

Programme: Master of Arts			Semester: II		
Course: Applied Social Psychology Academic Year: 2024-2025 Batch: 2024-2026			Code: PGMAIIMJ124		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	-	-	4	40	60
Particulars				Marks	
Class tests				20	
Projects				10	
Viva Voce				10	

Learning Objectives:	<ul style="list-style-type: none"> a. Understand the key principles and theories of social psychology and their application to real-world issues. b. Analyze the role of social identity, stereotypes, and prejudice in shaping intergroup relations.
Learning Outcomes:	<ul style="list-style-type: none"> a. Apply social psychological principles to analyze the impact of social, cultural, and environmental factors on behavior. b. Critically evaluate research literature and empirical evidence in applied social psychology.
Pedagogy:	<ul style="list-style-type: none"> Interactive lectures PowerPoint presentations Role plays Observation and Analysis Experiential Learning Activities Case studies

Detailed Syllabus: (per session plan)

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration
I	<p>Defining the field of Applied Social Psychology:</p> <ul style="list-style-type: none"> a. Social psychology b. Applied Social Psychology as a science, the role of Personal Values c. Historical Context of Applied Psychology, Social influence on Behaviour d. Levels of Analysis, Various roles of Applied Social Psychologist 	<ul style="list-style-type: none"> Interactive lectures PowerPoint presentations Role plays Observation and Analysis Experiential Learning Activities Case studies 	15

II	<p>Application of Applied Social Psychology:</p> <ul style="list-style-type: none"> a. Applying Social Psychology to the Media b. Consumer Psychology c. Sports and Markets research d. Applying Social Psychology to Health 	<p>Interactive lectures PowerPoint presentations Role plays Observation and Analysis Experiential Learning Activities Case studies</p>	15
III	<p>Social Psychology in Organizations:</p> <ul style="list-style-type: none"> a. Applying Social Psychology to Organizations b. Job Satisfaction c. Social Psychology in Courtroom and Prison settings. 	<p>Interactive lectures PowerPoint presentations Role plays Observation and Analysis Experiential Learning Activities Case studies</p>	15
IV	<p>Applications to Environment and Diversity:</p> <ul style="list-style-type: none"> a. Applying Social Psychology to the Environment b. Social Design c. Applying Social Psychology to Diversity, Culture Diversity d. Diversity and Creation of Opportunities, Creativity and Innovation, Problem Solving. Diversity 	<p>Interactive lectures PowerPoint presentations Role plays Observation and Analysis Experiential Learning Activities Case studies</p>	15

REFERENCE BOOKS

- Baron & Byrne _Social Psychology: Understanding Human Interaction 5th Edition, Allyn & Bacon Inc.
- Dalton E.S (2001) Community Psychology Wadsworth Thomson learning Feldman Roberts _Social Psychology – Theories, Research, and Applications International student edition
- Frank. W. Schneider, J. Gruman, Larry Cartts _Applied Social Psychology: Understanding & Addressing Social & Practical Problem Sage Publication
- Hastie R. & Stasser G. (2000) In Reis H.T. & Judd C.H. _Handbook of Research Methods in Social and Personality Psychology. Cambridge University Press.
- Higgins T. & Kruglanski A. W (1996) _Social Psychology: Handbook of Basic Principles Guilford Press, New York, London
- Hollander & Raymond Hunt _Current Perspective in Social Psychology Oxford University Press
- Leonard Berkowitz _A Survey of Social Psychology Illinois. The Dryden Press, Hightstown
- Lindesmith A.R, Strauss _Social Psychology Prentice Hall Publications, New Jersey
- Misra L (1992) Women's issues: An Indian Perspective' Northern Book Centre, New Delhi.
- Muttagi P.K (1997) Drug Abuse among College Students in Bombay' Somaiya Publication Pvt. Ltd., Bombay.
- Pennington D.C Gillen K & Hill P _Social Psychology' Oxford University Press N.Y
- Phillip W.S.K (1994) _Street Children in India' Rawat Publications, Jaipur
- Reis H.T & Judd C.H (2000) Handbook of Research Methods in Social and Personality Psychology' The Cambridge Press
- Rickel P. (1999) _Social and Psychological Problems Prevention & Intervention' Hemisphere Publishing Cooperation, New York.
- Second & Backman _Social Psychology' International Students Education
- Semin G.R & Fiedler K (1996) _Applied Social Psychology' Sage Publications, New Delhi
- Seras D.O, Freedman J.L & Peplau L.A _Social Psychology' Prentice Hall Inc.

QUESTION PAPER PATTERN

(60 marks)

Q1. Answer any one (15 marks)

A. Unit one

Or

B. Unit one

Q2. Answer any one (15 marks)

A. Unit two

Or

B. Unit two

Q3. Answer any one (15 marks)

A. Unit three

Or

B. Unit three

Q4. Answer any one (15 marks)

A. Unit four

Or

B. Unit four