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<td>Psy-1104</td>
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<td>Marketing research &amp; promotional strategies</td>
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<td>Behavioral analysis &amp; management</td>
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*Note: Board of Faculty, FSS decided that in semester III and IV students of Msc 2 -years will select six courses for each semester out of (10+10) course already approved by Advance Board of Studies for BS-2 years*
SEMESTER I

Psy-902 History and Schools of Psychology

Course Objectives
To develop a basic understanding of the various processes of scientific development and change and to become familiar with the chronological history of ideas which contribute to the field of psychology. To examine the historical context within which that historical development took place and the schools of psychology. To be able to place current psychological thought within that historical development and context.

Course Contents

Introduction
a. Why study the history of psychology?
   Revisions in the traditional view of science Persistent questions in psychology
b. Early Greek Philosophy.
c. The first philosophers: Thales, Alaxinander, Heraclites, Parmenides, Pythagoras, Empedocles, and Democritus
d. Early Greek Medicine
e. The relativity of Truth; Protagoras, Gorgias, Xenophobes, Socrates, Plato, Aristotle; After Aristotle
f. Skepticism & Cynicism
g. Epicureanism and Stoicism Neoplatonism and Emphasis on spirit
   Contribution of Muslim Philosopher
h. Scholasticism

The Beginning of Modern Science and Philosophy
a. Renaissance Humanism; Challenges to Church authority; Rene Descartes
b. Empiricism, Sensationalism, and positivism
c. British Empiricism; French Sensationalism; Positivism
d. Rationalism
e. Spinoza; Immanuel Kant; Johann Friedrich Herbert; Friedrich Hegel
f. Romanticism and Existentialism
g. Early developments in physiology and the rise of experimental psychology; Individual differences; Early Research on brain functioning Voluntarism, Structuralism and other early approaches to psychology Voluntarism.

Psychobiology
a. Karl and Lashley; New connectionism; Behavioral genetics
b. Contemporary Psychology
c. The Diversity in contemporary psychology
d. The tension between pure, scientific and applied psychology
e. Psychology’s status as a science; Post modernism

**Structuralism:**

- Wundt; Titchner; Other early approaches
- The Darwinian Influence:
  - Charles Darwin; Sir Francis Galton; Intelligence testing after Galton

**Functionalism:**

- Characteristic of functionalistic psychology; William James, Hugo, Munsterberg, and Stanley Hall; The fate of functionalism

**Behaviorism:**

- The background of behavior; John B. Watson and behaviorism
- William McDougal: Another type of behaviorism
- Neo-Behaviourism
- Positivism and logical positivism; Operationalism; Tolman, Hull, & Skinner

**Gestalt Psychology:**

- The founding of Gestalt; Isomorphism and law of Pragnanz; Perceptual consistencies; Productive Thinking
- Early diagnosis, explanation and treatment of mental illness
- What is mental illness? Early explanation of mental illness; Early approach to the treatment of mental illness

**Psychoanalysis and its early alternatives**

- Antecedents of the development of psychoanalysis; Studies on hysteria;
- Freud’s self analysis; Freud’s theory of personality
- Humanistic Psychology
- The Mind, the body and the spirit; Phenomenology; Existential Psychology

**Cognitive Psychology:**

- Development before 1950s; Development during 1950s; Development after 1950; Artificial intelligence

**Muslim Psychology**

- i) Al-Kindi
- ii) AbnSina
- iii) Ghazali
- iv) Miskewah
- v) Ashraf Ali Thanvi
- vi) Shah Wali Allah
RECOMMENDED BOOKS:

Psy-901 Research Methodology

Course Objectives

The course is designed to familiarize the students with all aspects of research processes from generation of research ideas to data collection, analysis, and interpretation of findings. The course also aims to develop scientific reasoning and understanding of the link between theory and empirical investigation. To select research designs, methodologies, and measurement strategies used in social work research, and be able to assess the strengths and weaknesses. Understand research concepts to permit a critical analysis of research and evaluation studies with respect to quality, bias, ethics, and potential applications. Apply research concepts and principles in the development and use of qualitative and quantitative methodologies and analytical approaches.

Course Contents:

1. Introduction
   a. Scientific and non-scientific approaches to knowledge.
   b. The scientific method: definition, features, goals, and steps.

2. Identifying a research problem
   a. Basic approaches
   b. Sources of research literature

3. Scientific theories and hypotheses
   a. Formulation of a hypothesis
   b. Criteria of a hypothesis
   c. The nature and types of hypotheses
   d. Operational definitions

4. Ethical issues in the conduct of psychological research: APA ethical standards
   a. Risk versus benefit
   b. Anonymity and privacy of the subjects
   c. Informed consent
   d. Research with animals

Qualitative Techniques

Program evaluation Focus groups

5. Descriptive research methods
a. Observation
   i. Naturalistic observation \ observation without intervention
   ii. Observation with intervention
      - Participant observation
      - Structured observation
      - Field experiments
   iii. Recording behaviour
      - Qualitative measures of behaviour
      - Quantitative measures of behaviour
   iv. Analysis of observational data Advantages, problems, and methodological issues

b. Unobtrusive measures of behaviour
   a. Physical traces
   b. Archival data

6. Sampling techniques
   a. Basic terminology; representativeness and bias
   b. Probability sampling
      i. Random sampling methods: pure/simple random sampling; Random digit dialing, Systematic/interval sampling
      ii. Stratified random sampling
      iii. Cluster sampling; simple and multistage
   c. Non-probability sampling: Accidental/Incidental/grab; Purposive; quota; Self-Selected; Snowball; Convenience; Clinical Sampling
   d. Time and event sampling
   e. Situation sampling

