

III SEMESTER

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Understanding Individual Differences	3. Course Code PCL 201	4. L-T-P (3-1-0)	5. Credits 4
6. Type of Course (Check one):	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: No			
8. Frequency of offering (check one): Odd <input checked="" type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The course examines psychological features that contribute to differences and similarities in individuals. The course will review major theories, debates, and research findings in the fields of intelligence, personality traits, motivations, and emotions.			
Lectures: 45 hours	Practice		
	Tutorial Hours: 15 hours		Practical: Nil
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	Understanding the various approaches to intelligence and appreciation of the diverse frameworks		
CO 2	To develop an understanding of the concept of individual differences		
CO 3	To acquaint the learner with the complexities of personality theories.		
CO 4	To know the processes and principles of motivation and emotion and appreciating the diverse frameworks		

COURSE TEMPLATE

2. Department:	School of Management		
2. Course Name: Evolution of Psychological Thought	3. Course Code	4. L-T-P	5. Credits
	PCL 203	4-1-0	5
6. Type of Course (Check one):	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: SML 167N			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: Adopting a critical lens, the course aims to explore the various viewpoints on consciousness from both Western and Eastern perspectives. The course provides an overview of the historical debates in the originating systems of thought that have contributed to the current Western approaches to psychology. Furthermore, the courses critically examine the crucial thinkers and the issues raised by Post-Modern thinkers with regard to feminism and cultural paradigms.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 60 hours	Practice		
	Tutorial Hours: 15 hours		Practical: Nil
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	Expose the students to different conceptualization of consciousness as a central issue in traditional Eastern and Western paradigms.		
CO 2	Understand how political and historical contexts influenced the course of psychology.		
CO 3	Identify and appreciate the diversity of voices that contributed and shaped the contemporary debates in psychology.		
CO 4	Develop critical thinking skills with increased ability to articulate and formulate research questions.		

COURSE TEMPLATE

3. Department:	School of Management		
2. Course Name: Issues in Social Psychology	3. Course Code	4. L-T-P	5. Credits
	PCL 205	3 (2-1-0)	3
6. Type of Course (Check one):	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: No			
8. Frequency of offering (check one): Odd <input checked="" type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: Social psychology is the scientific study of the way people think about, feel, and behave in social situations. It involves understanding how people influence, and are influenced by, the others around them. A primary goal of this course is to introduce students to the perspectives, research methods, and empirical findings of social psychology. Topics to be covered include: social influence, social cognition, Interpersonal attraction, pro- social behavior, aggression. Finally, throughout the course, emphasis will be placed on developing critical and integrative ways of thinking about theory and research in social psychology.			
Lectures: 30 hours	Practice		
	Tutorial Hours: 15 hours	Practical: Nil	
10. Course Outcomes (COs)			
CO 1	Understanding the basic social psychological concepts and familiarize with relevant methods.		
CO 2	Developing skills pertaining to mapping of social reality and understanding how people evaluate social situations.		
CO 3	Developing an understanding pertaining to social influence processes particularly the influence of others on individual behavior and performance.		
CO 4	Develop an understanding of the individual in relation to the social world.		

COURSE TEMPLATE

4. Department:		School of Management		
2. Course Name: Statistical Methods and Psychological Research		3. Course Code	4. L-T-P	5. Credits
		PCL 207	4(2-2-0)	4
6. Type of Course (Check one):		Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: SML 113				
8. Frequency of offering (check one): Odd <input checked="" type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>				
9. Brief Syllabus: The students will be exposed to both qualitative and quantitative methodology. The course will emphasis on quantitative techniques in inferential statistics and non parametric distribution. The students will be able to understand application research methodologies in the realms of research and work settings.				
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)				
Lectures: 30 hours		Practice		
		Tutorial Hours: 15 hours		Practical: Nil
10. Course Outcomes (COs)				
CO 1	Developing an understanding of the nature of qualitative and quantitative inquiry.			
CO 2	To educate students with the techniques of inferential statistics and hypothesis testing			
CO 3	Developing a basic knowledge of how to analyze data quantitatively.			

