

Course code	Course name	L-T-P-Credits	Year of Introduction
AE362	INDUSTRIAL PSYCHOLOGY	3-0-0-3	2016
<b>Prerequisite: Nil</b>			
<b>Course objectives</b> <ul style="list-style-type: none"> <li>• To introduce major topics and sub-specialties including critical theory and research findings that have served to define the field of Industrial / Organizational (I/O) psychology</li> <li>• To increase understanding of the complicated systems of individual and group psychological processes involved in the world of work</li> <li>• To connect the basic principles of I/O Psychology to Personnel and Human Resources management within organizations</li> <li>• To allow participants to explore ways in which individual career choices and work-life success can be improved through the benefits of I/O Psychology</li> </ul>			
<b>Syllabus</b> Introduction to Industrial and Organizational Psychology – Leadership - Development of Human Resources - Consumer Psychology - Decision making			
<b>Expected outcome</b> After completing the course the students will be able to: <ol style="list-style-type: none"> <li>i. Demonstrate fundamental knowledge about need and scope of I/O Psychology</li> <li>ii. Be aware of the brief history and various related fields of I/O Psychology</li> <li>iii. Learn about employee motivation, job satisfaction and leadership styles.</li> <li>iv. Understand the concept of organizational culture and learn the various types and functions of organizational culture</li> <li>v. Comprehend the concept of Job analysis and be aware about the various methods of Job analysis.</li> <li>vi. Learn about the process of employee selection and understand the various methods of selection process with special emphasis on psychological testing.</li> <li>vii. Demonstrate knowledge about the processes of training and performance appraisal</li> <li>viii. Understand the meaning of consumer behaviour and the decision making process of the consumer. Level of Basic knowledge of psychological concepts and principles</li> </ol>			
<b>Text Books</b> <ol style="list-style-type: none"> <li>1. Aswathappa K (2008) Human Resource Management (fifth edition), Tata McGraw Hill</li> <li>2. Blum &amp; Naylor (1982) Industrial Psychology. Its theoretical &amp; social foundations, CBS Publications.</li> <li>3. Singh N. (2011). Industrial Psychology. Tata McGraw hill Education private limited.</li> </ol>			
<b>References</b> <ol style="list-style-type: none"> <li>1. Aamodt.M G (2016) Industrial/Organizational Psychology: An applied Approach (8th edition), Cengage Learning</li> <li>2. Miner J B (1992) Industrial/Organizational Psychology. N Y: McGraw Hill</li> <li>3. Robbins, S. P. (2010). Organizational behaviour. Tata McGraw Hill publications.</li> <li>4. Schiffman, L G &amp; Wisenblit, J. (2010). Consumer behaviour. Pearson publications.</li> <li>5. Schultz, D. P., &amp; Schultz, E. S. (2008). Psychology and Work today. New York: Mac Milan publishing company.</li> </ol>			
<b>Course Plan</b>			

<b>Module</b>	<b>Contents</b>	<b>Hours</b>	<b>Semester Exam Marks</b>
<b>I</b>	<b>Introduction to Industrial and Organizational Psychology:</b> Introduction to industrial psychology, Definition, scope, major influences, goals, key forces, and fundamental concepts, History of industrial psychology, Major Fields of I/O Psychology, scientific management.	6	15%
<b>II</b>	<b>Individual in Workplace :</b> Motivation- Definition, Types, Theory-Maslow's and Herzberg, Job satisfaction- Definition, Factors affecting Job Satisfaction, Consequences, Leadership - Definition, Leadership Styles, Approaches to Leadership, Organizational Culture -Definition, Levels, Characteristics, Types, Functions	7	15%
<b>FIRST INTERNAL EXAMINATION</b>			
<b>III</b>	<b>Development of Human Resources:</b> Job Analysis- Definition, Purpose, Types, Process, Methods, Recent Developments Recruitment and Selection- Nature and objectives, Sources- Internal and External, Process, Definition and steps in selection process Performance Management- Definition, Scope, Process, Tools Training and Development- Meaning and nature, Objectives, Methods- on the job and off the job	7	15%
<b>IV</b>	<b>Introduction to Consumer Psychology:</b> Definition, Scope, Marketing concept. Market Segmentation- consumer rooted, consumption specific, and brand experience as segmentation bases. Targeting- criteria for effective targeting; Positioning and repositioning	7	15%
<b>SECOND INTERNAL EXAMINATION</b>			
<b>V</b>	<b>Consumer Decision Making :</b> Levels of Decision making, Views of consumer decision making, Model of consumer decision making: Input – marketing efforts, socio cultural environment. Process – psychological field, need recognition, pre-purchase search, Evaluation of alternatives Output – Purchase behavior and post purchase evaluation.	8	20%
<b>VI</b>	<b>Performance management: Training &amp; Development:</b> Work environment & engineering psychology – fatigue, boredom, accidents & safety, Job analysis, Recruitment & Selection, Reliability & Validity of recruitment tests.	7	20%
<b>END SEMESTER EXAMINATION</b>			

## QUESTION PAPER PATTERN

Maximum Marks:100

Exam Duration: 3 Hours

### Part A

Answer any two out of three questions uniformly covering Modules 1 and 2 together. Each question carries 15 marks and may have not more than four sub divisions.

(15 x 2 = 30 marks)

### Part B

Answer any two out of three questions uniformly covering Modules 3 and 4 together. Each question carries 15 marks and may have not more than four sub divisions.

(15 x 2 = 30 marks)

### Part C

Answer any two out of three questions uniformly covering Modules 5 and 6 together. Each question carries 15 marks and may have not more than four sub divisions.

(20 x 2 = 40 marks)

