

Psychology

PSYCHOLOGY (CLASSES XI-XII)



Rationale

Psychology is introduced as an elective subject at the higher secondary stage of school education. As a discipline, psychology specialises in the study of experiences, behaviours and mental processes of human beings within a socio-cultural and socio-historical context. This course purports to introduce the learners to the basic ideas, principles and methods in psychology so as to enable them to understand themselves and their social world better. The emphasis is put on creating interest and exposure needed by learners to develop their own knowledge base and understanding.

The course deals with psychological knowledge and practices which are contextually rooted. It emphasises the complexity of behavioural processes and discourages simplistic cause-effect thinking. This is pursued by encouraging critical reasoning, allowing students to appreciate the role of cultural factors in behaviour, and illustrating how biology and experience shape behaviour. The course while developing an appreciation of subjectivity, also focuses on multiplicity of worldviews.

It is suggested that the teaching-learning processes should involve students in evolving their own understanding. Therefore, teaching of psychology should be based on the use of case studies, narratives, experiential exercises, analysis of common everyday experiences, etc.

Objectives

1. To develop appreciation about human behaviour and human mind in the context of learners' immediate society and environment.
2. To develop in learners an appreciation of multidisciplinary nature of psychological knowledge and its applications in various aspects of life.
3. To enable learners to become perceptive, socially aware and self-reflective.
4. To facilitate students' quest for personal growth and effectiveness, and to enable them to become responsive and responsible citizens.

CLASS XI

Semester I: Foundations of Psychology - I

(Total 90 Periods)

Unit I: *What is Psychology?*

(12 Periods)

The unit seeks to develop understanding and appreciation of psychology as a discipline, its evolution, its applications and its relationships with other sciences through appropriate and interesting examples and analysis of everyday experience .

What is psychology?; Popular notions about discipline of psychology; Understanding mind and behaviour; Evolution of psychology; Branches of psychology: Themes of research and applications; Psychology and other disciplines ; Psychologists at work ; Psychology in everyday life; Development of Psychology in India.



Unit II: *Methods of Enquiry in Psychology*

(18 Periods)

The objective of this unit is to discuss methods of enquiry for collecting psychological data.

Goals of psychological enquiry; Nature of psychological data; Some important methods: Observational, Experimental, Correlational, Survey, Psychological testing, Case Study; Analysis of data; Limitations of psychological enquiry; Ethical issues.

Unit III: *The Bases of Human Behaviour*

(18 Periods)

The unit will focus on the role of biological and socio-cultural factors in the shaping of human behaviour.

Evolutionary perspective; Biological basis : Biological and cultural roots; Biology of behaviour: Structure and functions of nervous system and endocrine system; Relationship of nervous system and endocrine system with behaviour and experience; Brain and behaviour; Heredity: Genes and behaviour; Cultural basis : Socio-cultural shaping of behaviour (e.g. family, community, faith, gender, caste, disability etc.); Socialisation , enculturation and acculturation.

Unit IV: *Human Development*

(20 Periods)

This unit deals with variations in development and the developmental tasks during the life span.

Meaning of development; Factors influencing development; Context of development; Overview of developmental stages: Infancy, Childhood, Challenges of Adolescence, Adulthood and Old age.

Unit V: *Sensory, Attentional and Perceptual Processes*

(22 Periods)

This unit aims at understanding how various sensory stimuli are received, attended to and given meaning.

Knowing the world ; Nature and varieties of stimulus; Sense modalities; Adaptation; Attentional processes; Selective and sustained attention ; Perceptual processes; The Perceiver; Principles of perceptual organisation; After images; Perception of space, depth and distance; Perceptual constancies; Illusions; Socio-cultural influences on perception.

Semester II: Foundations of Psychology-II

(Total 90 Periods)

Unit VI: *Learning*

(22 Periods)

This unit focuses on how one acquires new behaviour and how changes in behaviour take place.

Nature of learning; Paradigms of learning: Classical and operant conditioning, Observational learning, Cognitive learning, Verbal learning, Concept learning, Skill learning; Factors facilitating learning; Transfer of learning; The Learner: Learning styles; Learning disabilities; Applications of learning principles.

Unit VII: *Human Memory*

(22 Periods)

This unit deals with how information is received, stored, retrieved and lost. It will also discuss how memory can be improved.

Nature of memory; Information Processing Approach; Levels of processing ; Memory systems — Sensory memory, Short-term memory, Long-term memory; Knowledge



representation and organisation in memory ; Memory as a constructive process; Nature and causes of forgetting; Enhancing memory.

Unit VIII: Thinking (24 Periods)

This unit deals with thinking and related processes like reasoning, problem-solving, decision making and creative thinking . The relationship between thought and language will also be discussed.

Nature of thinking; Thought and language; Development of language and language use; Reasoning; Problem-solving; Decision making; Nature and Process of creative thinking; Developing creative thinking.

Unit IX: Motivation and Emotion (22 Periods)

This unit focuses on why human beings behave as they do. It also deals with how people experience positive and negative events and respond to them.

Nature of motivation; Biological motives; Social and psychological motives — Achievement, Affiliation and Power; Maslow's hierarchy of needs; Nature of emotions; Physiological, cognitive and cultural bases of emotions; Expression of emotions; Enhancing positive emotions, e.g. Happiness, Optimism etc.; Managing negative emotions, e.g. anger, fear etc.

Practicals for Semesters I and II (60 Periods) *(Projects, Experiments, Small Studies, etc.)*

The students shall be required to undertake one project and conduct three practicals. The project would involve the use of different methods of enquiry and related skills. Practicals would involve undertaking experiments and conducting small studies, exercises, related to the topics covered in the course (Human development, Learning, Memory, Motivation, Perception, Attention, Thinking).

CLASS XII

Semester III: Psychology and Self (Total 90 Periods)

Unit I: Variations in Psychological Attributes (20 Periods)

The unit aims at studying how people differ with respect to their various psychological attributes.

Individual differences in human functioning; Assessment of psychological attributes; Intelligence: Individual differences in intelligence; Theories of intelligence; Culture and intelligence; Special abilities: Aptitude — nature and measurement; Creativity; Emotional intelligence.

Unit II: Self and Personality (20 Periods)

This unit focuses on the study of self and personality in the context of different approaches in an effort to appraise the person. The assessment of personality will also be discussed.



Concepts of self, self-esteem, self-efficacy, and self-regulation; Culture and self; Concept of personality; Major approaches — Type and Trait, Psychodynamic, Humanistic, Behavioural, Cultural; Assessment of personality : Self-report measures, behavioural analysis, and projective measures.

Unit III: Meeting Life Challenges (16 Periods)

This unit deals with the nature of stress and how responses to stress depend on an individual's appraisal of stressors. Strategies to cope with stress will also be dealt with .

Nature, types and sources of stress; Effects on psychological functioning and health; Coping with stress; Promoting positive health and well-being.

Unit IV: Psychological Disorders (16 Periods)

This unit discusses the concepts of normality and abnormality and the major psychological disorders.

Concepts of abnormality and psychological disorders; Classification of disorders; Factors underlying abnormal behaviour; Major psychological disorders – Anxiety, Somatic, Dissociative, Mood, Schizophrenic, Developmental and Behavioural-Substance use related.

Unit V: Therapeutic Approaches (18 Periods)

The unit discusses the goals, techniques, and effectiveness of different approaches to treat psychological disorders.

Nature and process of therapy: Therapeutic relationship; Types of therapies: Psychodynamic, Humanistic, Cognitive, Behaviour and Bio-medical ; Alternative therapies — Yoga, Meditation; Rehabilitation of mentally ill.

Semester IV: Psychology and Society (Total 90 Periods)

Unit VI: Attitude and Social Cognition (24 Periods)

This unit focuses on formation and change of attitudes, cultural influences on attributional tendencies and conditions influencing pro-social behaviour.