COURSE TEMPLATE

5. Department:	School of Management		
2. Course Name: Physiological Psychology	3. Course Code PCL 209	4. L-T-P 2-1-0	5. Credits 3
6. Type of Course (Check one):	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any:			
8. Frequency of offering (check one): Odd <input checked="" type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The present course is designed to introduce students to the nature and methods of Physiological Psychology. It will help the students to understand the cellular and neural basis of behaviour along with structure and functions of endocrine glands, brain and nervous system.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: 15 hours	Practical: Nil	
9. Course Outcomes (COs)			
CO 1	To help the student learn about the nature of physiological psychology and its various methods of research.		
CO 2	To understand the fundamentals of cellular basis of behaviour.		
CO 3	To learn about the structure, functions, and abnormalities of various endocrine glands.		
CO 4	To understand the structure and organization of the nervous system and brain.		

IV SEMESTER

The NorthCap University

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Industrial and Organizational Psychology	3. Course Code	4. L-T-P	5. Credits
	PCL 202	4 (3-1-0)	4
6. Type of Course (Check one):	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: No			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input checked="" type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The present course is designed to study the workplace environment, organization, and their employees. This course will introduce students to history of industrial Psychology and Organizational Behavior, its current status in India. Studying this would enhance the student's concern for Increasing productivity and at the same time maximizing the performance of an organization as a whole. It has been designed to provide the student a detailed knowledge about the role psychology plays in managing organizational resources, at the same time focusing on the employee behavioral part.			
Lectures: 45 hours	Practice		
	Tutorial Hours: 15 hours	Practical: Nil	
10. Course Outcomes (COs)			
CO 1	To know the history of Industrial Psychology and Organizational Behavior		
CO 2	To study the role of I/O Psychology in recruiting, selecting and training Human Resources.		
CO 3	To study the role of I/O Psychology in balancing the behavior of employees at work.		
CO 4	To explore the role of leader in I/O Psychology		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Applied Social Psychology	3. Course Code	4. L-T-P	5. Credits
	PCL 204	(3-1-0)	4
6. Type of Course (Check one):	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: SML 208N			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: This paper provides an in-depth overview of the dominant theoretical and empirical trends in social psychology, and also the key issues and related to social inequalities, especially in the Indian context. The course introduces studies and applications of research findings to social issues, problems-Interpersonal relationships, diversity issues, inter-group relations, conflict resolution, the justice system, and community concerns.			
Lectures: 45 hours	Practice		
	Tutorial Hours: 15 hours	Practical: Nil	
10. Course Outcomes (COs)			
CO 1	Understanding the key issues and theoretical concepts related to socio-economic inequalities, especially in the Indian context.		
CO 2	Developing insights into how interventions can be designed and evaluated.		
CO 3	Learning to apply theoretical knowledge of social psychology in designing intervention systems		
CO 4	Developing insights into issues related to groups, environment, and the legal system.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Counseling Psychology	3. Course Code	4. L-T-P	5. Credits
	PCL 206	3-1-0	4
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The students will be taught the various phases and stages of the counseling process and learn the relevance of assessment in assisting the counseling process.. This paper provides an in-depth overview of the dominant theoretical, empirical trends, and perspectives in the field of counselling psychology. The students will be exposed to the definition, scope, and goals of Counselling. The students will also be able to differentiate between Counselling, guidance, and psychotherapy and understand its implication according to the etiology of the client. The course will help students appreciate and develop the essentials of counseling skills and relationship building. The students will be exposed to different types of counseling setups, particularly behavioral and academic issues and Family counseling.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 45 hours	Practice		
	Tutorial Hours: 15 hours	Practical: Nil	
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	To develop an understanding of basic concepts, processes, and techniques of Counseling.		
CO 2	Having a comprehensive understanding and Scope of the profession of counselling, particularly in the Indian context.		
CO 3	Acquiring basic counselling skills of problem identification, and relationship building (e.g. empathy, listening, paraphrasing, unconditional positive regard).		
CO 4	Developing qualities of an effective counsellor including increasing self-awareness, reflexivity, self-monitoring and objectivity.		
CO 5	Helping clients with everyday concerns		

