**Shyama Prasad Mukherji College**

**Teaching Plan July-Dec 2022**

**Course and Year: Applied psychology (2nd Year )**

**Semester: IV**

**Taught individually or shared: Shared**

**Paper: GE-Abnormal Psychology**

**Faculty:** Dr. Aashima Sharma

**No. of Classes** (per week)**: 2**

**Teaching Plan**

**Resource list**

UNIT 3

Somatoform and Eating disorders: Somatoform disorder: Conversion disorder and Hypochondriasis: clinical picture with case studies. Eating disorder: Anorexia Nervosa and Bulimia Nervosa: clinical picture with case studies

**Readings:**

Carson, R. C., Butcher, J. N., Mineka, S., & Hooley, J.M. (2007).Abnormal psychology.13th Ed. New Delhi:Pearson. ( UNIT 1 :Ch. 1, 3 and 4; UNIT 2 :Ch. 6; UNIT 4 :Ch. 7; UNIT 3 : Ch. 8 and 9)

UNIT 4

UNIT 4 Mood disorders: Unipolar and Bipolar Disorders and Suicide: clinical picture with case studies

**Readings:**

Kearney, C. A. &Trull, T. J. (2012). Abnormal psychology and life: A dimensional approach. New Delhi:Cengage learning. (UNIT 2 : Ch. 5 ;UNIT 3 : Ch. 6 and 8; UNIT 4 : Ch. 7 )

**No of classes required to complete the unit (approx.):**

1. Unit 3: 13 classes
2. Unit 4: 13 classes

**Sub topics to be covered and their order along with the respective time frames (if any)**

Unit 1: 26th Aug -30th Sep

Unit II: 10th Oct—26th Nov

**Methodology of Teaching:** Reciprocal Teaching, Research, PPT

Assessment

Unit 1: 15th September

Unit II: 20th November

**Criteria of Assessment:**

* Quality of Content
* Knowledge
* Presentation
* Class participation
* Regularity

**Shyama Prasad Mukherji College**

**Teaching Plan July-Dec 2022**

**Course and Year: Applied psychology (2nd Year )**

**Semester: IV**

**Taught individually or shared: Shared**

**Paper: Systems in Psychology**

**Faculty:** Dr. Aashima Sharma

**No. of Classes** (per week)**: 1**

**Teaching Plan**

**Resource list**

UNIT 2

Classical Behaviourism: Watson; Overview of Neo-behaviourism.

**Readings:**

Hergenhahn, B.R. & Henley, T.B. (2014): An Introduction to History of Psychology. UK: Wadsworth,Cengage Learning (Unit 1: Chapter 1; Unit 2: Chapters 12 and 13; Unit 3: Chapter 16).

Marx, M.H. and Hillix,W.A.(1986).Systems and Theories in Psychology. NY: McGraw Hill. (Unit 1: Chapter 1; Unit 2: Chapter 7).

**No of classes required to complete the unit (approx.):**

1. Unit 1: 15 classes

**Sub topics to be covered and their order along with the respective time frames (if any)**

Unit 1: 26th Aug -30th Sep

**Methodology of Teaching:** Reciprocal Teaching, Research, PPT

Assessment

Unit 1: 15th September

**Criteria of Assessment:**

* Quality of Content
* Knowledge
* Presentation
* Class participation
* Regularity

**Course and Year: Applied psychology (3rd Year )**

**Semester: IV**

**Taught individually or shared: Shared**

**Paper: Media Psychology**

**Faculty:** Dr. Aashima Sharma

**No. of Classes** (per week)**: 2**

**Teaching Plan**

**Resource list**

UNIT 2

Media and advertising: Developing an effective advertising programme /media promotions/ campaigns for social marketing. Case studies in the Indian context.

**Readings:**

Kotler , P., Keller, K. L., Koshy, A. &Jha, M. (2012). Marketing management: A South Asian perspective. Pearson Melkote, S. R. &Steeves, H. L. (2001).Communication for development in the third world. New Delhi: Sage

UNIT 3

Audio-Visual media (TV and movies) and Print media: Nature and their impact; Developmental issues: fantasy Vs reality, socialization, stereotyping, and violence. . Case studies in the Indian context.

**Readings:**

Batra, R., Aaker, D. A., & Myers, J. G. (2006). Advertising Management. New Delhi Dorling Kindersley (India). Berns, R. M. (2004). Child, Family, School, Community: Socialization and support. Thomson/ Wadsworth. Giles, D. (2008). Media Psychology. Lawrence Erlbaum

**No of classes required to complete the unit (approx.):**

1. Unit 2: 15 classes
2. Unit 3: 15 classes

**Sub topics to be covered and their order along with the respective time frames (if any)**

Unit 2: 26th Aug -30th Sep

Unit 3: 10th Oct—26th Nov

**Methodology of Teaching:** Reciprocal Teaching, Research, PPT

Assessment

Unit 1: 15th September

Unit II: 20th November

**Criteria of Assessment:**

* Quality of Content
* Knowledge
* Presentation
* Class participation
* Regularity