

INDUSTRIAL PSYCHOLOGY-I (ONLINE Mode)

2020-21

ILOE (T.Y.B.Tech.) AS(ILE)- 17004

Teaching Scheme

Lectures: 135 min/week

Examination Scheme

Total Marks: 100

Assignment & Test: 40

Attendance/Participation: 10

End Semester Exam: 50

Course Outcomes (CO)

At the end of the course, students will be able to

1. List the milestones in the Industrial Psychology and Appraise the role of research
2. Determine the psychological factors that influence behavioural differences in individuals and Explain the concepts of motivation and job satisfaction at work
3. Examine and Utilize the elements of organizational culture for enhancing group/team behaviour
4. Perceive the role of diversity in workforce and acknowledge the multicultural factors influencing workplace behaviour
5. Analyze the impact of psychological factors in consumer behaviour and role of conscious efforts needed in designing products

Unit 1: Introduction to Industrial Psychology

[6 hrs]

- 1.1 Nature and Development of Industrial/Work Psychology; Current status and Scope
- 1.2 Historical background- Scientific Management, Time and Motion Study, Hawthorne Studies, World War I & II
- 1.3 Research in Social Sciences

Unit 2: People at Work

[8 hrs]

- 2.1 Individual Differences: Personality, Intelligence, Emotional Intelligence, Creativity & Innovation, Perception & Attitudes
- 2.2 Motivation & Job Satisfaction- Employee Predisposition, Expectations, Goals, Incentives & Equity; Job Characteristic Theory (Diagnostic Model)
- 2.3 Measuring Job Satisfaction

Unit 3: Groups at Work

[8 hrs]

- 3.1 Understanding Group Behaviour- Group dynamics, Factors affecting Group performance, Group Conflict (types, causes, styles, resolving strategies)
- 3.2 Understanding Teams- Understanding work teams, Types of teams, Team development, Issues with teamwork

3.3 Leadership- Leader characteristics (traits, needs, orientation), Leader & situation (Fiedler's theory, Hersey Blanchard theory), Leader & follower (LMX theory); Specific leadership skills (decision making, contact, power, vision)

3.4 Diversity at Workplace- Multiculturalism- Hofstede's theory, Diversity dynamics; Cultural Differences in Psychometric assessment, Motivation, Work-related Attitude, Team work, Leadership)

Unit 4: Consumer Psychology

[6hrs]

4.1 Studying Consumer Behaviour- Surveys, Public Opinion Polls, Focus Groups, Observations of Shopping Behaviour, Neuromarketing

4.2 Advertising- Nature, Scope & Types

4.3 Consumer Behaviour & Motivation- Buying Habits, Product Pricing, Targeted Advertising

Text Books:

1. Schultz, D. & Schultz, S. E. (2013). *Psychology and Work Today: An Introduction to Industrial and Organizational Psychology*. 7th Edition. Pearson Education: New Delhi.
2. Aamodt, M.G. (2013). *Industrial Psychology*. Cengage Learning: Delhi.
3. Matthewman, L., Rose, A. & Hetherington, A. (2009). *Work Psychology*. Oxford University Press: India.

References:

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

INDUSTRIAL PSYCHOLOGY-II (Even Semester)
2020-21
ILOE (T.Y.B.Tech.) AS(ILE)- 17004

Teaching Scheme

Lectures: 2hrs/week

Examination Scheme

Total Marks: 100

Project: 60

End Semester Exam: 40

Course Outcomes (CO)

At the end of the course, students will be able to

1. Illustrate the process of recruitment & selection and Experiment with the information required to sustain employability
2. Explain the physical and psychological aspects related to workplace in terms of environmental conditions, safety and health
3. Determine the knowledge gained through the concepts of Engineering Psychology and Utilize it in their disciplines
4. Formulate the study of workplace behaviour through research
5. Measure the behavioural findings and Propose corrective measures to improve quality of workplace behaviour

Unit 1: Managing People at Work

[8 hrs]

- 1.1 Job Analysis- Background, & Types; Recruitment & Selection- Overview, Process; Gearing for Selection- Interviews & Job Search Skills
- 1.2 Performance Assessment: Evaluation & Appraisal- Objective & Subjective Techniques
- 1.3 Performance Prediction- Job Knowledge, Applicant Ability & Skill, Experience, Personality, Medical record
- 1.4 Organizational Training- Overview, Types of Training

Unit 2: Characteristics of Workplace

[4 hrs]

- 2.1 Working Conditions- Physical & Psychological
- 2.2 Stress- Nature, Symptoms, Causes of stress; Coping with occupational stress
- 2.3 Workplace Violence- the Violent worker, Bullying, Harassment
- 2.4 Safety Practices- Causes of accidents, Accident prevention, Safety audits

Unit 3: Engineering Psychology

[6 hrs]

- 3.1 Brief History
- 3.2 Person-Machine Systems- Basic Human Factors: Sensory systems- Visual (light, colour, night vision, depth perception), Auditory (sound, alarms, noise), Tactile & Vestibular senses

3.3 Workspace Designs- General Principles, Designing work areas; Machine Displays (visual & auditory); Machine Controls

3.4 Work Environment- Physical work environment & Anthropometry; Managing workplace strain through Ergonomics

Project Work (60 Marks):

Students will be working in groups to study one behavioural issue, and

1. Conduct an experiment or a survey
2. Analyze the data collected
3. Interpret the results
4. Report the findings
5. Present their work in Term End Seminar

Text Books:

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

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