V

SEMESTER

The NorthCap University

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Life Span Approach to Developmental Psychology	3. Course Code PCL 301	4. L-T-P 3-1-0	5. Credits 4
6. Type of Course (Check one):	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The present course aims to help the students understand the major theoretical perspectives and methodological approaches used in Developmental Psychology. It allows the students to identify various milestones in diverse domains of human development across life stages. Moreover, it helps them to understand the contributions of socio-cultural factors involved in shaping human development, especially in the Indian context.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 45 hours	Practice		
	Tutorial Hours: 15 hours	Practical: Nil	
10. Course Outcomes (COs)			
CO 1	To help the students understand the major theoretical perspectives and methodological approaches used in the Developmental Psychology.		
CO 2	To explain the various milestone at crucial stage of human development.		
CO 3	To learn about the different developmental areas of psychological, physical, emotional and social development.		
CO 4	Emerging perspectives on developmental research in India.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Psychopathology and Well Being	3. Course Code PCL 303	4. L-T-P 4 (3-1-0)	5. Credits 4
6. Type of Course (Check one):	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: Students will critically engage with the concept of normalcy and abnormality and its understanding in various cultures. The students will be exposed to theoretical and clinical perspectives relevant to the study of psychopathology such as the Diathesis-Stress-Model. Emphasis is placed on terminology, classification, etiology of the major disorders: anxiety based disorder, OCD, and phobia, dissociative disorder, clinical picture of personality disorders (Oppositional defiant disorder, and conduct disorders), Childhood developmental disorder (Mental Retardation, Pervasive developmental disorder, Autism, ADHD), Gender identity disorder and Paraphilia, and substance abuse and addictive disorders.			
Lectures: 45 hours		Practice	
		Tutorial Hours: 15 hours	Practical: Nil
10. Course Outcomes (COs)			
CO 1	Understanding the historical context of abnormality, differentiating between the concepts of abnormality and normality.		
CO 2	Developing familiarity with the current diagnostic systems (current edition of the Diagnostic and Statistical Manual of Mental Disorders and International Classification of Diseases- Mental Disorder).		
CO 3	Developing an insight into the general causal factors of psychopathology and adopting a psycho-social framework.		
CO 4	Developing sensitivity towards individual and cultural diversity when thinking about psychopathology.		

VI

SEMESTER

The NorthCap University

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Applied Clinical Psychology	3. Course Code	4. L-T-P	5. Credits
	PCL 302	3-1-0	4
6. Type of Course (Check one):	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The purpose of this paper is to develop knowledge and understanding of clinical psychology. The course will provide an exposure to different techniques, skills, and treatment modalities: Cognitive Behavioral, Humanistic and Existential, and Psychodynamic. The students will be encouraged to develop skills to differentiate application of techniques based on the etiology of the patient and treatment settings.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 45 hours	Practice		
	Tutorial Hours: 15 hours	Practical: Nil	
10. Course Outcomes (COs)			
CO 1	Clinical assessment and its metho		
CO 2	Provide an overview of Cognitive Behavior therapies and their applications.		
CO 3	Introduction to the processes involved in psychodynamic psychothera		
CO 4	Provide an overview of Humanistic and existential psychotherapy.		

