

**SES's L.S. RAHEJA COLLEGE OF
ARTS AND COMMERCE
(AUTONOMOUS)**



Syllabus of Introduction to Psychology under NEP 2020 vertical (Open Elective) with effect from 2024- 25

Department of Psychology

HoD/Sr. Person of the Department: Neha Dalal

Date of approval by the BoS: 27/04/2024

Approved by the Academic Council on:

29/04/2024 Ratified by the Governing

Body on: 06/05/2024



Programme: Bachelor of Arts in Multimedia and Mass Communication			Semester: I		
Course: Introduction to Psychology			Code: UGBAMMCIOE124		
Academic Year: 2024-2025			Batch: 2024-2027		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

Particulars	Marks
Project / Assignment	10
Viva / Presentation	5
Class Participation	5

Learning Objectives:	<ul style="list-style-type: none"> To impart knowledge of the basic concepts and modern trends in psychology To introduce students to the concepts of behavioural and cognitive psychology
Learning Outcomes:	<ul style="list-style-type: none"> Learners will be able to outline the basics of psychology and its importance as an interdisciplinary subject Learners will be able to comprehend analyse the concepts of behavioural and cognitive psychology
Pedagogy:	<ul style="list-style-type: none"> Lectures Case Study Presentation

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Introduction <ul style="list-style-type: none"> Evolution of Psychology Branches of Psychology – overview of the fields Importance of Psychology Psychology – an interdisciplinary approach in media, advertising, journalism and marketing 	<ul style="list-style-type: none"> Lectures Presentation 	15
II	Behavioural and Cognitive Psychology <ul style="list-style-type: none"> Motivation – Definition, Types, Need Hierarchy Theory Cognition and Behaviour Perception (Trait theory, Cognitive theory, Psychoanalytical theory and Behaviour theory) Attitude Personality 	<ul style="list-style-type: none"> Lecture Presentation Case Study 	15

REFERENCE BOOKS

Baron, R. A., & Kalsher, M. J. (2008). Psychology: From Science to Practice. (2nd ed.). Pearson Education inc., Allyn and Bacon

Ciccarelli, S. K. & Meyer, G. E. (2008). Psychology (Indian sub-continent adaptation). New Delhi: Dorling Kindersley (India) pvt ltd.

Ciccarelli, S. K., & White, J. N. (2017). Psychology. 4th ed. New Jersey: Pearson education

Feist, G.J., & Rosenberg, E.L. (2010). Psychology: Making connections. New York: McGraw Hill publications

Ciccarelli, S.K., White, J.N., & Mishra, G. (2018). Psychology. 5th Edition; Indian Adaptation. Pearson India Education Services Pvt.ltd.

Feldman, R.S. (2013). Psychology and your life. 2nd ed. New York: McGraw Hill publications

Feldman, R.S. (2013). Understanding Psychology 11th ed. New York: McGraw Hill publications

King, L.A. (2013). Experience Psychology. 2nd ed. New York: McGraw Hill publications

Lahey, B. B. (2012). Psychology: An Introduction. 11th ed. New York: McGraw-Hill Publications

Term End Examinations (TEE)

Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question OR B. Full Length Theory Question	12
3	Short Notes (3 out of 4)	12
	TOTAL	30