

Subject Code:				
HSS -	Course Title: Applied Social Psychology			Total Contact Hours: 40
Pre-requisite: None	Year: 4	Semester: Even	Practical Hrs/Week: 0	Credits: 3

Learning Objective:

The course's objective is to give students a deeper understanding of social psychology as it relates to practical social psychology. It focuses on comprehending social issues and creating remedies to better the lives of both individuals and other groups of people. In addition to theories from the broader field of social psychology that are employed for specific applied objectives, the course discusses applied social psychological theories, methodologies, and empirical findings.

The course also offers the chance for elaboration within many applied subareas.

Course outcomes (COs):

On completion of this course, the students will be able to:		Bloom's Level
CO-1	understand the field of social psychology and ethics in social psychological research.	2
CO-2	integrate the social psychological theories in media	4
CO-3	integrate the social psychology theories in community and society	4
CO-4	integrate the social psychology theories in relationship management	4
CO-5	evaluate the communication principles and work effectively in groups	5

Course Topics		Lecture Hours	CO
UNIT – I (Introduction)			
1.1 Introduction – Defining Social Psychology, understanding applied aspects of social psychology, research methods and ethics in social psychological research	3	6	1
1.2 Understanding Social Situation: Power of Social Influence and Context	3		
UNIT – II (Applications of Social Psychology in Media)			
2.1 Types and Usage of social media	2	4	2
2.2 Social Influence through media	2		
UNIT – III (Applications of Social Psychology in Community)			
3.1 Environmental Influence: Classic studies relevant to community psychology	3		
3.2 Behavior as autonomous versus Social Conformist	3		

3.3 Prejudices as conformity to social rules and community norms	3	17	3
3.4 Prosocial Behavior Bystanders Effect, Self-Fulfilling Effect	3		
3.5 Instinct and Drive Theories, Frustration-Aggression Hypothesis, Social Learning, General Affective -Aggression Model, Stigmatization and Violence, social, personal and situational determinants of aggression, Prevention and Control of Aggression, Role of Media	5		
UNIT – IV (Application of Social Psychology in Relationship Management)			
4.1 Collaboration in relationship, Managing Diversity – Personal and Cultural,	3	7	4
4.2 Interpersonal Relationship: Proximity, Familiarity, Similarity, Reciprocity, Friendships: Workplace, and Internet, Love and Social Support	3		
4.3 Workplace Relationship: Conflict Management, Emotional Tone, Rational Agility, Team work and Collaboration	1		
UNIT – V (Applications of Social Psychology in Interpersonal Communication and Teamwork)			
5.1 Nature and Types of Communication: Non-Verbal Communication, Communication Models, Processes in Communication, and Barriers in Communication	2	6	5
5.2 Group Dynamics and Teamwork in practice: Presentation and Group Discussions	4		

Book References:

Textbook:

1. Branscombe, N. R. & Baron, R. A. (2017). Social Psychology (14 th ed.). Pearson education. (Available in Library)
2. DeLamater, J. D., & Myers, D. J., & Collett, J. L. (2015). Social Psychology (8th ed.). Westview press: New York
3. Frank W. S, Jamie A. G, Larry M. C. Applied Social Psychology: Understanding and Addressing Social and Practical Problems. Sage Publications.

Additional Resources:

1. Relevant Video Lectures will be announced in the class.
2. Web Resources and research articles will be provided through google group/ Google Classroom.

Evaluation Method*		
Item	Weightage (%)	CO
Mid-term	25	1, 2,3
Final Examination	35	1, 2,3,4,5
Quiz	2X5=10	1,2 & 3,4
Term Paper	10	5
Group Presentation	10	5
Group Discussion	10	5
Total	100	

CO and PO Correlation Matrix

CO and PO Correlation Matrix for B.Tech ECE

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1						1		2				3			
CO2						1						3			
CO3						1						3			
CO4						1						3			
CO5						1			3	3		3			

CO and PO Correlation Matrix for B.Tech CSE

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1						1		2				3			
CO2						1						3			
CO3						1						3			
CO4						1						3			
CO5						1			3	3		3			

CO and PO Correlation Matrix for B.Tech ME

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1						1		2				3			
CO2						1						3			
CO3						1						3			
CO4						1						3			
CO5						1			3	3		3			

CO and PO Correlation Matrix for B.Tech CCE

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1						1		2				3			
CO2						1						3			
CO3						1						3			
CO4						1						3			
CO5						1						3			
CO6						1			3	3		3			

Last Updated On: **10-5-2023**

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Approved By: