

**SARDAR PATEL UNIVERSITY**

Vallabh Vidyanagar, Gujarat

(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))

Syllabus with effect from the Academic Year 2024-2025 (Based on NEP, 2020)

BSW III Semester

Course Code	UA03IDBSW01	Title of the Course	Social Psychology
Total Credits	4	Hours Per Week	4

Course Objectives:	<ol style="list-style-type: none"> 1. To understand the meaning of Social Psychology 2. To understand the relationship of Social Psychology with other social sciences and branches of Psychology 3. To acquaint the students with concepts used in Social Psychology
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Course Content		
UNIT	DESCRIPTION	WEIGHTAGE (%)
1	Introduction to Social Psychology <ul style="list-style-type: none"> • Meaning & Methods of Social Psychology • Relationship of Social Psychology with Social Sciences (Social Work, Sociology, Psychology, Political Science, History & Anthropology) • Social Psychology and Other Branches of Psychology (Clinical, Developmental, Cognitive and Biological) 	25%
2	Social Attitude & Social Power <ul style="list-style-type: none"> • Meaning of Social Attitude & Social Power • Components of Attitude • Measurement of Attitude – Likert, Thurstone, Bogardus • Types of Power 	25%
3	Public Opinion <ul style="list-style-type: none"> • Meaning of Public, Opinion and Public Opinion • Characteristics of Public Opinion • Stages in the Formation of Public Opinion 	25%
4	Propaganda and Prejudice <ul style="list-style-type: none"> • Meaning of Propaganda & Prejudice • Techniques of Propaganda • Steps of Prejudice (Allport's Steps) • Methods of Reducing Prejudice 	25%

Teaching Learning Methodology	Interactive Lectures Guest Sessions PowerPoint Presentations Self Study Assignments	Individual & Group Presentations Peer Learning
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	50%
2.	Internal Continuous Assessment in the form of Quizzes, Assignments, Attendance, Active Learning, Class Test	
3.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Learn the meaning of Social Psychology & its related concepts
2.	Gain insights into Social Power and its types
3.	Learn about Propaganda and Prejudice
4.	Get familiarity with the term Public Opinion

Suggested References:	
Sr. No.	Reference
1.	Kuppuswamy, B. (2004). <i>Introduction to social psychology</i> . Mumbai: Media Promoters & Publishers Pvt. Ltd.

Online Resources	
1.	https://egyankosh.ac.in/bitstream/123456789/67316/1/Block-3.pdf
2.	https://egyankosh.ac.in/bitstream/123456789/20926/1/Unit-11.pdf
3.	https://www.egyankosh.ac.in/bitstream/123456789/54116/1/Block-1.pdf
4.	https://egyankosh.ac.in/bitstream/123456789/23575/1/Unit-2.pdf
5.	https://egyankosh.ac.in/bitstream/123456789/23576/1/Unit-1.pdf