

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



**BOARD OF STUDIES: Psychology**

**PROGRAMME: Bachelor of Commerce (Digital Business)**

**SEMESTER: I**

**NOMENCLATURE OF THE COURSE: OVERVIEW OF  
PSYCHOLOGY**

**NEP Vertical: OPEN ELECTIVE**

**Credit: 2**

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-26)



<b>Programme:</b>	<b>Bachelor of Commerce (Digital Business)</b>
<b>Nomenclature of the Course</b>	<b>OVERVIEW OF PSYCHOLOGY</b>
<b>Total Marks</b>	<b>50</b>
<b>Semester:</b>	<b>I</b>
<b>Academic year</b>	<b>2025-26</b>

**LEARNING OBJECTIVES:**

1. To introduce students to the fundamental concepts, origins, and modern perspectives of psychology, including its scientific approach and research methods.
2. To explore the interdisciplinary applications of psychology in various fields such as economics, political science, education, environmental sciences, and marketing.

**COURSE OUTCOMES:**

1. Describe the fundamental concepts, historical evolution, and various schools of psychology, including its scientific nature and research methods.
2. Apply psychological concepts to different disciplines such as economics, political science, law, criminology, and marketing.

<b>Unit</b>	<b>Course Content</b>	<b>Andragogy</b>	<b>No of Lectures</b>
<b>1</b>	<p><b>1. What is Psychology?</b></p> <p>1.1 Definition of Psychology</p> <p>1.2 Psychology as Science</p> <p>1.3 Origin and development of Psychology</p> <p>1.4 Important Schools of Psychology</p> <p>1.5 Subfields of Psychology</p> <p>1.6 Modern perspectives in Psychology</p> <p>1.7 Research in Psychology</p> <p>1.8 Methods of Research in Psychology</p> <p>1.9 Psychology in India</p>	<p>Interactive lectures</p> <p>PowerPoint presentations</p> <p>Observation and Analysis</p> <p>Case studies</p>	<b>15</b>
<b>2</b>	<p><b>2. Application of Psychology to different disciplines</b></p> <p><b>2.1 Psychology and the Social/Behavioural Sciences</b></p> <p>2.1.1 Psychology &amp; Economics</p> <p>2.1.2 Psychology &amp; Political Science</p> <p>2.1.3 Psychology &amp; Education</p> <p>2.1.4 Psychology and Sociology</p> <p><b>2.2 Psychology and Other Disciplines</b></p> <p>2.2.1 Psychology &amp; Environmental Sciences</p> <p>2.2.1 Psychology, Law, &amp; Criminology</p> <p>2.2.2 Psychology &amp; Marketing</p>	<p>Interactive lectures</p> <p>PowerPoint presentations</p> <p>Observation and Analysis</p> <p>Case studies</p>	<b>15</b>

**REFERENCE BOOKS:**

Berger, J. (2013). *Contagious: How to build word of mouth in the digital age*. Simon & Schuster.

Cialdini, R. B. (2006). *Influence: The psychology of persuasion* (Rev. ed.). Harper Business.

Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus and Giroux.

Myers, D. G. (2013). *Psychology. 10<sup>th</sup> edition*; International edition. New York: Worth Palgrave Macmillan, Indian reprint 2013

**QUESTION PAPER PATTERN**

(A)

**(A) RUBRICS FOR CONTINUOUS EVALUATION**

20 MARKS	2 Presentation/Project/Assignment/Case Study of 10 marks each
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(B)

**QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION**

30 MARKS	Q1. Answer in brief (1/2)----- 15 marks
	Q2. Answer in brief (1/2)----- 15 marks