



DEPARTMENT OF
PSYCHOLOGY
— ASIAN SCHOOL OF BUSINESS —

DEPARTMENT OF PSYCHOLOGY



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— ASIAN SCHOOL OF BUSINESS —

OFFERS

B.A. (HONS.) PSYCHOLOGY

4 YEAR FULL-TIME UGC APPROVED DEGREE PROGRAM

WITH ADDITIONAL CERTIFICATIONS



**AI and
Psychology**



**Psychological
First Aid**



**Consumer
Psychology and
Advertising**



**Data Analytics
and
Research Methods**



**Corporate
Communication**

"YOUR REAL EXPOSURE STARTS HERE"

ABOUT ASIAN EDUCATION GROUP

- **35+ Years** of Educational Excellence
- **One of India's Leading Education Groups**
- **UGC & AICTE**-Approved Programs
- **Industry-Oriented Learning Approach**
- **Commitment to Academic Excellence & Employability**
- **Strong Corporate Connect & Career Support**
- **21,000+ Students & Alumni Network Worldwide**
- **Global Presence Across 90+ Countries**
- **Student-Centric Learning Environment**
- **Experienced Faculty & Mentors**

DEPARTMENT OF PSYCHOLOGY

The Department of Psychology is dedicated to developing competent, ethical, and socially responsible psychology professionals.

KEY HIGHLIGHTS:

- **Dedicated Psychology Laboratory**
- **Practical & Application-Oriented Learning**
- **Faculty Mentorship & Academic Guidance**
- **Hands-on Psychological Assessments**
- **Research & Innovation Opportunities**
- **Industry-Relevant Certification Programmes**
- **Community Outreach Initiatives**
- **Internships Across Diverse Settings**
- **Guest Lectures by Experts**
- **Student-Centric Learning Environment**

OUR THREE PILLARS

COMPREHENSIVE PRACTICAL EXPOSURE

Internships Across All Major Domains of Psychology.



- Clinical Settings
- Counselling Centres
- Rehabilitation Facilities
- NGOs & Community Organisations
- Corporate Organisations

VALUE-ADDED CERTIFICATIONS

Develop Future-ready Competencies in:



- AI & Psychology
- Psychological First Aid
- Consumer Psychology & Advertising
- Corporate Communication
- Data Analytics & Research Methods

LEARNING BEYOND THE CLASSROOM

Learn → Apply → Experience → Excel



- Internships
- Industry Exposure
- Skill Development
- Career Readiness
- Professional Networking

PSYCHOLOGY: A CAREER WITH PURPOSE



150+ Million Indians Need Mental Health Support



80%+ Mental Healthcare Treatment Gap



1 in 8 People Face Mental Health Challenges



Careers Across Multiple Industries



Human Skills for an AI World



Future-Ready Employability Skills



Research & Data-Driven Thinking



Growing Demand for Mental Health Professionals



Understanding People, Building Solutions



Make a Meaningful Social Impact

GROWING DEMAND FOR PSYCHOLOGY



60–70 Million

People in India experience common and severe mental disorders. (WHO)



2.6 Lakh+

Suicide cases are reported annually in India. (NCRB)



6,000 Counselors

Available for nearly 150 million Indians with unmet mental health needs. (NIMHANS)



USD 1.03 Trillion

Estimated economic loss due to mental health conditions in India (2012–2030). (WHO)

CAREER AVENUES



Counselling & Mental Health



Human Resources & Talent Management



Research & Academia



Corporate & Organizational Roles



Social Sector & NGOs



Wellness & Community Services



Education & School Settings



Clinical Psychology (with Higher Education)

YOUR 4-YEAR JOURNEY in BA (HONS.) PSYCHOLOGY

YEAR 1 DISCOVER

Build a strong foundation in psychology while developing observation, communication, and analytical skills.



Foundations of Psychology



NGO Internship

CERTIFICATION



Consumer Psychology & Advertising



Corporate Communication

YEAR 2 DEVELOP

Strengthen practical skills through assessments and healthcare exposure.



Psychological Assessments



Clinical / Rehabilitation Exposure

CERTIFICATION



Psychological First Aid



Corporate Communication

YEAR 3 APPLY

Connect psychology with organisations, technology, and business.



Corporate Internship



Hospital Internship

CERTIFICATION



Data Analytics & Research Methods



Corporate Communication

YEAR 4 SPECIALIZE

Prepare for higher education and professional practice.



Research Dissertation



CERTIFICATION

AI & Psychology

INTERNSHIPS



YEAR 1

NGO Internship



YEAR 2

Clinic / Rehabilitation Internship



YEAR 3

Corporate Internship
Hospital Internship

VALUE-ADDED CERTIFICATIONS



Consumer Psychology and Advertising

Understand minds. Influence choices.