Programme Electives

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Health Psychology	3. Course Code	4. L-T-P	5. Credits
	PCL 331	2-0-2	3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
<p>9. Brief Syllabus: The present course has been designed to familiarize the students with the importance of Psychological processes and its interaction with the medical treatment in the practice of health and illness. It introduces the students to the Nature of Health Psychology and various components of health. It acquaints the students with health enhancing behaviors as well as the management of pain and chronic illness. Through this course, the students will be encouraged to develop an understanding of research in health psychology domains and interventions developed.</p>			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL		Practical: 15 hours
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	To understand the nature of health psychology and relation between mind and body.		
CO 2	To identify the characteristics of healthy behaviors and ways of promoting them.		
CO 3	To learn about the nature of pain and psychological techniques for pain control.		
CO 4	To understand the personal issues faced in chronic illness and how to cope with it.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Stress Management	3. Course Code PCL 332	4. L-T-P 2-0-2	5. Credits 3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The present course aims to acquaint the students with the nature, symptoms and sources of stress to help them develop adequate knowledge about how to recognize signs of stress and its causes in themselves and others. It also aims to help the students learn about various techniques of stress management, like yoga/exercise/games, meditation, and relaxation techniques, so that they can develop skills for dealing with stress effectively.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL		Practical: 15 hours
10. Course Outcomes (COs)			
CO 1	To understand the nature of stress and difference between the Eustress and Distress.		
CO 2	To get an insight into the various factors that lead to the experience of stress.		
CO 3	To learn how stress impacts health and learn coping skills and resilience.		
CO 4	To develop skills to manage stress by learning yoga, use of games, meditation, relaxation techniques and cognitive skills to deal with stress.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Positive Psychology	3. Course Code	4. L-T-P	5. Credits
	PCL 206	3-1-0	4
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The main objective of this course is to provide an orientation to the students to the various aspects of positive psychology as opposed to traditional psychology and to move beyond the disease model. The course provide opportunity to the students to explore the concepts of positive psychology constructs such as happiness, character strengths, self-efficacy, creativity and introduce the ways positive psychology can be applied in real-world settings.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL	Practical: 15 hours	
10. Course Outcomes (COs)			
CO 1	To help the student appreciate and understand the meaning and conceptual approaches to Positive Psychology.		
CO 2	To understand the how positive emotional states contribute to Life Satisfaction, Happiness, and Wellbeing.		
CO 3	To learn the various pathways through which cognitive states and processes influence Self- efficacy, Intelligence and Wellbeing.		
CO 4	To identify the applications of Positive Psychology in our daily lives.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Organizational Change and Development	3. Course Code BSL 344	4. L-T-P 2-0-2	5. Credits 3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The course would comprise of concept and significance of change; analyzing the environment; perspectives on change; Managing change; types of change. Further understanding of models of change and how to implement change would be provided. Thereafter human process interventions – coaching, training and development, process consultation, third party intervention, team building, inter-group relations intervention, socio-technical systems approach will be discussed..			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL		Practical: 15 hours
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	To Critically examine the philosophies, values, assumptions and ethical issues associated with organizational paradigms from a change management perspective.		
CO 2	To explore the practice of change management and its limits with strategic management and to understand the management of change process and examine individual group and organizational reactions to change.		
CO 3	Examine ways of improving organizational effectiveness and implementing change.		
CO 4	To probe the development role of HR practitioner as facilitators and managers of change and to develop key competencies suitable for application in OD interventions.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Performance Management & Competency Management	3. Course Code	4. L-T-P	5. Credits
	BSL 340	2-0-2	3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The course is designed to provide students an understanding how organizations have changed the way they look at employee performance. Organizations have gradually moved from performance appraisal to a holistic performance management cycle. It is important for students to understand the different methods used to appraise performance and which method to use, keeping in mind the business objectives. While being conversant with the cycle it becomes important to understand the relevance of competencies in the context of employee performance – relevance of competence and competency, competency models, competency mapping			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL		Practical: 15 hours
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	To effectively introduce the concept of Performance Management, its aim, system and techniques.		
CO 2	To understand the processing of Performance Management cycle, objectives, conditions.		
CO 3	To get familiar with the performance monitoring and its various techniques.		
CO 4	To understand Competency Mapping, Need and tools for Competency Mapping.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Human Resource Management	3. Course Code BSL 203	4. L-T-P 2-0-2	5. Credits 3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The course starts with a brief introduction to HRM and its importance for all managers. It is the human resources of an organization who are instrumental in getting a competitive edge for an organization. It is the contribution of these human resources that ultimately leads to the organizational effectiveness and performance. The objective of the course is to impart knowledge, understanding and key skills that enable individuals to deal with the people component of organizations and employ effective strategies and methods for acquisition, development, maintenance and separation of human resources in an organization. For learners of this course, it could serve as a foundation while taking up courses in specialized HR areas and fields and also for building a career in HR.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL		Practical: 15 hours
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	Effectively deliberate on the concept of human resources and the various developments in the field of personnel management.		
CO 2	Effectively assess, compare, employ and evaluate effective strategies and methods for acquisition of human resources in an organization.		
CO 3	Effectively assess, compare, employ and evaluate effective strategies and methods for development of human resources in an organization.		
CO 4	Effectively assess, compare, employ and evaluate effective strategies for maintenance of human resources in an organization.		
CO 5	Effectively assess, compare, employ and evaluate effective ways for separation of human resources in an organization.		

