

SRI VENKATESWARA UNIVERSITY - TIRUPATI

MULTIDISCIPLINARY COURSE

w.e.f. 2023-24

SEMESTER-I

PRINCIPLES OF PSYCHOLOGY

Credits: 2

2 hrs/week

Unit I

Introduction: Definition, Origin of psychology, Psychology as a scientific study of behavior, Methods to study psychology; Natural Observation, Survey and Case Study.

Attention: selective, sustained and divided attention. Perception: Nature and determinants; Perceptual constancies

Unit II

Emotion and Motivation: Nature of emotion; Types of emotions, Development of emotions, EQ, Nature and types of motivation, Maslow's hierarchy model

Unit III

Individual differences: Definition and types of Learning – Imitation, conditioning, trial and error, insight. Memory – short-term and long-term: forgetting and its causes.

Personality – Definition and assessment of personality. Intelligence: Concept of IQ and measurement

Books recommended:

Baron, R. A. (2006). *Psychology* (5th Ed.). New Delhi: Pearson Education.

Ciccarelli, S. K., & Meyer, G. E. (2009). *Psychology*. Delhi: Pearson Education.

Coon, D., & Mitterer, J. O. (2007). *Introduction to Psychology: Gateway to mind and behaviour*. New Delhi: Cengage.

Gerrig, R. J., & Zimbardo, P. G. (2006). *Psychology and Life* (17th Ed.). New Delhi: Pearson Education.

Singh, A. K. (2009). *Uchachtar Samanya Manovigyan*. Varanasi: Motilal Banarasi Das.