



Transforming Aspirations into Achievement

# PSYCHOLOGY

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**Master Psychology with Expert Guidance!**

**SELF-PACED | MENTOR LED | PROFESSIONAL**





A Brief Story About The Company



# ABOUT US

Our team is dedicated to empowering students with the skills needed to thrive in today's ever-evolving job market. We believe that staying ahead requires continuous skill development to meet industry demands.

At innoKNOWVEX, we bridge the gap between current capabilities and the expertise sought by leading organizations. Our platform offers industry-specific training in a professional setting, equipping students with the knowledge and practical skills essential for securing employment in their chosen fields.



# About the Program

InnoKnowvex Edu Tech's 3-month program includes two months of industrial training with experts through live sessions & recorded materials.

The final month involves an individual project and a major project with affiliated companies, offering industry exposure and MNC work experience. This program prepares interns for successful careers in the field.

## Modes of Training

### ★ SELF PACED

- Recorded Sessions with doubt-clearing opportunities
- Lifetime access to study material
- Training Certification+Internship Opportunity

### ★ MENTOR LED

- Live interactive sessions with doubt clearing
- Lifetime access to recordings
- Training Certification+Internship Opportunity

### ★ PROFESSIONAL

- Live interactive sessions with doubt clearing
- Lifetime access to recordings
- Training Certification+Internship Opportunity+placement assistance



## FIRST TWO MONTHS

- Comprehensive industrial training from experts
- Live interactive sessions
- Lifetime access to session recordings
- Hands-on practice
- Mini-projects and exercises
- Real time engagement
- Immediate feedback
- Supportive learning environment
- Mentorship and peer collaboration
- Solid foundation
- Real-world projects in the internship phase

## THIRD MONTH

### Two key projects:-

1. Minor project focused on implementing and evaluating their skills independently.
2. Major collaborative project, providing industry exposure and experience in a multinational corporation environment.

**\*Interns work on real-world challenges under the guidance of experienced professionals, gaining valuable insights into industry practices while refining their technical skills. This hands-on experience prepares them for successful careers, giving them a competitive edge in the job market.**