Psychological First Aid

Explore the future of human + technology.



Data Analytics and Research Methods

Communicate. Collaborate. Lead with impact.



AI and Psychology

Support. Respond. Make a difference.



Corporate Communication

Analyze. Interpret. Drive insights.

|| MANAN ||

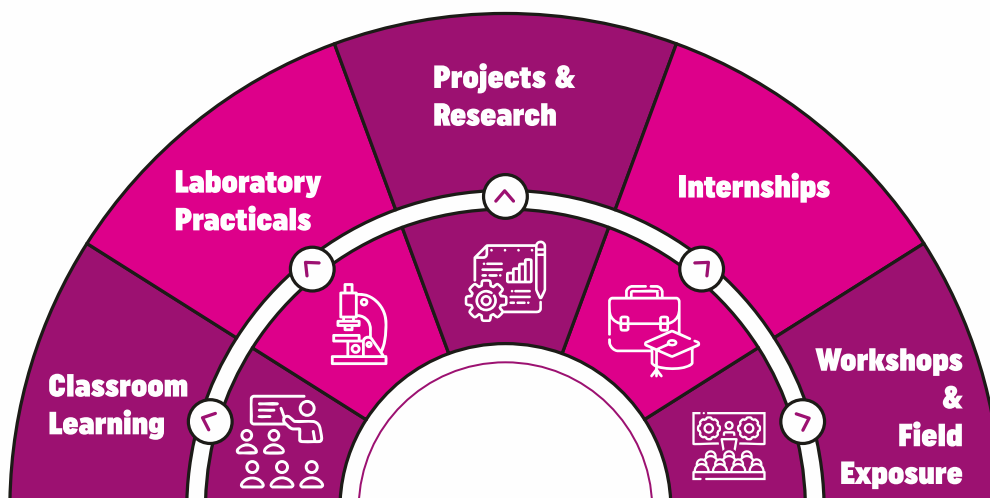
THE PSYCHOLOGY LAB

Manan – The Psychology Lab at the Department of Psychology is a dedicated space for experiential learning, offering practical exposure to psychological assessments, experiments, research methodologies, behavioural observations, and activity-based learning to strengthen students' professional competencies.



OUR PEDAGOGY

Learning at the Department of Psychology integrates academic knowledge with practical experience, enabling students to develop professional competencies alongside theoretical understanding.