7. Co-relational research
   a. The nature and logic of correlations Correlation versus causality
   Measures in correlational research Interviews and questionnaires
   Margin of error Reliability and validity Predictions and decisions

8. Surveys
   (I) Nature, goals, and, basic steps
   Survey methods: mail surveys, personal interviews, telephone surveys

9. Survey Research Designs
   a. Cross-sectional design Successive independent samples design.
   b. Longitudinal design

10. Experimental Research Methods
    a. Experimental method: Control and variability, logic, characteristics
    b. Independent measure designs/ Between group design Random group design.
    c. Alternative independent groups design.
    d. Methodological issues: Individual differences; Assigning
conditions.
e. Repeated Measures designs/Within group design.
f. Advantages and methodological issues: Differential carry-over effect, and general practice effect Complex designs Small N designs Classical, After – only, Before – after no control group, Crossover, Solomon four-group, and Factorial designs

11. Applied Research
   a. Single Case research designs

12. Quasi-Experimental Designs
   a. Retrospective \ Ex Post Facto Designs Prospective Quasi – Experimental Designs Time Series Designs Event – Specific Alignment Designs Twin Studies and Adoption Studies

13. Reporting Investigations
   a. The structure of a research report based upon APA standards: Title page, abstract, introduction, review of relevant literature, method, results, discussion, references and citations

Research Project
   b. The students will be expected to carry out small research projects either individually or in groups (preferably 2 students per group), and submit formal research reports. The final evaluation will be on the basis of the report as well as individual viva voce. APA protocol of report writing will be required.

RECOMMENDED BOOKS:

Psy-904 Psychological Testing

Course Objectives

To introduce the student to the basic theoretical psychometric concepts and use of psychological tests. Main course objectives include understanding of the basic principles of psychological measurement and the techniques of test construction, administration, and validation. Test rationale, construction, characteristics and the use of evaluation are emphasized. Understand statistical concepts, including scales of measurement, measures of central tendency, indices of variability, shapes and types of distributions, and correlations. Understand reliability, validity, and understanding social and cultural factors related to the assessment and evaluation of individuals, groups, and specific populations.

Course Contents

1. **Psychological Assessment and tests:**
   a. Definition
   b. Nature of Psychological assessment
   c. Psychological testing
   d. Types and uses
   e. Control in use of psychological tests
   f. Sources of information about tests
   g. Ethics of psychological testing
   h. Standards of testing and test administration.

2. **History of psychological testing:**
   a. Antecedents
   b. Rise of modern psychological testing
   c. Current status and controversies

3. **Test construction and adaptation:**
   a. A general introduction
   b. Characteristics of a good psychological test
   c. Steps of test construction and adaptation.

4. **Item writing:**
   a. Types of items
   b. General guidelines for writing items
   c. Methods of scoring

5. **Item analysis:**
   a. Meaning and purpose of item analysis
   b. Item difficulty
   c. Item discrimination
   d. Item distracters
   e. Factors influencing item difficulty and item discrimination
   f. Item response theory
g. Item characteristic curves.
h. Problems of item analysis: Cross Validation.
i. Item analysis of tests.

6. **Reliability**:
   a. Introduction
   b. Types of reliability
   c. Measurement of reliability
   d. Test-retest, split-half reliability
   e. Parallel forms and inter-rater reliability
   f. Cronbach alpha.
   g. Factors influencing reliability of test scores
   h. Improving reliability of tests.

7. **Validity**:
   a. Introduction
   b. Types of validity
   c. Face / Content, Criterion, Concurrent, Predictive and Construct validity
   d. Relation of validity & reliability
   e. Convergent & divergent validation
   f. Statistical methods for calculating validity
   g. Threats to validity
   h. Handling threats to internal and external validity.

8. **Test norms**:
   a. Introduction
   b. Types of norms
   c. Steps in developing norms
   d. Relativity of norms
   e. Cut-off scores.
   f. Response sets in test scores
   g. Meaning of response sets Types of response sets
   h. Implications of response sets Methods to eliminate response sets
   i. Interpretation of test scores
   j. Usage of computer in testing

9. **Response sets in test scores**:
    Meaning of response sets
    Types of response sets
    Implications of response sets
    Methods to eliminate response sets

**Measurement of Abilities**

10. **Assessment of intellectual and cognitive abilities**
    a. Intelligence
    b. Nature, Meaning, Different viewpoints
    c. Types of intelligence tests: Howard Gardner, Robert Sternberg,
Simon-Binet, Wechsler, Kaufman.

d. Differential Ability Scales
e. Problems in testing intelligence during infancy, childhood, adulthood and old age.
f. Cross cultural & longitudinal studies in intelligence testing.
g. Diversity in test performance

11. Personality Assessment and Testing

a. Meaning & purpose of personality assessment and testing.
b. Types of personality tests:
   i. Objective and projective tests.
   ii. Projective Techniques
   iii. Nature of Projective Techniques
   iv. Types of projective techniques: Ink Blot, Pictorial, Verbal, Expressive,
   v. Performance, Autobiographical memories.
   vi. Evaluation & Criticism of Projective Techniques
c. Interview:
   i. structured, semi structured and unstructured
d. Current status of different personality assessment techniques
e. When to use which test or assessment techniques

RECOMMENDED BOOKS:

Psy-905 Mental Health and Psycho-pathology

Course Objectives

Knowledge of the psychological theories and models for the field of abnormal psychology. Understanding of assessment, etiology, symptoms, and treatments of the major psychological disorders. Familiarity with research methods and ethical considerations appropriate for the study of abnormal psychology. Ability to apply course materials to case studies of individuals.