COURSE TEMPLATE

2. Department:	School of Management		
2. Course Name: Leadership	3. Course Code	4. L-T-P	5. Credits
	BSL 302	2-0-2	3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: Leadership is not a solo activity. Leaders must be able to motivate others to take action. Leading teams involves managing different personalities, cultures, conflicting political agendas, and varying skill levels while simultaneously securing resources and managing expectations of stakeholders internal or external to the organization. The purpose of this course is to expand students' understanding of group and intergroup dynamics and develop their abilities to identify group processes and their implications. It will also make them better at leading, developing and sustaining resonant, high performing teams. This course explores self-awareness, managing visibility, team building, navigating power, and strategic networking. At the completion of the course the students will: demonstrate understanding of principles of group dynamics, understand the key concepts of leading high performing teams; understand how they see themselves and may be perceived by others; realize the importance of understanding and owning power dynamics; understand the importance of networking and map and analyse their networks.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL		Practical: 15 hours
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	Apply organizational behavior and leadership concepts in your diagnosis of workplace issues related to individual and group effectiveness at work		
CO 2	Identify appropriate interventions to enhance individual and group performance		
CO 3	Identify issues in the management of important relationships at work, and apply course concepts and models to address them		
CO 4	Develop your definition of leadership, informed by current models of leadership, leadership lessons, and a deepened self-awareness		
CO 5	Recognize the complexity and benefits that increasing diversity brings to organizations and develop personal and leadership strategies for dealing with difference.		