# Explore the **CAREER PATHS**

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**Clinical  
Psychology**

**Counseling  
Psychology**

**Educational  
Psychology**

**Organizational  
Psychology**

**Industrial  
Psychology**

**Research &  
Academia**

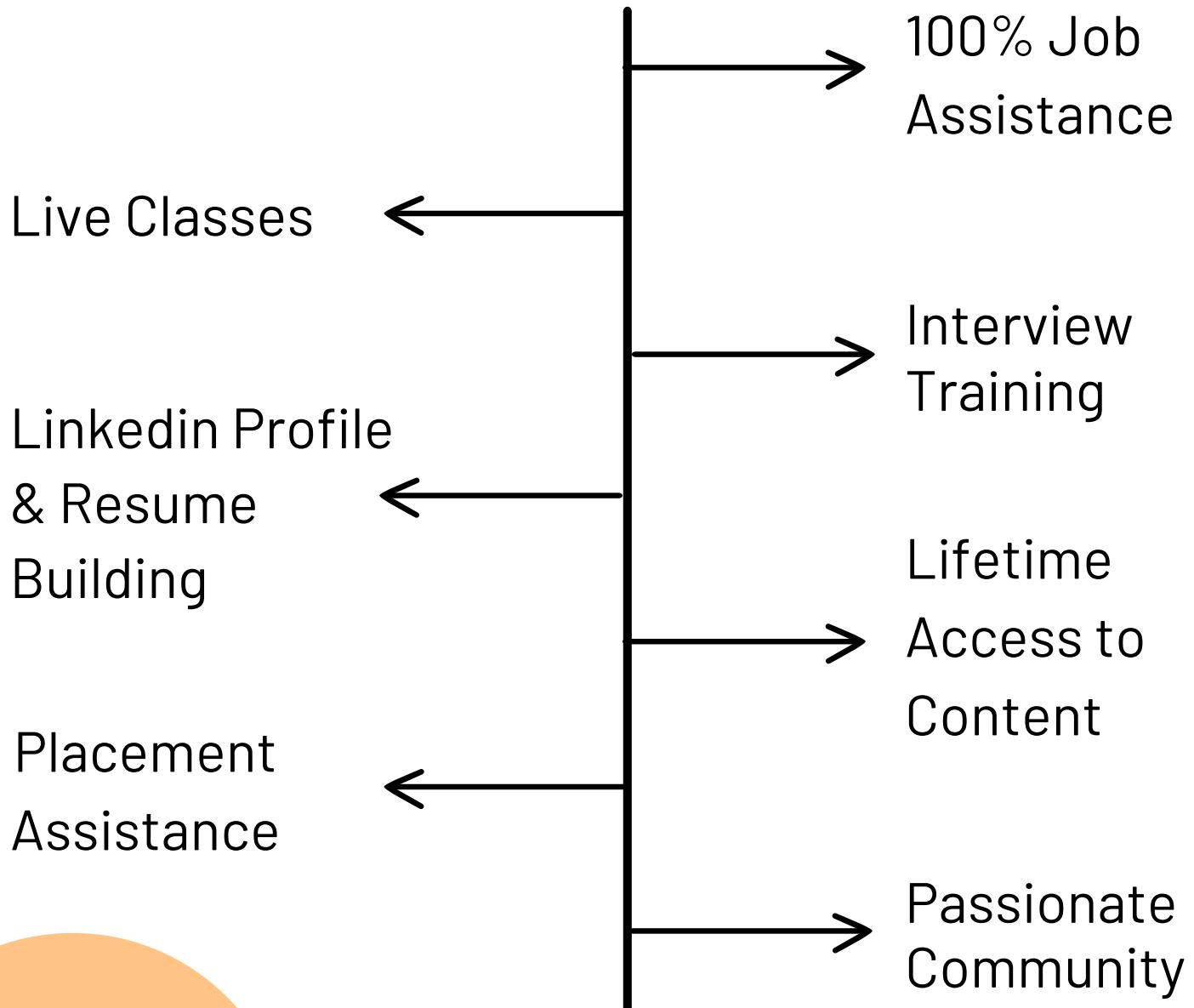
**Mental  
Health  
Services**

**Neuro  
psychology**

**Forensic  
Psychology**



# WHY US?





# KEY HIGHLIGHTS OF PROGRAM

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Introduction to Psychology

Biological Bases of Behavior

Sensation and Perception

Learning and Conditioning

Memory and Cognition

Developmental Psychology

Personality Theories

Assessment Theories

Mental Health Psychology

Abnormal Psychology

Social Psychology

Capstone Project

# Course Curriculum



## Week 1- Introduction of Psychology

01

- Overview and Branches of Psychology
- Research methods in psychology
- Key ethical considerations in psychological research



## Week 2- Biological Bases of Behavior

02

- Structure and function of the nervous system
- Brain anatomy and its role in behavior and cognition
- Neurotransmitters and their influence on behavior
- The endocrine system and hormonal regulation
- Hands-on: Case study on a neurological disorder





## Week 3 - Sensation and Perception

03

- Understanding sensation and perception**
- The sensory systems: vision, hearing, taste, smell, and touch**
- Perceptual processes: attention, organization, and interpretation**
- Hands-on: Exploring sensory perception through interactive demonstrations**



## Week 4 - Learning and Conditioning

04

- Theories of learning: classical conditioning, operant conditioning, and observational learning**
- Key concepts: reinforcement, punishment, extinction, and generalization**
- Applications of learning theories in real life**
- Hands-on: Designing a basic behavioral modification plan**



## ★ RESUME BUILDING WORKSHOP



### Week 5 - Memory and Cognition

05

- Models of memory: sensory, short-term, long-term memory**
- Processes of memory: encoding, storage, retrieval**
- Factors affecting memory: forgetting, interference, & amnesia**
- Cognitive processes: thinking, problem-solving, decision-making**
- Hands-on: Memory enhancement techniques and cognitive exercises**



### Week 6- Developmental Psychology

06

- Overview of human development**
- Key theories: Piaget's stages of cognitive development, Erikson's psychosocial stages**
- Physical, cognitive, and social development across the lifespan**
- Hands-on: Analyzing a case study on developmental milestones**





## Week 7 - Personality Theories and Assessment

07

- Major theories of personality**
- Personality assessment: types and methods**
- The role of genetics and environment in shaping personality**
- The Hands-on: Exploring personality through self-assessment questionnaires**



## Week 8 - Abnormal Psychology and Mental Health

08

- Defining abnormal behavior: criteria and classification**
- Major psychological disorders: anxiety, mood, psychotic disorders**
- Approaches to treatment: psychotherapy, medication, alternative therapies**
- Hands-on: Case study analysis of a mental health disorder**



## ★ SOFT SKILL DEVELOPMENT WORKSHOP



### Week 9 - Social Psychology

09

- Key concepts in social psychology: social cognition, attitudes, persuasion, and conformity**
- Group dynamics: group behavior, leadership, decision-making**



### Week 10 - Social Psychology

10

- Social influence and aggression: causes and effects**
- Hands-on: Designing an experiment on social influence**





## Week 11 - Capstone Project and Review

11

- Integrative project: applying psychological concepts to a real-world issue**
- Presenting the project and receiving feedback**



## Week 12 - Capstone Project and Review

12

- Review of key concepts and takeaways**
- Q&A and troubleshooting**





# CERTIFICATIONS





*Pricing*

# PLAN

**Live Sessions>**

**Get real-time Assistance**

**₹2,500**

**Self Paced>**

**Learn at your own pace**

**₹2,500**



# OUR COLLABORATIONS

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Capgemini

IBM

wipro

accenture

meesho

SWIGGY

Razorpay

PhonePe

boAt



# COMPANY DETAILS

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