1. Introduction to Abnormal Psychology
   a. Concept of Abnormality;
   b. Criteria of Normality and Abnormality;
   c. Defining Psychological Abnormality
   d. (Deviance, Distress, Dysfunction, Danger)
   e. Paradigm shift of mental health

2. Historical Background of Modern Abnormal Psychology
   a. Ancient views and treatment
   b. Greek and Roman views; Europe in the middle ages
   c. The Renaissance; 19th Century
   d. Views of abnormality; modern trends

3. Model of Psychopathology
   a. Biological Model
   b. The Psychodynamic Model
   c. Behavioral Model
   d. Cognitive Model
   e. The Humanistic Model
   f. The Socio-cultural Model
   g. Eclectic Approach

4. Clinical Assessment of Abnormality:
   a. A brief overview of clinical observation, tests and interviews
   b. Diagnostic Classification Systems: DSM and ICD

Introduction and basic concept of Abnormal Behavior
Differential Diagnosis and Etiological Factor described in DSM-IV

Axis I, II, III, & IV
1. Anxiety Disorders 2. Somatoform Disorders
3. Dissociative Disorders 4. Schizophrenia
5. Mood Disorders 6. Eating Disorders
7. Adjustment Disorders 8. Sexual & Gender Identity
9. Developmental or Childhood and Infancy Disorders
10. Psychoactive Substance use Disorders
11. Factitious Disorders 12. Sleep Disorders

RECOMMENDED BOOKS:

Course objectives
This course is designed to train the students in theoretical as well as applied
statistics, with particular reference to psychology. The statistical analysis is a
very essential part of psychological research and students need to grasp the
concepts, theoretical rationale, use of certain statistical analysis, and also to
learn to carry out thesis analysis. At the completion of course the students
should be able to:
1. Understand basic concepts in statistical research
2. Carry out statistical techniques of data analysis manually
3. Carry out statistical analysis using SPSS
4. Interpret and discuss statistical results and present them in tables.

Course content

1. Introduction
   a. Descriptive and Inferential Statistics
   b. Scales of measurement
   c. Importance and limitations of statistics in psychology

2. Management of Data
   a. Types of data
   b. Collection of data
   c. Classification and organization of data
   d. Presentation of data (Tables, charts, Graphs)

3. Descriptive statistics
   a) Measures of central tendency (Mean, Median, Mode)
   b) Measures of Dispersion (Range, deviation, Z Scores, Standard
      Deviation, Variance)

4. Correlation, Regression and Prediction
   a) Correlation (Pearson product moment correlation, Spearman
      rank order correlation, Point bi-serial estimation)
   c) Linear regression
   d) Scatter diagram
   e) Standard error of estimation.

5. Probability
   a) Defining probability
b) Subjective, empirical and classical probability

c) Laws of probability

d) Permutation and combination.

Probability: Distributions (Binomial & Binomial Normal Distribution);

Proportion & Application.
Normal Distribution: Proportion & Application).

2. Sampling Distribution & Estimation
How to make a sampling distribution: properties & application. A brief introduction to estimation; proportion & estimation

3. Hypothesis testing (Inferential statistics) Hypothesis formulation (Null and Alternative Hypotheses)

**Level of significance acceptance and rejection regions**

One tailed & two tailed hypotheses tests.
Type – I & type – II errors. Testing the hypotheses: difference between means and within means of both large & small samples (Z-test & Ttest) Analysis of variance (one – way and two – way analysis of variance)

4. Introduction to Non-parametric statistics; introduction to non-parametric tests: chi-square test (contingency table and proportions, Yates Correction) Other non-parametric tests: (Wilcoxon test, Mann-Whitney test, Sign test, Kruskal Wallis)

5. Analysis of data using SPSS: Introduction to SPSS coding & entering the Data. Analysis and Interpretation of SPSS output.

**Note:**
Practical & Viva Voce:
Students will prepare a note book of different types of analysis and will be given exercise to carry out analysis using SPSS program on computer and interpreting its output. Students will be overall examined on their practical work.

**RECOMMENDED BOOKS:**
Psy-1003 Personality Theories

Course Objectives

To examine, in depth, specific theories under each of the major psychological models of personality and examine each theories concepts and principles, their explanation of personality development, their assessment techniques, and their application to treatment of psychopathology. Students will be able to articulate the major concepts and principles of each personality theory discussed in the class and in the text. Students will be able to articulate each theories assessment techniques and the theories approach to the treatment and understanding of psychopathology.