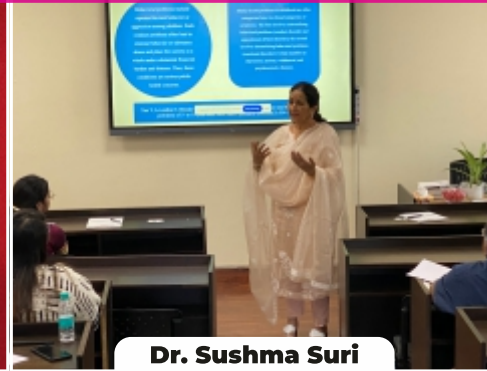


EVENTS @ DEPARTMENT OF PSYCHOLOGY

RENOWNED PSYCHOLOGISTS



Dr. Jitendra Nagpal



Dr. Sushma Suri



Dr. Aruna Broota

NGO VISITS



SUKHMANCH THEATRE - NUKKAD NATAK



MENTAL HEALTH DAY



CAMPUS LIFE

PROMINENT DIGNITARIES



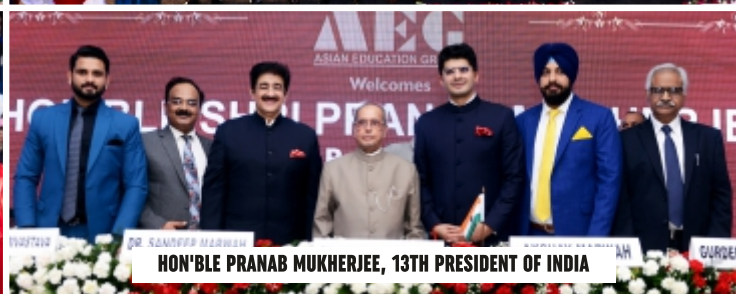
HON'BLE NITIN GADKARI, MINISTER OF ROAD TRANSPORT AND HIGHWAYS OF INDIA



HON'BLE RAM NATH KOVIND, 14TH PRESIDENT OF INDIA

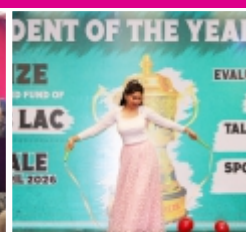


HON'BLE M. VENKAIAH NAIDU, 13TH VICE PRESIDENT OF INDIA



HON'BLE PRANAB MUKHERJEE, 13TH PRESIDENT OF INDIA

STUDENT LIFE



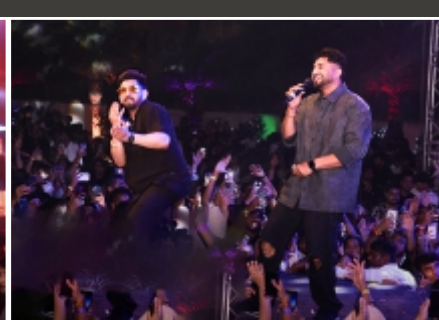
STUDENT OF THE YEAR



ENTREPRENEURS ON CAMPUS



ATHLEEMA SPORTS MEET



FRESHERS / KESSHET-ANNUAL FEST

INDUSTRY EXPOSURE

TIE-UPS WITH PROMINENT HOSPITALS & NGOs



Udayan Care



Sukoon Foundation



Heart It Out Foundation



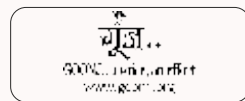
Hamari Pahchan



Grameen Foundation



Tare Zameen Foundation



GOONJ



People For Animals



Shikhar Dhawan Foundation



World Wide Fund for Nature



Navjyoti India Foundation



Child Rights & You (CRY)



Apne Log



Child Help Foundation



Samadhan



Nitya Foundation



Kalyan Trust



Aarohan

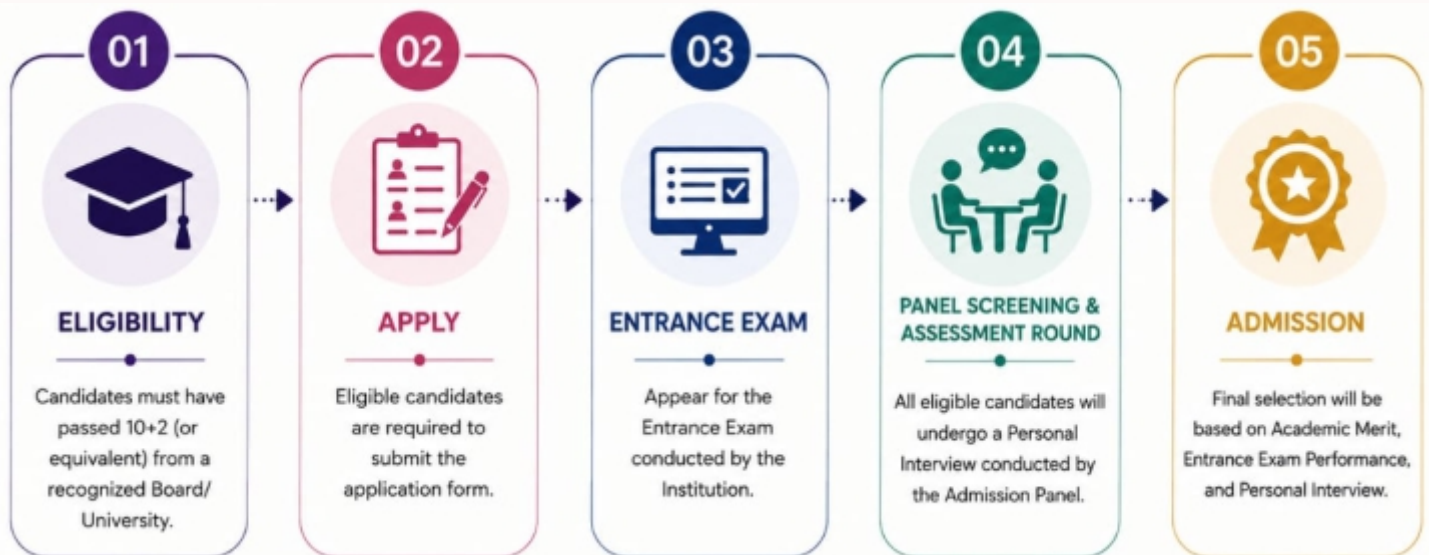


Smile Foundation



Centre for Social Equity and Inclusions (CSEI)

ADMISSION PROCESS



TOTAL COURSE FEE
RS. 5.45 LACS
FOR 4 YEARS

4 YEAR
B.A. (HONS.) PSYCHOLOGY
with 5 Additional Certifications



ASIAN EDUCATION GROUP



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