SES's L.S. RAHEJA COLLEGE OF ARTS and COMMERCE (AUTONOMOUS)

BOARD OF STUDIES: Psychology
PROGRAMME: MA Psychology (with Counselling Specialization)
SEMESTER: II
NOMENCLATURE OF THE COURSE: BUSINESS PSYCHOLOGY
NEP Vertical: ELECTIVE
Credit: 4

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-26)

Programme:	**MA Psychology (with Counselling Specialization)**
Nomenclature of the Course	**Business Psychology**
Course Code	**PGMACOIIEL26**
Total Marks	**100**
Semester:	**II**
Academic year	**2026-27**

LEARNING OBJECTIVES: This paper aims to develop an understanding of entrepreneurship within the field of psychology, including practice development, management, and ethical considerations in the Indian mental health ecosystem. It also aims to equip students with the skills to design, evaluate, and sustain psychological services through innovative and contextually relevant business models.

COURSE OUTCOMES:

1. Analyse the foundations of psychological entrepreneurship, including business models, ethical considerations, and the Indian mental health ecosystem. Critically evaluate psychological and contextual barriers influencing entrepreneurial practice in helping professions.
2. Analyse and apply principles of practice setup and management, including legal, financial, and branding strategies. Evaluate the effectiveness of marketing and digital presence in establishing and sustaining psychological services.
3. Analyse and apply strategies for client acquisition, retention, and service optimization in psychological practice. Evaluate client engagement, burnout management, and data-driven decision-making for sustainable growth.
4. Analyse and evaluate strategies for scaling psychological services, including corporate practice and diversification of revenue streams. Formulate approaches to manage risks, ethical dilemmas, and cultural considerations in entrepreneurial practice.

Unit	Course Content	Andragogy	No of Lectures
Module I	**1. Foundations of Psychological Entrepreneurship** 1.1 Concept of Entrepreneurship in Helping Professions 1.2 Indian Mental Health Ecosystem 1.3 Business Models in Psychological Practice 1.4 Psychological Barriers to Entrepreneurship 1.5 Ethics in Entrepreneurial Practice	Interactive lectures, PowerPoint presentations, Case studies, Group discussions Application-based learning through project work	**15**
Module II	**2. Practice Setup and Management** 2.1 Legal & Structural Foundations 2.2 Financial Management for Psychologists 2.3 Branding and Positioning 2.4 Marketing Psychology 2.5 Digital Presence	Interactive lectures, PowerPoint presentations, Case studies, Group discussions	**15**

		Application-based learning through project work	
Module III	**3. Client Acquisition, Retention & Growth** 3.1 Referral and Network Building 3.2 Client Experience Design 3.3 Retention and Termination Planning 3.4 Burnout & Capacity Planning 3.5 Outcome Measurement & Data Use	Interactive lectures, PowerPoint presentations, Case studies, Group discussions Application-based learning through project work	**15**
Module IV	**4. Scaling, Corporate Practice & Risk Management** 4.1 Group Practice & Expansion 4.2 Corporate & Institutional Consulting 4.3 Alternative Revenue Streams 4.4 Crisis & Reputation Management 4.5 Cultural Context in Indian Practice	Interactive lectures, PowerPoint presentations, Case studies, Group discussions Application-based learning through project work	**15**

SUGGESTED READINGS

1. American Psychological Association. (2017). Ethical principles of psychologists and code of conduct.
2. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). *Entrepreneurship* (10th ed.). McGraw-Hill Education.
3. Knapp, S., & VandeCreek, L. (2012). *Practical ethics for psychologists: A positive approach* (2nd ed.). American Psychological Association.
4. Mental Healthcare Act, 2017, No. 10, Acts of Parliament, 2017 (India).
5. Ministry of Health and Family Welfare. (2020). *Telemedicine practice guidelines*. Government of India.
6. National Institute of Mental Health and Neurosciences. (2020). *Guidelines for tele-psychotherapy services*. NIMHANS, Bengaluru.
7. Grodzki, L. (2015). Building your ideal private practice : a guide for therapists and other healing professionals. W.W. Norton & Company.
8. Barnett, J. E., Zimmerman, J., & Walfish, S. (2014). The ethics of private practice : a practical guide for mental health clinicians. Oxford University Press.
9. Walfish, S., & Barnett, J. E. (2009). Financial success in mental health practice: Essential tools and strategies for practitioners.
10. Paterson, R. J. (2011). Private practice made simple: everything you need to know to set up and manage a successful mental health practice. New Harbinger Publications.

11. Kolmes, Keely. (2012). Social Media in the Future of Professional Psychology. Professional Psychology: Research and Practice. 43. 606-612. 10.1037/a0028678.

QUESTION PAPER PATTERN

(A) FOR CONTINUOUS EVALUATION

20 Marks Class Test	(MCQ/QUIZ) ---------- 20 MARKS

(A-1)

(A-1) RUBRICS FOR CONTINUOUS EVALUATION

20 Marks	ASSIGNMENT ---------- 10 MARKS
	VIVA-VOCE ---------- 10 MARKS

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(B) QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION

60 Marks	Q1. Answer in brief (1/2)-------- 15 marks
	Q2. Answer in brief (1/2)-------- 15 marks
	Q3. Answer in brief (1/2)-------- 15 marks
	Q4. Answer in brief (1/2)-------- 15 marks