



**RAJU SHROFF ROFEL
UNIVERSITY, VAPI**

**FACULTY OF HUMANITIES AND LIBERAL
STUDIES**

SHRI MAHAVIR ROFEL COLLEGE OF ARTS

**BACHELOR OF ARTS
(B.A. PSYCHOLOGY PROGRAMME)**

**SYLLABUS, SEM-2
AS PER NEP-2020
W.E.F 2024-25**

SEMESTER 2

Subject Category	SEMESTER -2	Credit
Major	Psychology Paper-3:Fundamental of Psychology-II	4
Major	Psychology Paper-4:Psychology of Personal Adjustment – I	4
Minor	Introduction to Micro Economics-II	4
MDC	Fundamentals of Digital Marketing	4
AEC	Communicative English-II	2
SEC	Content Writing-II	2
VAC	Environmental Studies	2
	Total	22

Major 3- Fundamentals of Psychology- II

Course Code	PSM203-1C	% Weightage
Course Objective	The course is designed to provide a comprehensive exploration of human personality, intelligence, thinking, and potential. It delves into the biological, cultural, and psychological factors that shape personality, the nature of intelligence and its measurement, the cognitive processes involved in thinking and decision-making, and strategies for enhancing individual potential.	-
Course Outcome	At the end of the course study, students would be able to, <ul style="list-style-type: none"> • Demonstrate a comprehensive understanding of personality • Critically evaluate concepts of intelligence. • Apply critical thinking skills to analyze thinking processes. • Develop strategies for enhancing individual potential. 	-
Unit 1:	Personality: Nature of personality; Biological foundations of personality; Culture, gender and personality; Perspectives on personality: Psychodynamic, Phenomenological- humanistic and social cognitive.	25
Unit 2	Intelligence: Concept of intelligence: Psychometric and cognitive approaches to intelligence; Gardner's multiple intelligences; Emotional Intelligence, Heredity, environment and intelligence; Group differences in intelligence; Extremes of intelligence.	25
Unit 3	Thinking – Concepts; Problem solving strategies and obstacles; Forming good and bad	25

	decisions and judgments; Thinking critically about: the fear factor- Why we fear the wrong things. Do other species share our cognitive skills?, Conflict resolution	
Unit 4	Enhancing individual's potential: Self-determination theory; Enhancing cognitive potential, Self-regulation and self enhancement; Fostering creativity.	25

Reference Books:

1. Carr, A. (2011): Positive psychology. Routledge.
2. Chadha, N.K. & Seth, S. (2014). The Psychological Realm: An Introduction. Pinnacle Learning, New Delhi.
3. Ciccarelli, S. K., & Meyer, G. E. (2010). Psychology: South Asian Edition. New Delhi: Pearson Education.
4. Matthijs Cornelissen, Girishwar Misra and Suneet Varma (eds.) (2011), Foundations of Indian Psychology (Vol. 1), Theories and concepts .Pearson.
5. Mentis, M., Dunn-Bernstein, M., Mentis, M., &Skuy, M. (2009).Bridging learning: Unlocking cognitive potential in and out of the classroom. Corwin.
6. Passer, M.W. & Smith, R.E. (2010). Psychology: The science of mind and behaviour. New Delhi: Tata McGraw-Hill.

Major -4: Psychology of Personal Adjustment - I

Course Code	PSM204-1C	% Weightage
Course Purpose	The course is designed to provide a comprehensive understanding of the psychological aspects of personal adjustment, family adjustment, and school adjustment. It will explore the meaning and nature of adjustment, its characteristics and processes, and the factors that influence successful adjustment in various life domains.	-
Course Outcome	Upon completion of this course, learners will be able to <ul style="list-style-type: none"> ➤ Demonstrate a comprehensive understanding of personal adjustment. ➤ Evaluate the adjustment process. ➤ Analyze family dynamics and adjustment. ➤ Assess the impact of school on personal adjustment. 	-
Unit 1:	Introduction to Psychology of Personal Adjustment <ul style="list-style-type: none"> • Meaning , nature and scope of psychology of Personal Adjustment • Importance of the study of Psychology of Personal Adjustment • Characteristics of Satisfactory Adjustment 	25
Unit 2	Introduction to Adjustment <ul style="list-style-type: none"> • Meaning and characteristics of Adjustment • Adjustment Process • Importance of Adjustment 	25
Unit 3	Family Adjustment <ul style="list-style-type: none"> • Meaning and Nature of the Family • The Function of Family • The Dynamics of Family Interaction • The Husband – Wife Relationship • The Parent – Child Relationship • Adjusting to Family crises 	25
Unit 4	School Adjustment <ul style="list-style-type: none"> • School as a New Experience • The Home – School Relationship • The Teacher – Child Relationship • The Dynamics of learning 	25

Reference Books:

- 1) The Dynamics of Personal Adjustment -By George, Lehner and Ella Kube,Prentice – Hall. Inc. (N.J.)
- 2) Weiten W. and Lloyd, M.A. (2007) Psychology Applied to Modern Life Adjustment in the 21st Century 8th Edition. United States Thomson Wadsworth.

