



# Professional Diploma in Applied Psychology

Career, Counselling & Mental Health Facilitation



**3 Months+1 Month (Internship & Incubation)**



**Duration:** 3 Months+1 Month (Internship & Incubation)

**Mode:** Online

**Nature:** Industry-Oriented | Non-Clinical | Skill-Based| Practise Focused

This Professional Diploma is an industry-oriented applied psychology program designed to bridge the gap between academic psychology and real-world practice. The curriculum emphasizes ethical, non-clinical application of psychology in career guidance, education, youth development, and mental health facilitation.

Learners graduate with deployable skills, documented practicum experience, mini research exposure, and readiness to work with schools, colleges, NGOs, ed-tech platforms, coaching institutes, HR/L&D teams, and psychology education startups.

A comprehensive professional diploma that integrates applied psychology, career guidance, counseling micro-skills, mental health facilitation, and psychology entrepreneurship—designed for ethical, real-world practice.



**Module 1**

# Foundations of Applied Psychology & Professional Identity

**Duration: 2 Weeks**

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## What constitutes applied psychology?

- Roles: Career guide, facilitator, non-clinical counselor
- Ethical frameworks, defined scope, and professional boundaries
- Overview: Mental health versus mental illness
- Referral pathways and identification of critical warning signs
- The evolution of career guidance within India
- Psychological principles in career decision-making processes
- Distinctions among career guidance, counseling, and therapeutic interventions
- Establishing ethical boundaries and defining scope of practice
- Recognition of mental health warning signs and implementation of referral protocols
- Case studies addressing prevalent ethical dilemmas in career guidance
- Recognizing and mitigating "scope creep" within psychological practice
- Strategies for developing a professional psychology identity both online and offline
- Interdisciplinary collaboration: Psychologists working with educators, HR professionals, and NGOs

**Module Outcome**

**Clear professional identity & ethical grounding**

*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*



## Module 2

# Psychological Theories for Career & Life Decisions

**Duration: 3 Weeks**

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- Trait-Factor Theory
- Holland's RIASEC Model
- Super's Life-Span Theory
- Social Cognitive Career Theory (SCCT)
- Motivation, self-concept, and decision-making processes
- Integration of multiple theoretical frameworks for practical case analysis
- Decision-making biases influencing career choices
- Application of motivation theories, including Self-Determination Theory
- The impact of self-efficacy, locus of control, and mindset on career development
- Values-driven approaches to career decision-making
- Introduction to life design and narrative-based career methodologies
- Case mapping: applying theory to individual student scenarios

## Module Outcome

**Theory-to-practice application**

*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*



## Module 3

# Understanding the Individual (Non-Clinical Profiling)

**Duration: 4 Weeks**

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- Exploration of interests, values, and aptitude as conceptual frameworks
- Evaluation of personality dimensions in relation to career relevance
- Application of strength-based and narrative methodologies
- Consideration of cultural, family, and socio-economic influences
- Implementation of case-based profiling with a non-diagnostic focus
- Analysis of family systems and their impact on career choices
- Integration of gender, cultural, and socio-economic awareness in profiling practices
- Assessment of learning styles and study habits using non-diagnostic techniques
- Identification of individual strengths through structured interviews and activities
- Adherence to ethical standards in the use of psychometric instruments, including guidance on appropriate and inappropriate applications

## Module Outcome

**Holistic student understanding**

*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*

## Module 4

# Counselling Micro-Skills for Applied Psychology

**Duration: 4 Weeks**

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- Framework for effective non-clinical support conversations
- Providing emotional validation without engaging in therapeutic interventions
- Navigating emotionally sensitive career-related discussions
- Addressing parental dominance within session dynamics
- Supporting students experiencing anxiety during examinations and results (non-clinical context)
- Practising cultural humility and exhibiting language sensitivity
- Delivering feedback impartially and without judgment
- Differentiating between ethical persuasion and undue influence
- Facilitating appropriate session closures and maintaining follow-up communication
- Demonstrating active listening skills and displaying empathy
- Utilizing open-ended questioning techniques
- Employing paraphrasing and summarizing strategies
- Establishing rapport and fostering trust
- Managing resistance and periods of silence effectively
- Maintaining boundaries and upholding ethical standards in communication skills only, not therapy