Course Contents

1. Psychology of personality
   a. Introduction to the Discipline
   b. Meaning of personality
   c. Meaning of theory
   d. Components of personality theory

2. The Psychoanalytic Legacy; Sigmund Freud
   a. Biographical sketch
   b. Basic concepts
   c. Personality structure
      i. Three interacting systems
      ii. Personality development
      iii. Five sequential stages
      iv. Personality dynamics
      v. Instincts/anxiety/catharsis and anti-catharsis
      vi. Defense mechanisms
   d. Application of psychoanalytic theory; Dream analysis paraphrases
   e. Psychotherapy
   f. Critical evaluation

3. Personality's ancestral foundations: Carl Jung
   a. Biographical sketch
   b. Basic concepts: Conscious and unconscious; Archetypes, Personality typology Personality development
   c. Further applications: Dream analysis; Psychopathology; Psychotherapy
   d. Critical evaluation

4. Overcoming inferiority and striving for superiority: Alfred Adler
a. Biographical sketch
b. Basic concepts:
   I. Developing social feelings: society; work and love
   II. Style of life; future goals vs. past events; overcoming inferiority
      Striving for superiority and superiority complex;
      Family influences on personality development

c. Further applications: Dream analysis; Psychopathology
   Psychotherapy

d. Critical evaluation

5. Neo Freudians

a. Karen Horney
   i. Basic anxiety
   ii. Coping by way of 10 neurotic needs moving towards, or against, or away from people
   iii. Development of an idealized vs. a real image of self
   iv. Claims, should and defense mechanisms.

b. Harry Stack Sullivan
   v. Empathy
   vi. Anxiety and security
   vii. 3 modes of experience
   viii. 6 stages of Development

c. Henry A. Murray
   ix. Definition of need
   x. Variety of needs
   xi. Strength of needs and interactions Environmental press
   xii. Thema

d. Erik Erikson
   xiii. Psycho-social stages of personality development
   xiv. Identity crises

e. Erich Fromm
   xv. Existential needs
   xvi. Individual and social characters

f. Evolutionary Psychology

6. Dispositional theories:

   a. Gordon Allport
      i. Personality development
      ii. Personality traits
      iii. Critical evaluation
b. Raymond Cattell
   i. View of a person; Understanding of the person Factor analysis; Economic model
   ii. Basic concepts; Data types; Traits; Personality of nations
   iii. Critical evaluation
   iv. Hans Eysenck
   v. Critical evaluation

7. Humanistic and existentialist theories

   a. Abraham Maslow
   b. Basic concepts
   c. Five basic human needs
   d. Self actualizing person
   e. Critical evaluation
      i. Carl Rogers
      ii. Biographical sketch
      iii. Basic concepts
      iv. Actualization
      v. Importance of self
      vi. Personality development
      vii. Client centered therapy
   f. Critical evaluation
   g. George Kelly
   h. Biographical sketch
   i. Basic concepts
      viii. Personality as a system of constructs
      ix. Relation among constructs
   j. Personality development
      x. Predictability
      xi. Dependency constructs
      xii. Role playing
      xiii. Choices: the C-P-C cycle
      xiv. Critical evaluation

8. Behaviorist theories
   (I) B.F. Skinner
   a. Basic Concepts
      i. Operant conditioning
      ii. Positive reinforcement
      iii. Negative reinforcement and punishment
      iv. Schedules of reinforcement
      v. Operant conditioning and reinforcement
      vi. Development of humans: Language, Personality and
child rearing
b. Critical evaluation

(II) John Dollard and Neal E. Miller
a. Basic concepts
   i. Psychopathology
   ii. How fear is learned
   iii. Effect of fear
   iv. Critical evaluation

(III) Social Learning Theory of Albert Bandura
a. Basic concepts
   i. Models and modeling
   ii. Goals and self-regulating
   iii. Self-efficacy
   iv. Reward
   v. Defensive behavior
b. Critical evaluation
   i. Current paradigms

RECOMMENDED BOOKS:

Psy-1005 Developmental Psychology

Course Objectives:
To know the important aspects of developmental research and some of the theoretical explanations of the developmental process. Understand the relationship between heredity and environment as they form the foundations of human development. Understand the advances in cognitive, moral, and social development occurring in late childhood, ages seven to twelve. Understand the crises and their effects on the individual in various developmental stages throughout the lifespan. Understand the developmental challenges of adolescence.

1. Nature and Scope
2. Research Methods in Developmental Psychology: Longitudinal;
3. Cross-Sectional; Experimental Aspects of Development: Physical, Psychological, Social, Linguistic & Cognitive
4. Phases of Development: Prenatal, Birth, Infancy, Childhood, Adolescence, Adulthood, Old-age

RECOMMENDED BOOKS:

Psy-1006 Neurological Bases of Behavior

Course Objectives
To present current methodologies and concepts in experimental psychology. To equip students with techniques of communicating results of experiments. To instill an ethical approach to conduct the experimental research.

Course Contents
1. Origin of Neuropsychology
   a. Neurological explanation of behavior
   b. Historical roots of Physiological Psychology
   c. Evolution of brain
   d. Genetics and evolution of behavior
   e. Ethical issues in Neuropsychological research

2. Physiology of Neural Cells
   a. Neurons
   b. Types of neurons
   c. Nerve impulse
   d. Communication within a neuron
   e. Communication between neurons.

3. Physiology of Nervous System
   a. Basic features of nervous system
   b. Central nervous system
   c. Peripheral nervous system
   d. Development of the brain.
   e. Investigating how the brain controls behavior.

4. Emotions and Regulation of Internal Body States
   a. Neural control of emotional response patterns
   b. Role of orbit frontal cortex in social judgment and emotions
   c. Neural basis of the communication of emotions
   d. Endocrine system and emotions
   e. Homeostasis
   f. The psychology and biology of thirst
   g. The multiple controls of hunger
   h. Physiological mechanisms of sleep and waking.

RECOMMENDED BOOKS:
Psy-1101 Computer Applications

Course objectives

This course is designed in view of the application of computers in wide range of areas. This course would familiarize students with basics of computers. It further aims to educate the students about the tremendous potential of computer as an instrument for research work in a variety of disciplines. It will cover brief introduction to computer hardware and software related to discipline of psychology. After having completed this course, students would be able to use windows software such MS office including MS excel, MS word & Power Point.

