

Code: PSY-111

Title: Applied Psychology

Credit Hours: 03

Objectives:

Definition; Brief historical background and schools of Psychology; Careers & Specialization in Psychology

Course Contents

Research Methods in Psychology

Observation (Naturalistic and Field study); Case history. Experimental Method, Survey; Interview

Statistical Analysis in Psychology

Definition and Importance of Statistics in Psychology
Graphic Representation

Measures of Central Tendency: Mean Median and Mode.

Measures of variability: Standard deviation

Correlation: Pearson Product-moment & Rank Order

Biological Basis of Behavior

Brain Structure and Functions, Nervous System, Neurons, Parts of Nervous System; Endocrine glands

Sensation and Perception

Sensation: Characteristics of Sensation. Visual Sensation: Structure and Functions of the eye, Auditory Sensation Structure and Functions of the ear

Perception: Factors in perception, types of perception, perceptual organization; perceptual problems illusions and Hallucinations

Motivation

Definition and Classification; Primary (Biogenic) Motives Secondary Motives; intrinsic and Extrinsic Motives; Intrinsic and Extrinsic Motivation; Theories of Motivation

Emotion

Definition; Components of Emotion; Theories of Emotion. Expression of Emotions and Psychological Well being

Learning and Conditioning

Definition and Types; Classical and instrumental conditioning; Learning throughimitation; Cognitive learning

Memory

Definition; Types of Memory; Models of Memory; Memory Processes: Retention, Recall, Recognition and Retrieval; Forgetting, Theories of Forgetting; Improving Memory; Mnemonics

Thinking

Definition; Types (Realistic Autistic thinking, Creativity, problem solving); Tools of Thinking; Imagery; Language; Concepts

Intelligence

Definition; Theories of Intelligence; Assessment of Intelligence

Personality

Definition; Theories of Personality, Assessment of Personality

Recommended Books:

- Smith, E. E., Nolen-Hoeksema, S., Fredrickson, B. L. & Loftus G. R. (2003). Introduction to Psychology. USA: Thomson Learning.
- Passer, M. W. & Smith, R. E. (2007). Psychology: The Science of Mind and Behavior. New York, NY:McGraw-Hill.
- Myers, D. G. (2001). Psychology (6thed.). USA: Worth Publishers.
- Breakwell, G. M., Smith, J. A. & Wright, D. B. (2012). Research Methods in Psychology. London:SAGE Publications.
- Carlson N. R. (2005). Foundations of Physiological Psychology. (6thed.). India: Pearson Education.
- Blake, R. & Sekuler, R. (2006). Perception (5thed.). USA: McGraw-Hill.
- Domjan, M. (2005). The Essentials of Conditioning and Learning. (3rded.). Belmont, CA: Wadsworth.
- Wilson, B. A. (2009). Memory Rehabilitation: Integrating Theory and Practice. New York, NY: The Guilford Press.
- Eysenck, M. W. & Keane M. T. (2005). Cognitive Psychology: A Student's Handbook, New York, NY: Psychology Press.
- Pervin, L. A., Cervone, D. & John, O. P. (2005). Personality: Theory and Research. USA:

John Wiley & Sons

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