## Module Outcome

**Strong helping–relationship skills**

*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*

## Module 5

# Mental Health Facilitation & Emotional Wellbeing

**Duration: 3 Weeks**

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- Mental Health Literacy
- Understanding Stress, Anxiety, and Academic Pressure (Non-Clinical)
- Fundamentals of Emotional Regulation
- Principles of Psychological First Aid (PFA)
- Recognizing Crisis Indicators and Referral Pathways
- Addressing Burnout, Academic Fatigue, and Disengagement Among Students
- Essentials of Emotional Intelligence for Career Advancement
- Education on Coping Skills: Time Management, Stress, and Expectations
- Dispelling Mental Health Myths and Reducing Stigma
- Defining Boundaries Between Facilitation and Counseling
- Suicide Prevention Awareness (Gatekeeper Role Only)
- Establishing Safe Environments in Educational Settings
- Referral Mapping: Guidelines on Timing, Location, and Procedures

## Module Outcome

**Mental health informed guidance**

*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*

## Module 6

# Career Guidance Across Developmental Stages

**Duration: 4 Weeks**

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## Career Guidance Across Age Groups

- Adolescents: Exploration and stream selection
- Senior secondary students: Decision-making and examination preparation
- College students and young adults: Career progression and uncertainty
- Career transitions and indecision: Navigating professional changes
- Emerging, alternative, and skill-based careers: Understanding new opportunities
- Career maturity and readiness: Foundational concepts
- Developmental tasks and career requirements at various ages
- Parental influence throughout developmental stages
- Managing academic gaps, gap years, and career breaks
- Career guidance for first-generation learners
- Alternative education models and pathways
- Skill-based versus degree-based career trajectories
- Portfolio careers and freelance opportunities
- Career guidance awareness for special populations

### *A. School Level (Grades 8–10)*

- Aligning subjects with streams
- Early exposure and skill mapping

### *B. Senior Secondary (Grades 11–12)*

- Stream combinations and competitive examination strategies
- Addressing parental expectations

### C. College & Young Adults

- Managing career indecision and navigating transitions

### Career Information Systems & Pathways

- Alternative and emerging career options
- Overview of the Indian education system and available pathways
- Undergraduate, postgraduate, professional, and vocational routes
- Introduction to global career opportunities
- Government examinations and entrance test formats
- Skill-based and entrepreneurial career paths

### Module Outcome

#### Age-appropriate guidance expertise



*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*

## Module 7

# Career Guidance Process & Session Design

**Duration: 4 Weeks**

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### Structuring Guidance Sessions

- Conducting intake interviews and establishing goals
- Utilizing career exploration tools and resources
- Implementing decision-making frameworks
- Developing action plans and scheduling follow-up sessions
- Maintaining comprehensive documentation and reporting

### Documentation & Reporting

- Preparing intake forms and obtaining consent documentation
- Designing both single-session and multi-session guidance models
- Facilitating career exploration activities and distributing worksheets
- Applying decision trees and career mapping tools
- Employing goal-setting frameworks such as SMART and WOOP (basic)
- Composing formal career guidance reports, focusing on appropriate format and language
- Establishing systems for follow-up and accountability
- Tracking outcomes and collecting participant feedback
- Ensuring ethical practices in record keeping

## Module Outcome

### End-to-end session handling

*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*

## Module 8

# Working with Parents, Schools & Institutions

**Duration: 2 Weeks**

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- Parent dynamics and effective communication
- Managing expectations and resolving conflict
- Collaboration with schools and other institutions
- Ethical documentation procedures and managing consent
- Models for parent psychoeducation
- Addressing unrealistic expectations with diplomacy
- Facilitating parent orientation sessions
- Differentiating between school counsellor and career facilitator roles
- Adhering to school policies and organizational hierarchy
- Upholding institutional ethics and safeguarding data
- Professionally handling complaints and disagreements
- Formats for consent, permissions, and documentation
- Establishing long-term partnerships with institutions