Course contents

Chapter I: Introduction to computer sciences

History of computer development; Uses and limitations; Basic units of personal computers (PC)

Chapter II: Introduction to Window

Basic features of windows as operating system starting up; Windows desktop; Using applications; Managing files and folders; Managing the desktop; Change settings

Chapter III: Introduction to MS word

Basic features of MS Word Menu bar and tool bars; Typing, editing, formatting text; Opening, saving and closing documents; Printing, copy and past; Making tables and graphs; Numbering; Bordering the tables

Chapter IV: Introduction to MS Excel

Basic features; Introduction to spreadsheet; Menu bar and formula bar; Manipulating data in rows; columns and all entries; Applying formula; Creating and formatting charts; Designing a table; Auto file and advance filter; Printing features

Chapter V: Introduction to power Point
Methods to deliver a presentation; Preparing slides/presentation; Blank presentation; Using templates for presentation; Color scheme; Animation scheme; Data formatting; Viewing an slide show; Adding clipart to slide, insigne a should or, video file, adding animations to slides; Printing in power point.

BOOKS RECOMMENDED

Psy-1102 Counseling Psychology

I. The Counseling Profession: A Historical Perspective

• The development of counseling as a distinct profession
• Historical and Social factors
• Frank Parsons and other early influences
• Beginnings of professional organizations and professional identity; Influence of World War-I & II
• Government involvement; Current Trends and future directions.

II. The Criteria of Mental Health

• The Concept of Adaptive and Maladaptive Behaviour;

III. The Process of Counseling

• Nature & Importance of professional relationship;
• Ingredients of helping relationship,

IV. Characteristics of Effective Counselors/ Psychotherapists: A client’s rights.

V. Counseling as an Applied Social science;
• It’s Nature and Scope in Pakistan,
• Self-exploration and awareness facilitation through micro-skills: attending, listening and influencing skills.

VI. The Counseling Interview

• Introduction.
• Kinds of Interviews
• The Intake Interview
• The Diagnostic Interview
• Interviewing with significant others
• The Case History Interview and some other major types Interview techniques in Counseling
• Structuring the counseling relationship
• Relationship Techniques

VII. Tests in Counseling

• Introduction,
• Limitations of the Use of Psychological Tests
• Types of Psychological Tests
• Factors affecting psychological test results
• Test Use in Counseling Situations
• Test Interpretation in Counseling

BOOKS RECOMMENDED:
Psy-1103 Human Resource Management

- Meeting HRM Challenges
- Managing Workflow/Job Analysis
- Understanding the Legal Environment
- Managing Diversity
- Recruiting, Selecting, Socializing
- Managing Separation, Downsizing
- Appraising Performance
- Training the Work Force
- Developing Careers
- Managing Compensation
- Rewarding Performance
- Designing/Administering Benefits
- Employee Relations and Communication
- Employee Rights and Discipline
- Work with Organized Labour
- Workplace Safety and Health
- Meeting International HRM Challenge

BOOKS RECOMMENDED
Psy-1104 Consumer Psychology

Objectives of the Course, Text, and Reference Books

The broad objectives of this course are to familiarize the students with this new emerging field of human behaviour; to bring their knowledge of the subject up to date; and to prepare them to use this newly acquired knowledge-tool for their benefit in the contemporary Pakistani scene. The following text-books are recommended. The various topics with relevant page numbers from each text are given in the recommended books below:

Course contents

1. Defining CB. Segmentation of market
   (LB: pp 1-79; BME: pp 187-211; 8K: pp 46-74)
2. Environmental influences: Culture, subculture, social class, social group, family and personal.
3. Individual determinants of CB: Personality, motivation, information, learning and memory, attitudes and attitude change.
4. Consumer Decision Process: Problem, search
   (LB: pp 483-533; 8K: pp 500-552; BME: pp 67-123)
5. Purchase Processes.
   (LB: pp 573-593; BME: pp 159-180)
7. Modeling and Researching CB.
   (LB: pp 597-624; 5K: pp 24-41; BME: pp 5-61)
8. Consumerism
   (LB: pp 625-655; SK: pp 600-640)
   (LB: pp 657-684)

LB: Loudon and Bitta. BME: Blackwell, Miniard and Engel. SK: Shiffman
and Knuk.

BOOKS RECOMMENDED
Psy-1105 **Cognitive Psychology**

**Course Objectives**

To understand the contributions made to the understanding of human thought processes by cognitive psychologists. To become familiar with the basic subjects of cognitive study including perception, attention, consciousness, memory, imagery, comprehension, categorization, problem-solving and language. To develop a view of human cognition that is grounded in research and based on an integration of the student's faith with what psychologists have observed. To develop each student's skills in analytical and synthetic thinking, research methods.

**Course Contents**

1. **Introduction**
   a. Historical Perspective
   b. Cognitive neuroscience
   c. The eye and Visual cortex
   d. Perception of movement and form
   e. The ear and auditory cortex
   f. Magnocellular and parvocellular pathways
   g. Memory scanning. Mental processing revealed by reaction time experiments.
   h. Colour perception
   i. Depth Perception.

2. **Visual & Auditory Perception**
   a. Sensory memory: iconic memory & Echoic memory
   b. Pattern Recognition
   c. Selective adaptation of linguistic feature detectors
   d. Failure to detect changes to people during a real world interaction Dichotic listening task

3. **Visual Imagery**
   a. Visual images preserve metric spatial information. Reinterpreting visual patterns
   b. Neural Basis of mental imagery. Size-distance paradox.
   c. Mental rotation.