COURSE TEMPLATE

3. Department:	School of Management		
2. Course Name: Consumer Behavior	3. Course Code	4. L-T-P	5. Credits
	BSL 204	2-0-2	3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: Consumer Demographics, Life Styles, Retailing Implications of Consumer Demographics and Lifestyle, Consumer Profiles, Lifestyle Marketing, Environmental Factors and Individual Factors affecting Consumers. Consumer as an Individual, Motivation, Needs, Goals, Personality, Self and Self Images, Perception, Imagery, Learning, Cues, Response, Reinforcement, Behavioral Learning and Cognitive Learning Theory, Brand Loyalty, Attitude Formation and Change, Shopping Attitudes and Behavior, Consumer Buying Decision Process, Types of Consumer Decision Making, Impulse Purchases and Customer Loyalty, Group Dynamics and Reference Groups, Family Decision Making, Social Class, Culture, Subculture, Opinion Leadership Process, Diffusions of Innovations, Adoption Process.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL		Practical: 15 hours
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	Understand the application of consumer behaviour for marketing products.		
CO 2	Understand and apply the factors affecting consumer behaviour for marketing.		
CO 3	Understand and apply the concept of motivation, learning and perception to influence consumer behavior		
CO 4	Understand why consumers evaluate certain products as good or bad, and also how marketers can use this knowledge to improve consumer attitudes towards their products.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Psychology of Advertising	3. Course Code	4. L-T-P	5. Credits
	PCL 338	2-0-2	3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: This is an introductory course about the psychology of persuasion and consumer behavior as they relate to marketing and advertising. Psychological concepts will be covered such as: perception, learning, memory, motivation, values, personality, attitudes, etc. Consumer behavior-related concepts will also be discussed such as: lifestyle, decision making, opinion leadership, income, social class, etc. The goal is to provide students with a sound understanding of how advertising may impact consumers on a psychological level.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL	Practical: 15 hours	
10. Course Outcomes (COs)			
CO 1	To effectively introduce the concept of Advertising, its type, Brand Advertisement.		
CO 2	To understand the Process of Advertising and measuring its effectiveness		
CO 3	To understand Market Communication.		
CO 4	To get familiar with the Segmentation and Positioning of a product.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Sustainability and Conservation Behavior	3. Course Code	4. L-T-P	5. Credits
	PCL 334	2-0-2	3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: Conservation behavior is becoming an increasingly important concept as natural resource managers, development officers, educators, politicians, regulators, and business leaders consider what it takes to push people toward sustainable behaviors. The present course is designed to introduce to students the concept of conservation behavior and the environmental problems faced. Students will understand how habit formation and change affects management decisions and provide insight to environmental values			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL	Practical: 15 hours	
10. Course Outcomes (COs)			
CO 1	To review the psychological basis of environmental problems.		
CO 2	To provide an understanding about environmental motives and identity		
CO 3	To get familiar with the models of behaviour change		
CO 4	To provide an insight of environmental values.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Foundation of Environmental Stress	3. Course Code	4. L-T-P	5. Credits
	PCL 335	2-0-2	3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The course will explore the psychological dimensions of humankind's relationship with the nature and the ecological dimensions of human psychology. Psychologists often emphasize that our relations with others may bring forth health or suffering, for both oneself and others. This is also true in our relations within the shared earth community. While we often forget it, we all know that contact with nature enhances our health. Mass extinction of species, climate disruption, water shortages, poisoned air and water: These devastating phenomena are evident in our home towns and around the world. Clearly, our ecological crisis is not only a biological crisis, but more deeply an ethical crisis of consciousness, culture, and relationship – all key area of psychology's expertise. The non-human natural world is one of the most egregiously exploited "others" in contemporary life, to the mutual impoverishment of both humankind and the rest of nature.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL		Practical: 15 hours
10. Course Outcomes (COs)			
CO 1	To make the students familiar with the concept of environmental psychology and interrelationship between human and environment.		
CO 2	To provide an understanding of sources of stress that exists in the environment and the psychological experience of environmental grief		
CO 3	To get familiar with the environmental perception, cognition and attitudes.		
CO 4	To effectively learn the concept of personal space and territoriality		
CO 5	To provide an insight of sustainability of environment.		

COURSE TEMPLATE

1. Department:	School of Management		
2. Course Name: Media Psychology	3. Course Code	4. L-T-P	5. Credits
	PCL 336	2-0-2	3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Pre-requisite(s), if any: NA			
8. Frequency of offering (check one): Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
9. Brief Syllabus: The present course in psychology is oriented towards developing knowledge of the basic concepts in media psychology to students and aid in developing skills for applying psychological knowledge to real life situations. The course will allow students to study advertisement, consumer behavior, addiction and psychological impact, and the representation of social identities in news and media.			
Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 30 hours	Practice		
	Tutorial Hours: NIL	Practical: 15 hours	
10. Course Outcomes (COs)			
CO 1	To understand the effect of media on human psyche		
CO 2	To develop an insight into the role of media in identity formation and happiness		
CO 3	To be aware of the psychological consequences of advertisements		
CO 4	To be able to understand the critical issues of media influence		