Explaining social behaviour: Impression formation and explaining behaviour of others through attributions; Social cognition; Schemas and stereotypes; Nature and components of attitudes; Attitude formation and change; Behaviour in the presence of others; Pro-social behaviour; Prejudice and discrimination; Strategies for handling prejudice.

Unit VII: Social Influence and Group Processes (24 Periods)

The unit deals with the concept of group, its functions and the dynamics of social influence on conformity, obedience and compliance. Different conflict resolution strategies will also be discussed.

Conformity, Obedience, and Compliance; Cooperation and Competition; Nature and formation of groups; Types of groups; Social identity; Influence of group on individual behaviour; Inter-group conflicts; Conflict resolution strategies.





Unit VIII: Psychology and Life

(20 Periods)

The unit focuses on the application of psychological understanding to some important social issues.

Human-environment relationship; Environmental effects on human behaviour: Noise, pollution, crowding, natural disasters; Promoting pro-environmental behaviour; Psychology and social concerns: Aggression, Violence and Peace, Discrimination and Poverty, health, impact of television on behaviour.

Unit IX: Developing Psychological Skills

(22 Periods)

The unit deals with some effective psychological and interpersonal skills for facilitating personal-social development .

Effective psychological skills: Observational skills, Interviewing skills, Testing skills, Counselling skills — empathy, authenticity, positive regard, and Communication skills — listening.

Practicals for Semesters III and IV

(60 Periods)

(Projects, Psychological Testing, Case Studies, etc.)

The students shall be required to prepare one case profile and conduct five practicals related to the topics covered in the course. The case profile will include developmental history of the subject, using both qualitative (observation, interview, rating etc.) and quantitative approaches. Practical would involve using standardised psychological assessment devices in different domains (intelligence, personality , aptitude, adjustment, attitude, self-concept, and anxiety).

BUSINESS STUDIES

BUSINESS STUDIES (CLASSES XI-XII)

Rationale

The courses in Business Studies and Accountancy are introduced at +2 stage of Higher Secondary Education as formal commerce education is provided after first ten years of schooling. Therefore, it becomes necessary that instructions in these subjects are given in such a manner that students have a good understanding of the principles and practices bearing in business (trade and industry) as well as their relationship with the society.

Business is a dynamic process that brings together technology, natural resources and human initiative in a constantly changing global environment. To understand the framework in which a business operates, a detailed study of the organisation and management of business processes and its interaction with the environment is required. Globalisation has changed the way firms transact their business. Information Technology is becoming a part of business operations in more and more organisations. Computerised systems are fast replacing other systems. E-business and other related concepts are picking up fast which need to be emphasized in the curriculum.

The course in Business Studies will prepare students to analyse, manage, evaluate and respond to changes which affect business. It provides a way of looking at and interacting with the business environment. It recognizes the fact that business influences and is influenced by social, political,

legal and economic forces. It allows students to appreciate that business is an integral component of society and develops an understanding of many social and ethical issues.

Therefore, to acquire basic knowledge of the business world, a course in Business Studies would be useful. It also informs students of a range of study and work options and bridges the gap between school and work.

Objectives

- To develop in students an understanding of the processes of business and its environment;
- To acquaint students with the dynamic nature and inter-dependent aspects of business;
- To develop an interest in the theory and practice of business trade and industry;
- To familiarise candidates with theoretical foundations of organising managing and handling operations of a business firm;
- To help students appreciate the economic and social significance of business activity and the social costs and benefits arising therefrom;
- To acquaint students with the practice of managing the operations and resources of business;
- To prepare students to function more effectively and responsibly as consumers, employers, employees and citizens;
- To help students in making the transition from school to the world of work including self-employment;
- To develop in students a business attitude and skills to be precise and articulate.

Course Structure

The Business Studies syllabus has been divided into 4 semester courses at the higher secondary stage. Each semester would be for about six months duration.

