

Human Behavior & Behavioral Psychology

GE/Thy 6P

Unit –I

Human Behavior: Understanding Human Behavior, Human behavior as Viewed by Different Sciences.

Unit-II

The Brain and Human Behavior, Types of Behavior: Aggressiveness, Assertiveness and Submissiveness.

Unit –III

Cognition and Behavior, Attitude and Behavior, Culture and Behavior Happiness and Positive Behavior.

Unit-IV

Pro-Social Behavior: Definition, Motives for Pro-Social Behavior, Perceiver-Centred Determinants of Helping, Recipient– Centred Determinants of Helping.

Suggested Reading:

1. Crisp, R.J. & Turner, R.N. (2014). Essential Social Psychology. Sage Publications India Pvt. Ltd., New Delhi.
2. Baron, R.A., Branscombe, N.R., Byrne, D., Bhardwaj, G. (2012). Fundamentals of Social Psychology, Dorling Kindersley India Pvt. Ltd., Pearson.
3. Baruah, D.K. (2006). Elements in Behavioral Psychology, Book Enclave, Jaipur.
4. Baumgardner, S. & Crothers, M. (2015). Positive Psychology, Pearson.
5. Duffy, K.G. & Atwater, E.(2005). Psychology for Living: Adjustment, Growth and Behavior Today, Eighth Edition, Pearson.
6. Baron, R.A. & Misra, G. (2016). Psychology. Pearson India Education Services Pvt. Ltd., Chennai.
7. Hussain, S. (2007). Understanding Human Behavior, H.P. Bhargava Book House, Agra.