practical Examination will be held at the end of the academic year. The examination should be conducted in the following manner with the given distribution of marks -

- 1) The candidate has to bring his own client between the age of 14 and 18 years. He/She has to take a brief case history and administer appropriate psychological tests and counsel him/ her accordingly. ....

**15 Marks**

2) Candidate is given a description of an imaginary case and asked to determine his problem and the type of intervention needed ... **10 Marks**

3) Viva ... ..... **25Marks**

4) Reports Files.....

i) Conduct of tests and its report

ii) Case studies

iii) Group testing

iv) Career conference

v) Field visit

vi) A Research project

vii) Vocational biography

**50 Marks**

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**Total marks 100 Marks**  
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Notes: There will be two practicals per week per batch. Each practical will be of four hours duration. A batch shall consist of ten students.