4. **Attention & Short Term Memory**
   a. Magic number 7, chunking
   b. Studies of interference in serial verbal reactions
   Attention and cognitive control.
c. Selection for actions and the of inhibitory mechanisms Visual Perception.
d. Masking.

5. **Learning & Long Term Memory**
   a. Retention/episodic/memory
   b. Semantic integration of verbal information into a visual memory
      Working Memory and long term memory
   c. Creating false memories
   d. Faint effect
   e. Levels of processing
   f. Practice effects
   g. Mnemonic devices
   h. Recall vs recognition
   i. Implications for studying and examination: the SQ3R's

6. **Thinking and Problem Solving o Categorization**
   a. Basic Objects in natural categories
   b. Concepts and conceptual structure Modus tollens
   c. Cognitive biases & gambler’s fallacy
   d. Heuristics and algorithms

7. **Psycholinguistics**
   a. Chomsky's contribution
   b. Language comprehension Reading: Parsing
   c. Linguistics Determinism: Whorf-Sapir hypothesis

8. **Cognitive Development**
   a. Piaget’s contribution
   b. Social and Emotional development Moral Development
   c. Gender differences in development
   d. Development of Language in genie Child’s learning of morphology
   e. Rule learning by 7-month-old infants

**RECOMMENDED BOOKS:**

Psy-1106 Motivation

Introduction to Motivation

1. Definition, Nature and Scope
2. Historical Background
3. Motivated Behavior: Characteristics and dominants
4. Biogenie and sociogenic Motives
5. Motivation and its role in attitude change, National Development, inorganization
6. Methods used to assess human motivation: Projective Techniques and Theories
7. Methodological Problems
8. Motivation, Power and Politics
9. Fostering Achievement motivation and childrearing practices
10. Variables which influence the Achievement process
11. Treatment Approaches to underachievement

Theories of Motivation

1. Biological Theories of Motivation
2. Theory of Unconscious motivation
3. Cognitive Theory
4. The Need-Drive-Incentive Theory
5. The Stimulus-Cue Theory
6. The affective arousal Theory
7. Dynamic Theory of Motivation
8. Motivational Theory of Emotion
9. Theories of reinforcement
10. Cross-Cultural Theories of Motivation

BOOKS RECOMMENDED

Co.
London: Oxford University Press.
Psy-1107 Advanced Social Psychology

Course Objectives

This course will examine a number of major research topics in social psychology. Students are expected to gain substantial knowledge of the field, including major concepts, theories, empirical findings, and controversies. Also, students will also have the opportunity to communicate critically and creatively about these theories and findings.

Course Contents

1. **Orientation to Theories**
   a. Stereotypes
   b. Prejudice and Discrimination
   c. Nature
   d. Social causes
   e. Historical Manifestation
   f. Combating Prejudice and hate crimes.

2. **Interacting with others**
   a. Interpersonal Attraction – need
   b. Characteristics of other situation and problems
   c. Intimacy — Parent-child.
   d. Interpersonal violence.

3. **Group Influence**
   a. Nature and functions
   b. How groups affects individual performance
   c. Facilitation
   d. Social loafing
   e. Coordination in groups
   f. Cooperation or conflict
   g. Perceived fairness in groups
   h. Decision making by groups:
      i. Process
      j. Nature
      k. Potential dangers.

4. **Leadership**
   a. History of leadership
   b. Types and leadership styles
   c. Effective leadership process
   d. Core activities of a leader
   e. Leadership Training
   f. Leadership & Gender.
5. **Role of Media in Social Psychology**
   - Perception, Persuasion
   - Propaganda
   - Portrayal of Role Models & Media and Agent of change,

6. **Social Psychology in action**
   - Applying social psychology to:
     - Interpersonal aspects of the legal system
     - Health related behavior
     - World of work

**REFERENCES**
Psy-1108 Forensic Psychology

• Introduction to Forensic Psychology

History of Forensic Psychology; Defining Forensic Psychology; Legal Research for the social scientist

• Applying Psychology to Civil Proceedings

Understanding Adult Domestic Law Issues; Understanding Child Domestic Law Issues; Conducting Personal Injury Evolution; Personality Assessment in Personal Injury Litigation

• Applying Psychology to Criminal Proceedings

Evaluating eyewitness testimony in Adults & children; Competency to stand Trial; Insanity Defense; Specific intent and Diminished capacity; Probation and Parole

• Special Applications

Violence Risk Assessment; Psychology and Law Enforcement; Polygraph Testing

• Communicating Expert Opinions

Writing Forensic Report; Serving as an expert witness

• Interviewing with Offenders

Punishments and alternate routes to crime prevention; Practicing psychology in Correctional settings; Psychotherapy with criminal offenders

• Professional Issues

Practicing Principled Forensic Psychology; legal, ethical and moral consideration; Training in Forensic Psychology

BOOKS RECOMMENDED:

Psy-1109 Environmental Psychology

ENVIRONMENTAL PSYCHOLOGY

1. Importance and Application of Subject in Daily Life
2. Environmental Men (Evaluation and Anthropology)
3. Historical Attitudes toward the Natural Environment
4. Environment Perception and the Use of Natural Environment
5. Social Interaction and the Environment
7. Mob and Group Behaviour in Environmental and Cultural Variances
8. Environmental Changes and Stress
9. The City as an Unnatural Habits
10. Impact of Environment in its Incumbents
11. Nature and Environment Changes in Rural and Urban Areas
12. Catastrophes and Human Adjustment to Meet the Future Challenges
13. Impact of Environment Changes in Industrial and Geographical Development
14. The Built Environment and Human Adjustment
15. Further Plans, Cities and Global Interaction in Reference to Entranced Issues

BIBLIOGRAPHIC INFORMATION

Psy-1110 Cross Cultural Psychology

Course Objectives

The course should result in the students' higher awareness of the balance between the social and biological substrates of human behavior. Students should learn the difference between area studies, cross-cultural studies, and intercultural studies. Students should learn the basics of successful cross-cultural research and be competent to conduct a valid study of behavior in the cross-cultural context.