## Module Outcome

**Stakeholder confidence**

*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*

**Module 9**

# Practicum, Case Work & Supervision

**Duration: 4 Weeks**

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- Engagement with both simulated and real-world case studies
- Structured role-plays accompanied by constructive feedback
- Provision of comprehensive career guidance reports
- Maintenance of reflective practice logs
- Systematic case intake procedures and anonymization protocols
- Reflective journaling tailored for practitioners
- Integration of supervisor feedback into professional development
- Facilitation of peer learning through case discussions
- Development of ethical case presentation skills
- Recognition and management of personal bias in guidance roles
- Strategies for addressing challenging cases within non-clinical boundaries
- Implementation of outcome-based methods for case evaluation
- Preparation of case portfolios to support job or internship applications

**Module Outcome**

**Applied competence**

*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*

**Module 10**

# Career as a Career Guide (Professional Pathways)

**Duration: 2 Weeks**

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- The profession of career guidance in India
- Distinctions between entry-level positions and independent practice
- Comparing institutional employment with freelance models
- Establishing ethical fee structures and ensuring transparency
- Maintaining professional documentation and providing appropriate disclaimers
- Building credibility without using clinical labels
- Pursuing continuing education and pathways for upskilling
- Upholding professional boundaries with clients
- Strategies for long-term career sustainability
- Ethical considerations in establishing a practice
- Collaboration opportunities with schools, NGOs, and ed-tech organizations
- Principles of program and workshop design
- Branding and strategic positioning
- Exploring income models and approaches to sustainable practice

*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*



## Module 11

# Psychology Entrepreneurship & Incubation

**Duration: 3 Weeks**

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- Psychology-based career pathways
- Establishing ethical practices
- Developing workshops and programs
- Strategic branding and market positioning
- Revenue models and opportunities for collaboration
- Overview of Psychopedia incubation
- Non-clinical psychology business frameworks
- Creating workshops, programs, and toolkits
- Ethical pricing strategies for psychology services
- Guidelines for branding: permitted and prohibited claims
- Collaborative initiatives with schools, NGOs, and ed-tech organizations
- Content development for psychology educators
- Legal fundamentals: contracts, invoicing, and obtaining consent
- Scaling operations responsibly while upholding ethical standards
- Case studies of Indian psychology startups

## Module Outcome

**Career & startup readiness**

*Note: Mini Project/Assignment/Quiz after every module is mandatory to attempt for all students enrolled*

Eligibility

# Who Can Enroll?

The Professional Diploma in Applied Psychology: Career, Counseling & Mental Health Facilitation is open to individuals who are interested in psychology-based guidance, education, and wellbeing work, without entering clinical practice.

| Group                                      | Specific Roles/Fields                                                                                                                                                                    | Areas of Benefit                    |
|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| Undergraduate students                     | Psychology, Education, Humanities, Social Sciences                                                                                                                                       | How undergrad students will benefit |
| Postgraduate students                      | Psychology, Education, Counseling, Social Work                                                                                                                                           | How postgrad students will benefit  |
| Final-year students                        | Planning careers in guidance, education, or youth development                                                                                                                            |                                     |
| Graduates/Post Graduates                   |                                                                                                                                                                                          |                                     |
| Educators & Academic Professionals         | School teachers (middle school to senior secondary), Academic coordinators & counselors, Coaching institute faculty, College & university educators                                      |                                     |
| Psychology & Helping- Profession Aspirants | Individuals interested in career guidance, counseling micro-skills, and mental health facilitation, NGO workers & youth development professionals, Life-skills trainers and facilitators |                                     |
| Working Professionals                      | HR professionals & L&D teams, Corporate trainers & wellness facilitators, Professionals seeking a career shift into psychology-education roles                                           |                                     |
| Aspiring Psychology Entrepreneurs          | Individuals planning to start: Career guidance services, Psychology-education startups, School/college-based programs, Workshops & training initiatives                                  |                                     |

## Eligibility

# Who This Program Is **NOT** For ?

To maintain ethical clarity, this diploma is *not suitable for individuals* seeking:

- Clinical psychology licensure
- Therapy or diagnostic authority
- Certification to practice as a psychologist or counselor under RCI