Minor 2- Introduction to Micro-Economics-II

Course Code	PSE202-1C	% Weightage
Course Purpose	The course aims to familiarize students with behavior of firms under different markets, to determine the positions of firms in the market and to study different theories of profit given by great economists that can be prevail under economic scenarios.	-
Course Outcome	On accomplishment of this course, students will be able to <ol style="list-style-type: none"> 1. Understand the concept of Microeconomics 2. To demonstrate how application of economic theory can improve decision making. 3. Output and pricing decisions under various types of market. 4. Evaluate and take right investment decisions from available alternatives. 5. Enable students to take decisions regarding factor pricing. 	-
Unit 1	Demand Estimation and Forecasting Meaning, Significance of Methods (Survey and Trend Methods) and Criteria for an ideal method of demand forecasting. Price Discrimination- Meaning, types, essential conditions, profitability and possibility of price discrimination.	25
Unit 2	Monopolistic Competition and Oligopoly Meaning, Characteristics, Equilibrium of a firm & group in short-run and long –run, Selling cost. Oligopoly Meaning, Characteristics, Kinked Demand Curve, Price leadership- meaning and types.	25
Unit 3	Break-Even Analysis: Meaning, Assumptions, Uses and Limitations. Break- Even Point: Meaning. Determination of BEP, Break Even Charts.	25
Unit 4	Factor Pricing Wages: Meaning, Nominal & real wages, Factors affecting real wages, Wages differential in same occupation. Profit : Meaning, Difference between Economic and	25

	Accounting profit, Theories of profit-Prof. Clark's dynamic theory, Prof. Schumpeter's Innovation theory and prof, Knight's Risk bearing and uncertainty theory.	
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References:

1. Joel Dean, Managerial Economics, Prentice Hall, Englewood Cliffs, N.J.
2. Spencer M.H. and Siegelman, Managerial Economics, Richard Irwin- 1964.
3. G.S. Gupta, Managerial Economics, Tata McGraw Hill.
4. H.L.Ahuja- Business Economics, S. Chand & Co, New Delhi.
5. Micro Economics: Theory and Applications- Dominick Salvatore, Oxford University Press, New York.

MDC- Fundamentals of Digital Marketing

Course Code	MDC 202-1C	% Weightage
Course Objective	The primary objective of this course is to equip learners with a comprehensive understanding of digital marketing, enabling them to effectively utilize digital channels to achieve marketing goals. This course will cover the fundamental concepts, strategies, and techniques essential for successful digital marketing campaigns.	
Course Outcome	Upon completion of this course, learners will be able to: 1. Demonstrate a good understanding of the fundamentals of digital marketing. 2. Strategic Engagement Techniques. 3. Utilize various digital marketing tools and techniques.	
Unit 1	Introduction <ul style="list-style-type: none">• Fundamentals of Digital marketing & Its Significance• Traditional marketing Vs Digital Marketing• Key Drivers• Ethics in Digital Marketing• Digital Consumer & Communities• Gen Y & Netizen's expectation & influence wrt Digital Marketing	25
Unit 2	Engaging Digital Consumers <ul style="list-style-type: none">• The Digital users in India• POEM Framework• Segmenting & Customizing messages• Skills in Digital Marketing	25
Unit 3	Digital Marketing Tools and Techniques <ul style="list-style-type: none">• Social Media Marketing• SEO techniques• Email Marketing• Mobile Marketing	25
Unit 4	Display Advertisement <ul style="list-style-type: none">• Display advertizing• Buying Models	25

	<ul style="list-style-type: none"> • Types of display ads • Ad placement techniques. 	
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Note: Case studies relevant to the above topics /chapters of Fundamentals of Digital Marketing can be covered as per requirement.

Suggested Books:

1. Digital Marketing –Kamat and Kamat-Himalaya Publication
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan, Kogan Page Publishers
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

AEC: Communicative English – II

Course Code	AEC202-1C
Course Objective	To develop comprehensive writing skills and enhance soft skills for effective communication and professional success.
Course Outcome	<ol style="list-style-type: none">1. Students will be able to write clearly, concisely, and coherently across various genres and styles.2. Students will be able to effectively communicate in professional settings through emails, memos, reports, and presentations.3. Students will be able to analyze information, evaluate arguments, and develop solutions to complex problems.