Course Contents

1. History of Cross Cultural Psychology
   a. Methodological issues of cross-cultural psychology Comparability and Equivalence
   b. Emics and Etics
   c. Sampling Strategy in Cross Cultural Research
   d. Problems of translation, adaptation and application of psychological tests across cultures

2. Culture and Basic Psychological Processes
   a. Culture and Cognition
   b. Culture and Emotion, Cultural Similarities and Dissimilarities, Cultural Shock
   c. Cross Cultural Studies on Perception and Cognitive Styles
   d. Cross Cultural Research on Motivation
   e. Socialization across cultures:
   f. Individualism & Collectivism
   g. Sex-trait stereotypes
   h. Development of Gender stereotypes
   i. Parental acceptance–Rejection Theory (PART)
   j. Cross Cultural Testing of PART
   k. Worldwide application of Piaget cognitive theory
   l. New Trends in Cross Cultural Research
   m. Indigenous Psychology across Cultures

RECOMMENDED BOOKS


SEMESTER–IV

Psy-1201 Organizational Psychology

- Introduction to Organizational Behavior, Information Technology & Globalization (PP1-60)
- Diversity & Ethics; Design & Culture (PP 66-135)
- Reward Systems; Perception & Attribution (PP 142-205)
- Personality & Attitudes (PP 212-238)
- Motivation Need & Processes (PP 246-279)
- Positive Psychology (PP 286-317)
- Communication; Decision Making (PP 328-385)
- Stress & Conflict; Power & Politics (PP 392-454)
- Group & Teams: Job Design & Goal Setting (PP 460-526)
- Performance Management (PP 534-563)
- Leadership Processes (PP 572-600)
- Leadership Styles (PP 606-630)

BOOKS RECOMMENDED

Psy-1202 Health Psychology

1. Historical Background

The changing field of medicine; the involvement of psychology. The modern concept of health and illness; Behavioural medicine and behavioural health; Definition, development, and scope of Health Psychology.

2. Behavioral Medicine and psychological principles

The conditioning models; Observational learning; Cognitive learning

3. The biology of health and illness.

The endocrine system; The reproductive system; The digestive and excretory system; The nervous system; The respiratory system; The cardiovascular system; The immune system

4. Psychological interventions in Health Psychology

Relaxation training; Biofeedback; Behaviour modification; Cognitive therapy; Counseling; Assertiveness training; Hypnosis; Social skill training; Health education

5. The psychology of sickness and well-being

Being sick and feeling sick: seeking health care; Relationship between physical, mental, and social well-being; Compliance; following medical advice; Psychological factors influencing physical health; Personality type; Health beliefs; Locus of control and self-efficacy; Social support; Stress tolerance

6. Stress, coping, and health

Models of stress Selye, Mason, and Lazarus; Measuring stress and identifying stressors; Stress and illness; Stress management

7. Application of Health Psychology

Coronary heart disease (CHD); Cancer; Pain; AIDS; Diabetes Mellitus; Problems associated with women’s reproductive health; Infertility; Obesity; Eating disorders: Bulimia and Anorexia Nervosa; Habit disorders: smoking and drinking; Sleep disorders

8. Health Psychology for better hospital/clinic setting

The hospital environment; Doctor — patient communication
BOOKS RECOMMENDED:


1. History of Clinical Psychology
2. Definition, Scope and present status
3. a) Training of Clinical Psychology  
b) Differentiate between psychiatrist and psychologist  
c) Interview, Testing, intervention, projective tests.  
d) Neuropsychological tests  
4. Psychological Assessment
5. Psycho Therapies for different disorders  
a) Psychology analytical therapy  
b) Client – Centered therapy  
c) Behavior Therapy  
d) Group Therapy  
e) Rehabilitation

BOOKS RECOMMENDED


Psy-1204 Leadership in Organization
• What is Leadership in Organizations?
• Difference between Management and Leadership
• The Historically Important Studies on Leadership:
  • Iowa Studies
  • Hawthorn Studies
  • Michigan Studies
• Traditional Theories of Leadership:
  • Trait Theories
  • Situational Approaches
• Modern Theoretical Processes of Leadership in the New Environment:
  • Contingency Theories
  • Charismatic and Transformational Leadership
  • Leadership Styles and Management Grid
  • The Roles and Activities of Effective Leader

BOOKS RECOMMENDED:

An orientation towards marketing research
Research designs in marketing:
- Qualitative Techniques
- Quantitative Techniques
- Cross-sectional
- Longitudinal
- Market Segmentation
- Demographic Segmentation
- Psychographic Segmentation
- Implications of Market Segmentation
- Promotional Strategies
- Selection of Media
- Types of Promotional Strategies
- Mode of Advertisement
- Publicity
- Psychology of Advertisement
- Creating Effective Advertisement

BOOKS RECOMMENDED:


Psy-1206 Behavioral Analysis and Management
1. Basic Human Behavior – (S-O-R)
2. Theories and concept about behavior
   Classical and operant conditioning
3. Stimulus Central of behavior, motivation and reinforcement
   Information and decision
4. Target behavior and nature of organism
5. Theory and practice of behavior modification reinforcement in
   motivation
6. Applied behavior assessment
   Research case, research design, Data evolution program development
   and learning process.
7. Competencies in critical analyzing behavior
8. Behavior analytical research proposal caring out behavior research in
   the field.
   writing applied research/treatment report
9. Behavioral intervention in the children
10. Behavioral modification for various type of clients and mental
    abnormalities
11. Assertion training, systematic desemitizing, Bio food training
    cognition restricting, modeling and aversive method.

