

Syllabus of Social Psychology
Complimentary Course of B.Com TTM

Semester I

**Complementary course I: PG 1131.1 – SOCIAL BEHAVIOUR AND SOCIAL
RELATIONS**

Module I

Social behavior: social psychology – working definition –Factors influence social interaction- methods of social psychology, socialization process

Module II

Social perception; Perception – meaning – factors affecting perception- social communication -verbal and non verbal communication– attribution.

Module III

Causes of behavior : Defining the self – formation of the self concept – self efficacy – locus of control – gender identity – self monitoring , self presentation – maintaining self control through words and actions – self evaluation – self esteem

Module IV

Group influences and group behavior : nature and development of groups – structure of groups and their operations – development of group norms- group processes, group cohesiveness, group mind, group think, group dynamics group polarization, group decision making, group problem solving – social facilitation, social loafing , crowd behavior, leadership in groups

Module V

Interpersonal relations; Friendship and love – evaluating strategies, physical proximity, and emotional state need to affiliate – familiarity – attractiveness – similarity and reciprocity. Need for belongingness, attachment, troubled relationships, loneliness and situational influences

Reference

1. Baron, R.A. and Byrne, D.(2002) Social Psychology (10th Ed).Pearson Education, New Delhi.

Semester II

Complementary course II: PG 1231.1 – SOCIAL COGNITION AND MOTIVATION

Module I

Motivation: Nature and types – theories of Maslow, Alderfer and McClelland, motivation and behaviour

Module II

Social Cognition ; mental shortcuts- schema, prototype, heuristics and stereotypes –sources of errors in social cognition- impression formations and impression management-. Social cognition and problem behavior

Module III

Evaluating the social world ; ABC model of attitude – functions of attitude – nature,formation and measurement of attitudes – change of attitude. Attitudes and behaviour

Module IV

Prejudice and discrimination: Foundations of prejudice, nature of prejudice, social emotional and cognitive sources of prejudice, methods to reduce prejudice – discrimination- racism, sexism.

Module V

Aggression: theoretical perspectives on aggression –instinct theory, biological theory, drive theory and social learning theory. Causes of aggression- prevention and control of aggression..

Reference

1. Baron, R.A. and Byrne, D.(2002) Social Psychology (10th Ed).Pearson Education, New Delhi.

Semester III

Complementary course III : PG 1331.1 – SOCIAL INFLUENCES

Module I

Social influences: Nature of conformity, factors influencing the development of conformity, normative and informational social influences, social support, gender difference in conformity, nature of conformity. Compliance – principles of compliance, techniques of compliance. Obedience

Module II

Persuasion: Elements of persuasion, effect of persuasive communication, content of the message, channels of communication, effectiveness of communication, resisting persuasion, attitude inoculation, strengthening commitment.

Module III

Conflict and peacemaking : nature of conflicts, development of conflicts, social dilemma, mis perceptions, perceived injustice, contact , conciliation, resolution of conflict, GRIT, influence of communication in the resolution of conflict.

Module IV

Social exchange : coming with terms with others – cooperation, competition, bargaining, social equality, perceived fairness in social exchange, social exchange theory, role of transactional analysis in understanding behavior.

Module V

Influence of mass media: Types of media – influence on behavior, propaganda upon behaviour

Reference

1. Baron, R.A. and Byrne, D.(2002) Social Psychology (10th Ed).Pearson Education, New Delhi.

Semester IV

Complementary course IV: PG 1431.1 – APPLIED SOCIAL PSYCHOLOGY

Module I

Personality and Social Behavior: Approaches to personality – trait theory of Gordon Allport, Psychodynamic approach of Sigmund Freud, behaviourist and humanistic approach , personality assessment

Module II

Environmental influences on behaviour: Urban environment and social behavior, environmental stress, interpersonal environment, effect of crowding, personal space, pollution and behaviour

Module III

Altruism: Nature and definition, situational influences on altruism. Number of bystanders – time pressures – feelings – altruism and personality –religiosity –gender differences – improving altruism – socializing altruism.

Module IV

Applying social psychology: Social psychology in health care, organizations and environment.

Module V

Social psychology in legal and political arena: The law and the court rule. The defendant – the judge, validity of eye witness, police interrogation and pretrial publicity, criminal psychology, social psychology of politics..

Reference

1. Baron, R.A. and Byrne, D.(2002) Social Psychology (10th Ed).Pearson Education, New Delhi.