Course Content

Unit No.	Particulars	% Weightage
1	Writing Skill <ul style="list-style-type: none">• What is writing skill?• Writing for various purpose• Types of writing• Information Transfer: Table, bar graph, line graph, tree diagram, pie chart	30
2	Functional writing <ul style="list-style-type: none">• Writing business e-mails (Inquiry, reply, order)• Notice writing, Agenda Writing, Memo writing, Minutes of meeting• Job Application with C V writing (Chronological C V, Functional C V)	30
3	Soft Skills <ul style="list-style-type: none">• Leadership Skill,• Team work skill• Problem solving skill and Decision Making• Time Management	40

Note: Practical tasks and case studies have to be included as per requirement

Reference Books:

1. Soft skill by S.P. Dhanvel, Orient Black Swan
2. Creative writing- A Beginner's Manual by Anjana Neira Dev, Anuradha Marwah, Swati Pal. B. A. Program Committee, University of Delhi Textbook for BA Programe application course: Creative Writing English
3. Gupta, S.C. English Grammar & Composition. Arihant Publication. 2022.
4. Mitra, Barun K. Personality Development and Soft Skills. Oxford University Press, 2015.
5. Wren and martin. English Grammar. MB publication, 2022

SEC: Content Writing-II

Course Code	SEC 202-1C
Course Objective	The course aims to equip students with the knowledge and skills necessary for effective creative writing and material development. It will explore the cognitive processes involved in creative writing, the principles and elements of creative writing, and the techniques for developing high-quality instructional materials.
Course Outcome:	This content writing course will equip students to: <ul style="list-style-type: none">• Demonstrate Understanding of Creative Writing• Develop Creative Writing Skills• Understand Material Development Principles• Develop Effective Instructional Materials

Course Content

Unit No.	Particulars	% Weightage
1	Creative Writing: Cognitive process <ul style="list-style-type: none">• Meaning• Principles of creative writing• Elements of creative writing• Steps of creative writing	50
2	Material Development <ul style="list-style-type: none">• Principles of material development• Techniques of writing materials• Developing materials to meet learners' need	50

References:

1. Dillard, Anne (1989), *The Writing Life* Harper Collins: NY
2. Lamb, Charles (1833), *The Last Essays of Elia*, retrieved from <http://www.gutenberg.org/ebooks/10343> (essay- Dream Children, Chmney Sweepers)
3. Meredith & Fitzgerald, *Structuring Your Novel: From Badic idea to finished Manuscript*, Lewitt Shariann, Writing and Reading Short Stories. MIT Open courseware.
4. Online Resources:
<https://www.youngwritersmagazine.com/catagory/fiction/>
<http://www.backhandstories.com/essays/>
5. Nunan, D. (2004), *Task-based language teaching*, Cambridge: Cambridge University.
6. Tomlinson, B. (1998), *Materials Development in Language Teaching*, Cambridge: Cambridge University.
7. Articles: Tomlinson, B. (2010). *Principles and Procedures of materials development for language learning*, Part 1. Folio 14:1, pp. 3-6

VAC: Environmental Studies

Course Code	VAC201-1C	% Weightage
Course Purpose	To create awareness about environment and environmental issues	-
Course Outcomes	<p>The students will be able to</p> <ul style="list-style-type: none"> • Understand various kinds of renewable and Nonrenewable resources • Understand role of an individual in prevention of pollution and pollution related issues. • Define the principles of science, and sustainability, and recognize their role in evaluating and establishing a viable human society within Earth's systems • Describe ecosystems in terms of how they vary, are structured, and function both internally and as part of the larger biosphere. • Reflect critically about their roles and identities as citizens, consumers and environmental factors in a complex, interconnected world. 	-
1	<p>Multidisciplinary Nature of Environmental Studies</p> <ul style="list-style-type: none"> • Definition and meaning of environment • Scope and importance, • Need for public awareness - Institutions in Environment, People in Environment. 	20
2	<p>Natural Resources: Renewable and non-renewable resources:</p> <ul style="list-style-type: none"> • Meaning and definition of resources, types of natural resources associated problems, • Non-renewable Resources, Renewable Resources - A) Forest resources B) Water resources, C) Mineral resources, D) Food resources, E) Energy resources F) Land resources, • Role of an individual in conservation of natural resources 	30
3	<p>Ecosystems</p> <ul style="list-style-type: none"> • Concept of an ecosystem, • Structure and function of an ecosystem, Producers, consumers and decomposers, • Energy flow in the ecosystem 	20
4	<p>Environmental Pollution and social Issues</p> <ul style="list-style-type: none"> • Definition, Causes, effects and control measures of - Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards 	30

	<ul style="list-style-type: none"> • Role of an individual in prevention of pollution 	
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Reference books:

- Textbook of Environmental Studies for Undergraduate Courses by Erach Bharucha (Universities Press)
- D.K. Asthana, Meera Asthana, Environmental Studies, S Chand & Company, New Delhi.