## OUTCOMES AFTER COMPLETION

After completing the diploma, learners will be equipped to:

- Conduct non-clinical career guidance sessions
- Work as career guidance practitioners or facilitators
- Collaborate with schools, colleges, NGOs, and ed-tech platforms
- Design and deliver career guidance workshops
- Enter internship and incubation pathways to build independent practice

## PROGRAM OBJECTIVES

By the end of this diploma, learners will be able to:

- Apply psychological principles to career guidance ethically
- Understand student aptitude, interests, and personality (non-clinical)
- Conduct structured career guidance sessions
- Work with parents, schools, and institutions
- Design age-appropriate career interventions

### Certificate Disclaimer\*

*This diploma is a professional skill development program. It does not confer licensure to practice as a Clinical Psychologist or Counselor.*

# ASSESSMENT STRUCTURE

- Module quizzes
- Case analysis assignments
- Practicum evaluation
- Mini Research Paper
- Examination

# CAREER OUTCOMES

- Career Guidance Practitioner (Non-Clinical)
- School Career Facilitator
- Educational Consultant
- Career Workshop Trainer
- Psychology-based Startup Founder

## Internship Pathway

# INTERNSHIP ROLES

- Career Guidance Intern
- Student Profiling Assistant
- Workshop Support Facilitator
- Research & Career Content Intern

# INTERNSHIP ACTIVITIES

- Observing live career guidance sessions
- Assisting in student intake & profiling
- Supporting school/college workshops
- Preparing career guidance reports (non-clinical)

Incubation Pathway

INCUBATION SUPPORT INCLUDES

- Career guidance practice setup roadmap
- Ethical compliance & disclaimers
- Program & workshop design templates
- Branding & positioning support
- Mentorship from Psychopedia experts

INCUBATION OUTCOMES

Participants can:

- Start independent career guidance services
- Collaborate with schools & coaching institutes
- Launch psychology-education startups
- Work as consultants or facilitators
- Join Psychopedia as facilitators

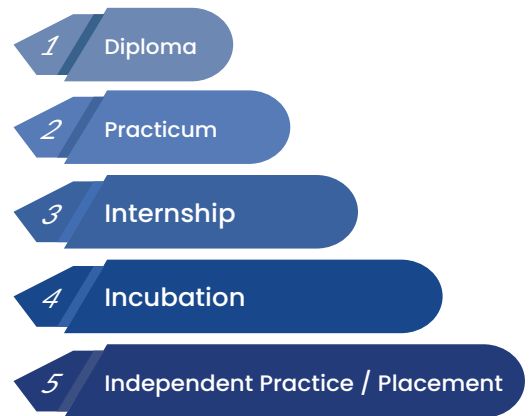
INCUBATION STRUCTURE

| Phase                                | Key Activities                                                                     |
|--------------------------------------|------------------------------------------------------------------------------------|
| Phase 1:<br>Idea & Identity          | Defining niche & target group, Role clarity & scope boundaries                     |
| Phase 2:<br>Program & Service Design | Career guidance models, Workshop & curriculum creation, Pricing & delivery formats |
| Phase 3:<br>Ethics & Compliance      | Disclaimers & consent formats, Referral networks, Record keeping                   |
| Phase 4:<br>Branding & Outreach      | Positioning statement, Social media & school outreach, Collaboration models        |

*\*While in diploma the students will begin working on this itself*

# PSYCHOPEDIA INCUBATION PRINCIPLES

- Ethics before income
- Psychology-informed, not clinical
- Skill-based & student-centric
- Sustainable & responsible growth



## INDUSTRY ORIENTATION & EMPLOYABILITY VALUE

This diploma is explicitly industry-oriented, designed to bridge the gap between academic psychology and real-world application. The curriculum focuses on how psychology is used in schools, colleges, NGOs, ed-tech platforms, HR environments, and independent practice, rather than limiting learning to theory or clinical settings.