CLASS XI

Semester I

Foundations of Business

Semester II

Corporate Organisation, Finance and Trade

CLASS XII

Semester III

Principles and Functions of Management

Semester IV

Business Finance and Marketing



Semester I

Foundations of Business

(Total Periods 104)

Unit I: Nature and Purpose of Business

(Periods 20)

- Concept and characteristics of business.
- Business, profession and employment – distinctive features.
- Objectives of business – economic and social, role of profit in business.
- Classification of business activities: Industry and Commerce.
- Industry – types: primary, secondary, tertiary.
- Commerce: Trade and Auxiliaries.
- Business risks – nature and causes.

Unit II: Forms of Business Organisation

(Periods 24)

- Sole Proprietorship; Joint Hindu Family Business – meaning, features, merits and limitations.
- Partnership – meaning, types, registration, merits, limitations, types of partners.
- Cooperative Societies – types, merits and limitations.
- Company: Private Ltd., Public Ltd – merits, limitations.
- Choice of form of business organisations.
- Starting a business – Basic factors.

Unit III: Private, Public and Global Enterprises

(Periods 14)

- Private Sector and Public Sector.
- Forms of Organising public sector enterprises:
 - Departmental Undertaking
 - Statutory Corporation
 - Government Company
- Changing role of public sector.
- Global Enterprises (Multinational Companies): meaning and features,
- Joint ventures — meaning, benefits.

Unit IV: Business Services

(Periods 18)

- Nature and types of Business services — Banking, Insurance, Transportation, Warehousing, Communication.
- Banking — types of Banks, Functions of Commercial banks, E-banking.
- Insurance: principles, types: life, fire and marine.
- Postal and Telecom services.
- Warehousing: types and functions.





Unit V: Emerging Modes of Business (Periods 14)

- E-Business — Meaning, scope and benefits, Resources required for successful e-business implementation, On-line transactions, payment mechanism, security and safety of business transactions.
- Outsourcing — concept, need and scope.

Unit VI: Social Responsibility of Business and Business Ethics (Periods 14)

- Concept of social responsibility;
- Case for social responsibility;
- Responsibility towards different interest groups: owners, investors, employees, consumers, government, community and public in general;
- Business and environmental protection;
- Business ethics: concept and elements.

Semester II

Corporate Organisation, Finance and Trade (Total Periods 104)

Unit VII: Formation of a Company (Periods 16)

Stages in the formation of a company:

- Promotion,
- Incorporation, and
- Commencement of business.

Unit VIII: Sources of Business Finance (Periods 24)

- Nature and significance
- Financial requirements and sources: owners funds and borrowed funds
- Methods of raising Finance:
 - Equity and Preference shares
 - Debentures and Bonds
 - Retained profits
 - Public deposits
 - Loan from Commercial Banks
 - Loan from Financial Institution
 - Trade Credit
 - Discounting of Bills of Exchange
 - Global Depository Receipt, American Depository Receipt

Unit IX: Small Business (Periods 20)

- Small Scale Industry; Tiny Sector; cottage and rural industry;
- Role of small business in rural India;
- Problems of small business in India.
- Government Assistance and Special Schemes for Industries in rural, backward and hilly areas.



Unit X: Internal Trade

(Periods 20)

- Meaning and types of internal trade: wholesale and retail;
- Services of a wholesaler and a retailer.
- Types of Retail Trade:
 - Itinerant retailers and fixed shops.
 - Departmental store, super market, malls, chain store, mail order business, consumer's cooperative store
 - Automatic Vending Machine
- Role of Chambers of Commerce and Industry in promotion of internal trade.

Unit XI: International Business

(Periods 24)

- Nature, Importance, scope and complexities involved in International Business;
- Basic information about ways of entering into International Business;
- Contract manufacturing; licensing; franchising; Joint ventures and Setting up Wholly Owned Subsidiaries;
- Export-Import procedures and Documentation;
- Foreign Trade Promotion: Organisational Support and Incentives; Nature and Importance of Export Processing Zone/Special Economic Zones;
- International Trade Institutions and Agreement: WTO, UNCTAD, World Bank/IMF.

