

## **A Report of the Academic Audit conducted for ILOE Industrial Psychology (I & II) for AY 2018-19**

The Academic Audit for the ILOE course Industrial Psychology [I & II, AS (ILE)- 17004], which is offered to TYBTech (all branches) was conducted on July 21, 2018 at 3:30 pm in the Department of Applied Sciences. Ms. Gandhali Kulkarni was invited as an expert for the same. She holds a Masters degree in Industrial Psychology from SPPU and an MS in Work & Organizational Psychology and HR Management from Complutense University of Madrid (Spain). Having worked as a consultant in the field for several companies like Volkswagen, Raj Process Equipments, Cisco Systems, Wipro, etc. she was a perfect match to provide inputs based on her corporate experience.

The current syllabus, teaching methodology, assessment techniques, along with the question papers were shared and she reviewed all the documents scrupulously. Following is the summary of her feedback and recommendations:

1. The syllabus is well designed and tries to cover several relevant topics from the vast domain of Industrial Psychology, and yet keeps it exclusive or Engineering students
2. The assessment techniques are well planned and executed keeping in mind application and relevance in the students' forthcoming corporate life
3. Few suggestion were made regarding topics to be included in some chapters, which are otherwise not found in the text books but take place in the industry, e.g. development plan for employees (performance appraisal), satellite teams (leadership), organizational culture and e-learning (workplace characteristics), etc.
4. Use of case studies was highly recommended for several topics and she offered assistance in providing Indian case studies so that real examples could be given in the class
5. Some topics which the students must know but they could not immediately relate to were discussed (career development and planning, organizational training, etc.) and the expert offered to take sessions on such topics as Guest faculty, which is a must for effective course completion.

Overall, the Academic Audit was a success and truly served the purpose. All recommendation would be incorporated in the forthcoming classes for academic year 2018-19.



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**INDUSTRIAL PSYCHOLOGY-I**  
**ILOE (T.Y.B.Tech.) AS(ILE)- 17004**

**Teaching Scheme**

Lectures: 2hrs/week

**Examination Scheme**

**Total Marks: 100**

Project: 40

End Semester Exam: 60

**Course Education Objectives (CEO)**

1. To introduce the essentials of psychology at workplace and gain insights about work place behavior
2. To understand the psychological functionality of an organization and employability of engineers in the 21<sup>st</sup> century
3. To learn and apply the elements of Psychology at interpersonal relationships at work place and elsewhere

**Course Outcomes (CO)**

- a) Students will be able to outline the nature, scope, and challenges of Industrial Psychology
- b) Students will be able to illustrate the psychological factors that influence individual differences in behaviour at work
- c) Students will be able to explain the concepts of motivation and job satisfaction
- d) Students will be able to classify and utilize their knowledge In Psychology in the process of employment
- e) Students will be able to make use of the information required to sustain employability

**Unit 1: Introduction to Industrial Psychology**

**[6 hrs]**

1.1 Nature and Development of Industrial/Work Psychology

1.2 Historical background- Scientific Management, Time and Motion Study, Hawthorne Studies, World War I & II

1.3 Scope & Challenges: Current status

**Unit 2: People at Work**

**[8 hrs]**

2.1 Individual Differences: Personality, Intelligence, Emotional Intelligence, Creativity & Innovation, Perception & Attitudes

2.2 Motivation- N-Ach, Expectancy Theory & Equity Theory, Modern Approach to Motivation

2.3 Job Satisfaction- Job Diagnostic Model, Measuring Job Satisfaction



2.4 Psychometric Testing at Work- Cognitive Abilities, Personality, Emotional Intelligence

**Unit 3: Managing People at Work-I**

**[8 hrs]**

- 3.1 Employee Selection- Techniques, Fair Employment Practices,
- 3.2 Biographical Information, Interviews, References & Letters of Recommendation
- 3.3 Job Analysis- Types, Newer Developments

**Unit 4: Managing People at Work-II**

**[4 hrs]**

- 4.1 Performance Assessment: Evaluation & Appraisal- Objective & Subjective Techniques, Bias in Appraisals, Development Plans
- 4.2 Organizational Training- Types of Training, Psychological Issues
- 4.3 Career Development & Planning

**Text Books:**

1. Schultz, D. & Schultz, S. E. (2013). *Psychology and Work Today: An Introduction to Industrial and Organizational Psychology*. 7<sup>th</sup> Edition. Pearson Education: New Delhi.
2. Matthewman, L., Rose, A. & Hetherington, A. (2009). *Work Psychology*. Oxford University Press: India.
3. Wickens, C. D.; Lee, J. D., Liu, Y. & Gordon Becker, S. E. (2015). *An Introduction to Human Factors Engineering*. 2<sup>nd</sup> Edition. Pearson Education: New Delhi.

**References:**

1. Landy, F. J. & Conte, J. M. (2010). *Work in the 21<sup>st</sup> Century: An Introduction to Industrial and Organizational Psychology*. 2<sup>nd</sup> Edition. Wiley India: New Delhi.
2. Schultz, D. & Schultz, S. E. (2002). *Psychology and Work Today*. Pearson Education: New Delhi.

**INDUSTRIAL PSYCHOLOGY-II**  
**ILOE (T.Y.B.Tech.) AS(ILE)- 17004**

**Teaching Scheme**

Lectures: 2hrs/week

**Examination Scheme**

**Total Marks: 100**

Assignments/Activity: 40

End Semester Exam: 60

**Course Education Objectives (CEO)**

1. To introduce the essentials of psychology at workplace and gain insights about work place behavior
2. To understand the psychological functionality of an organization and employability of engineers in the 21<sup>st</sup> century
3. To learn and apply the elements of Psychology at interpersonal relationships at work place and elsewhere

**Course Outcomes (CO)**

- a) Students will be able to explain the elements of organizational culture for enhancing group/team behaviour and leadership
- b) Students will be able to summarize and experiment with their knowledge about diversity in workforce and acknowledge the multicultural factors influencing workplace behaviour
- c) Students will be able to spell out the physical and psychological aspects of workplace in terms of environmental conditions, safety, health and stress and apply coping strategies to strike work-life balance
- d) Students will be able to make use of their knowledge about consumer behaviour in designing products at work
- e) Students will be able to outline the role of human factors in designs that promote man-machine harmony and experiment with the concepts of Engineering Psychology with respect to their disciplines

**Unit 1: Groups at Work**

**[8 hrs]**

1.1 Relationships- At workplace, Issues, Developing Effective Relationships

1.2 Groups & Teams- Stages of Group Development, Group Behaviour, Social Identity Theory, Introduction to Organizational Culture

1.3 Leadership- New Approaches- Leader-Member Exchange, Transactional, Transformational & Charismatic Leaderships

1.4 Diversity at Workplace- Cultural Differences (Multiculturalism, Psychometric Testing, Motivation, Work-related Attitude, Leadership, Team work, etc.)



## **Unit 2: Characteristics of Workplace**

[6 hrs]

- 2.1 Working Conditions- Physical & Psychological
- 2.2 Stress at Workplace- Individual Responses to Stress; 3 Cs of Stress- Causes, Consequences & Coping with Work Stress
- 2.3 Safety & Health Practices at Workplace- Accidents, Violence, Harassment, Alcoholism & Drug

## **Unit 3: Consumer Psychology**

[8 hrs]

- 3.1 Scope & Research Methods- Surveys, Public Opinion Polls, Focus Groups, Observations of Shopping Behaviour, Neuromarketing
- 3.2 Advertising- Nature, Scope & Types
- 3.3 Consumer Behaviour & Motivation- Buying Habits, Product Pricing, Targeted Advertising
- 3.4 Visual Merchandising- Psychological Perspective- Techniques, Impulse Buying, Online Visual Merchandising

## **Unit 4: Engineering Psychology**

[4 hrs]

Brief History and Scope

- 4.1 Background, Person-Machine Systems- Basic Human Factors: Sensory systems- Visual (light, colour, night vision, depth perception), Auditory (sound, alarms, noise), Tactile & Vestibular senses
- 4.2 Displays: Visual & Auditory; Control
- 4.3 Workspace Designs- General Principles, Design of Standing & Seating Work Areas; Human Anthropometry- Human Variability

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