### What Makes This Diploma Industry-Oriented ?

- **Practice-first design:** Every module includes applied skills such as student profiling, session structuring, report writing, stakeholder communication, and ethical documentation.
- **Mini research projects:** Learners conduct short, field-based research assignments that reflect real industry tasks like needs assessment, program evaluation, and career awareness mapping.
- **Practicum & supervision:** Simulated and real-world cases mirror entry-level industry responsibilities.
- **Clear non-clinical positioning:** Role clarity aligned with institutional and organisational expectations.
- **Entrepreneurship exposure:** Training in program design, workshops, service models, and incubation pathways.

| Sector                                            | Application Advantage                                                                                                                                                                                                         | Relevant Roles                                              |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| Schools & Educational Institutions                | Demonstrates readiness to conduct ethical, non-clinical career guidance; Shows competence in student profiling, parent communication, and documentation; Aligns with NEP-focused career education and life-skills initiatives | School Career Facilitator   Student Development Coordinator |
| Colleges, Universities & Coaching Institutes      | Evidence of applied psychology beyond classroom theory; Experience in designing and delivering student workshops; Skills in youth engagement and career transition support                                                    | Career Guidance Officer   Student Support Facilitator       |
| NGOs & Youth Development Organisations            | Exposure to diverse socio-economic and cultural contexts; Applied research skills useful for program monitoring and evaluation; Mental health facilitation and referral awareness                                             | Youth Program Facilitator   Life-Skills Trainer             |
| Ed-Tech Companies & Career Platforms              | Psychology-informed understanding of learner journeys; Ability to develop guidance frameworks and student-facing content; Research-backed insight into motivation and decision-making                                         | Career Content Specialist   Student Success Associate       |
| HR, L&D & Corporate Wellness Settings             | Transferable skills in assessment, facilitation, and communication; Understanding of strengths, motivation, and career transitions; Non-clinical mental wellbeing awareness suited to workplace settings                      | L&D Facilitator   Early Career Program Coordinator          |
| Independent Practice, Startups & Entrepreneurship | Ethical frameworks for independent career guidance practice                                                                                                                                                                   |                                                             |

# HOW TO MENTION ON YOUR CV (RESUME)

| Section                           | Details                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Education / Professional Training | Professional Diploma in Applied Psychology:<br>Career, Counselling & Mental Health Facilitation<br>  Psychopedia   Industry-Oriented Skill Program<br>  Duration: 3 Months   Mode: Online   Focus: Non-clinical career guidance, applied psychology, mental health facilitation                                                |
| Skills                            | Non-clinical student profiling (interests, strengths, values), Career guidance session design & facilitation, Counselling micro-skills (active listening, empathy, questioning), Mental health facilitation & referral awareness, Parent & stakeholder communication, Ethical documentation & reporting                        |
| SOP / Statement of Purpose        | As part of my Professional Diploma in Applied Psychology with Psychopedia, I gained hands-on exposure to non-clinical career guidance, student profiling, counselling micro-skills, and applied research                                                                                                                       |
| For Internships / Jobs            | Through the Professional Diploma in Applied Psychology at Psychopedia, I was trained in industry-oriented, non-clinical applications of psychology. The program emphasized practical skills such as student profiling, career session design, mental health facilitation, stakeholder communication, and ethical documentation |

# DIRECTOR'S NOTE

The **Professional Diploma in Applied Psychology** has been thoughtfully designed to bridge the gap between theoretical knowledge and real-world psychological practice. In today's rapidly changing social, educational, and workplace environments, there is a growing need for professionals who not only understand psychology but can apply it ethically, sensitively, and effectively.

Through this diploma, we aim to build strong foundations in **career guidance, counselling micro-skills, and mental health facilitation**, with a clear focus on experiential learning, case-based understanding, and skill development. The curriculum emphasizes practical competencies such as active listening, empathy, assessment basics, ethical boundaries, and facilitation skills that are essential for working with individuals, groups, and communities.

At **Psychopedia**, we have spent the last decade working closely with psychology students, educators, and early-career professionals. This program reflects those insights—addressing the common gap between classroom learning and professional readiness. Our intent is not to replace formal clinical training, but to empower learners with applied skills that are relevant across education, mental health, human services, and organizational settings.

I invite learners who are passionate about people, wellbeing, and meaningful impact to join us on this journey of professional and personal growth.

**Dr. Aashna Narula**

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