BOOKS RECOMMENDED

Psy-1207 Sports Psychology
Introduction to Sports Psychology

Historical Background of Sports Psychology
Theories and Models of Sports Psychology
Methods and Measure of Sports Psychology

Imagery

Development of Imager
Neuromuscular Theories of Mental Practice
Cognitive Theories of Mental Practice
Bio-Informational theory of Mental Practice

Motivation

Introduction to Motives; Self-determination Theory; Perceived Competence Theory; Achievement Goal Theory; Self-efficacy and social cognitive theory; Significant Other; Integrated Model of youth sport participation and withdrawal; Sport Commitment Model

Concentration

Development: Origin of Concentration; Attention as a ‘Filter’; Attention as a ‘Zoom lens’; Attention as a ‘resource; Psychometric Approach; Effective Concentration; Mental Practice

Anxiety

Introduction to Anxiety
Drive Theory; Catastrophe Theory; Processing efficiency theory Conscious Processing or ‘Reinvestment’ Hypothesis; Physiological Measures; Self-report Instruments; Physical Relation Techniques; Simulation Training; Choking under pressure

Sports Exercise

Perceptual and cognitive expertise in sports; Identifying patterns of play; Reading on opponents intentions; Visual search behavior; Role of Deliberate Practice in Developing; Expertise in Sport

Acquiring Sports Skills

Demonstrating the Skills; Providing verbal instructions about the skills; Practice Scheduling; Feedback
Teams

How to define a Team; Individual performance in team; Team Dynamics; Teams in Content; Team Roles

The Athlete’s Career

Gerontology Theory; Thamatology Theory; Transition Models

Exercise and Mental Health

Depression; Anxiety; Vlood State; Stress responsively; Self Esteem; Body Image; Endorphin Hypothesis; Mastery Hypothesis; Distraction or Time-out Hypothesis; Thermogenic Hypothesis

BOOKS RECOMMENDED:


Psy-1208 Muslim Psychology
1) Introduction

i) Definition, Subject matter and scope
ii) Historical background of Muslim Psychology

2) Studies of Muslim Scholars on Psychology

i) Al-Kindi (ii) AbnSina (iii) Ghazali (iv) Miskewah (v) Ashraf Ali Thanvi (vi) Shah Wali Allah

3) Methodology

i) Quranic concept of Human Psyche ii) Concept of Man

4) Personality Theories

i) Ghazali ii) Miskewah iii) Ashraf Ali Thanvi

5) Self Determination

Nafs, Laataif, Hawadas, Khawater

6) Muslim approaches to Mental Health

Well being, love, contentment, satisfaction, hope, optimism and happiness

7) Behavior modification

i) Ibadat ii) Zakat iii) Tauba

8) Psychotherapy

i) Muslim tradition to psychotherapy ii) Ghazali therapy of opposite iii) Sufi psychotherapy iv) Reading therapy

9) Muslim Psychological Assessment

i) Ghazali personality inventory ii) Dewn’s projective test for children iii) Shakhseytka se rukhijaiza

BOOKS RECOMMENDED:


1-INTRODUCTION

i) What is Parapsychology? ii) Historical Perspective
iii) Difference between Psychology and Parapsychology.

2-WORLD RELIGION AND PARAPSYCHOLOGY

i) Islam ii) Judaism iii) Christianity iv) Hinduism
v) Buddhism

3-BASIC BRANCHES OF PARAPSYCHOLOGY

i) Soul ii) Extra Sensory Perception (ESP) iii) Telepathy
iv) Clairvoyance v) Pre-recognition vi) Out-of-body experiences
(OBE’s) vii) Near-Death-Experiences (NDE’s) viii) Altered-state of
consciousness through meditation ix) Dreams x) Psychic Healing
xi) Meditation

4-PARAPSYCHOLOGY AND MYSTICISM

i) Defining mysticism and its origin ii) Islam and mysticism
iii) Prevalent form of Mysticism

5-HOLISTIC HEALTH & HEALING

i) Principles of Body ii) Principles of Mind iii) Principles of Spirit
iv) An Integration of Body & Mind & Spirit

6- CURRENT TRENDS AND EVALUATION

i) The standard practices of ESP evaluation and the ultimate truth.
ii) Can Para psychological good or bad? True or False?
iii) Research problems

7- SUBMISSION OF REPORT BY STUDENTS

BOOKS RECOMMENDED:

• Selection of relevant area to be made in consultation with internship committee.
• Approval of area of internship has to be approved by the internship committee (at least comprising of 2 members).
• Time period for internship 16-18 weeks.
• Bi-weekly report has to be submitted and formally approved satisfactorily by the internship committee.
• Mid-Term report should be submitted between 8-9 weeks to internship committee.
• Final report should be submitted and formally rated by the internship committee satisfactory/unsatisfactory.