CLASS XII

Semester III

Principles and Functions of Management

(Total Periods 104)

Unit I: Nature and Significance of Management

(Periods 10)

- Management – concept, objectives, importance.
- Nature of management; Management as Science, Art, Profession.
- Levels of management – top, middle supervisory (First level).
- Management functions – planning, organising, staffing, directing and controlling.
- Coordination – nature and importance.

Unit II: Principles of Management

(Periods 10)

- Principles of Management – meaning, nature and significance.
- Fayol's principles of management.
- Taylor's Scientific Management – Principles and Techniques.

Unit III: Business Environment

(Periods 10)

- Business Environment – meaning and importance.
- Dimensions of Business Environment – Economic, Social, Technological, Political and Legal.

- Economic Environment in India; Impact of Government policy changes on business and industry, with special reference to adoption of the policies of liberalization privatization and globalisation.

Unit IV: Planning

(Periods 14)

- Meaning, features, importance, limitations.
- Planning process.
- Types of Plans – Objectives, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

Unit V: Organising

(Periods 16)

- Meaning and importance.
- Steps in the process of organising.
- Structure of organization – functional, and divisional.
- Formal and informal organisation.
- Delegation: meaning elements and importance.
- Decentralization: meaning and importance.
- Difference between delegation and decentralisation.

Unit VI: Staffing

(Periods 16)

- Meaning, need and importance of staffing.
- Staffing as a part of Human Resources Management.
- Steps in staffing process.
- Recruitment – meaning and sources.
- Selection – meaning and process.
- Training and Development – meaning, need, methods – on the job and off the job methods of training.

Unit VII: Directing

(Periods 16)

- Meaning, importance and principles.
- Elements of Direction:
 - Supervision – meaning and importance
 - Motivation – meaning and importance, Maslow's hierarchy of needs; Financial and non-financial incentives.
 - Leadership – meaning, importance; qualities of a good leader.
 - Communication – meaning and importance, formal and informal communication; barriers to effective communication.

Unit VIII: Controlling

(Periods 12)

- Meaning and importance.
- Relationship between planning and controlling.
- Steps in the process of control.
- Techniques of controlling.





Semester IV

Business Finance and Marketing

(Total Periods 104)

Unit IX: Business Finance

(Periods 20)

- Business finance – meaning, role, objectives of financial management.
- Financial planning – meaning and importance.
- Capital Structure – meaning and factors.
- Fixed and Working Capital – meaning and factors affecting their requirements.

Unit X: Financial Markets

(Periods 20)

- Concept of Financial Market: Money Market – nature instruments;
- Capital market: nature and types – primary and secondary market.
- Distinction between capital market and money market.
- Stock Exchange – meaning, functions, NSEI, OCTEI, Trading Procedure.
- Securities and Exchange Board of India (SEBI) – Objectives, Functions.

Unit XI: Marketing

(Periods 30)

- Marketing – meaning, functions, role.
- Distinction between marketing and selling.
- Marketing mix – concept and elements:
 - Product – nature, classification, branding, labeling and packaging
 - Physical distribution: meaning, role; Channels of distribution, – meaning, types, factors, determining choice of channels.
 - Promotion – meaning and role, promotion mix, Role of Advertising and personal selling; objections to Advertising.
 - Price: factors influencing pricing.

Unit XII: Consumer Protection

(Periods 16)

- Importance of consumer protection.
- Consumer rights.
- Consumer responsibilities.
- Ways and means of consumer protection – Consumer awareness and legal redressal with special reference to Consumer protection Act.
- Role of consumer organizations and NGOs.

Unit XIII: Entrepreneurship Development

(Periods 18)

- Concept, Functions and Need.
- Entrepreneurship Characteristics and Competencies.
- Process of Entrepreneurship Development.
- Entrepreneurial Values, Attitudes and Motivation – Meaning and Concept.

