

## Syllabus of M.A. Home Science

### Semester-I

Code		Max. Marks	Credit
HSCM501	Research Methods Statistics and Computer Application	100	4
HSCM502	Food Science	100	4
HSCM503	Advance Apparel and Fashion Design	100	4
HSCM504	Entrepreneurship Management	100	4
<b>Practical</b>	Based On Paper I, II, III and IV + Seminar	<u>200 + 25</u>	<u>8 + 1 = 9</u>

Total no. of marks - 625

### Semester-II

HSCM505	Maternal and Child Nutrition	100	4
HSCM506	Elements of Women and Knitted Design	100	4
HSCM507	Extension Management and Media Production	100	4
HSCM508	Child Human Rights and Gender	100	4
<b>Practical</b>	Based On Paper I, II, III and IV + Seminar	<u>200 + 25</u>	<u>8 + 1 = 9</u>

Total no. of marks - 625      25

### Semester III

HSCM509	Advertising and Marketing Paper	100	4
HSCM510	Dyeing Printing and Laundry Process	100	4
HSCM511	Housing for Family Living and Interior Designing	100	4
HSCM512	Advanced Study in Human Development	100	4
<b>Practical</b>	Based On Paper I, II, III and IV + Seminar	<u>200 + 25</u>	<u>8 + 1 = 9</u>

Total no. of marks - 625      25

### Semester IV

HSCM513	Management of Resources	100	4
HSCM514	Communication Techniques in Extension Education	100	4
HSCM515	Care and Children with Disabilities and Illness	100	4
HSCM516	Dietetics and Community Nutrition	100	4
<b>Practical</b>	Based On Paper I, II, III and IV + Project & Seminar	<u>200 + 25</u>	<u>8 + 1 = 9</u>

Total no. of marks - 625      25

## SEMESTER - I

HSCM 501

RESEARCH METHODS, STATISTICS

AND

COMPUTER APPLICATION

CREDIT-4(L-3 T-1)

1. Science, Scientific Methods, Scientific approach.
2. Role of statistics and research in Home Science discipline.  
Objectives of research: Explanation, control and prediction.
3. Types of Research: Historical, descriptive, experimental, case study, social research, participator research.
4. Definition and Identification of a Research Problem
5. Types of variables
  - a. Selection of research problem
  - b. Justification
  - c. Theory, hypothesis, basic assumptions, limitations and delimitations of the problem.
6. Theory of probability
  - a. Population and sample
  - b. Probability sampling : simple random, systematic random sampling, two stage and multi stage sampling, cluster sampling
  - c. Non-probability sampling: Purposive, quota and volunteer sampling/snowball sampling.
7. Basic Principles of Research Design
  - a. Purpose of research design: Fundamental, applied and action, exploratory and descriptive, experimental, survey and case study, ex-post facto.
  - b. Longitudinal and cross sectional, co-relational.
8. Data Gathering Instruments:
  - a. Observation, questionnaire, interview, scaling methods, case study, home visits, reliability and validity of measuring instruments.
9. Conceptual understanding of statistical measures. Classification and tabulation of data.  
Measurement of central tendency, measures of variation.
10. Frequency distribution, histogram, frequency, polygons, ogive. Binomial distribution. Normal Distribution - Use of normal Probability tables.

11. Parametric, non-parametric tests. Testing of hypothesis, Type I and II errors. Levels of significance. Chi-square test. Goodness of fit independence of attributes 2 x 2 and r x c contingency tables. Application Of student test for small samples, Difference in proportion for means and difference in means. Correlation, coefficient of correlation, rank correlation
12. Fundamentals of Computer: History of Computers, Generation of Computer, Language, Components, Applications of Computers. **Operating System & Internet:** Ms-DOS, MS-Windows and Internet.
13. MS-Office: Ms-Word, Ms-Excel and Ms-Power Point. Introduction to Data Base Management Systems, Fox-Pro.

References:

1. Bandarkar, P.L. and Wikinson T.S. (2000) : Methodolog and Techniques of Social Research, Himalaya Publishing House, Mumbai
2. Bhatnagar, G.L. (1990) .Research Methods and Measurements in Behavioural and Social Sciences, Agri, Cole Publishing Academy, New Delhi.
3. Garrett, Henry E. (1971) :Statistics in Psychology and Education, David Helay and Co.
4. Edwards : Experimental Design in Psychological Research.
5. Korlinger : Foundation of Educational Research.
6. SPSS/PC for the IOM PC/XT, SPSS Inc.

## SEMESTER - I

HSCM 502

FOODSCIENCE

CREDIT-4(L-3 T-1)

**1.Introduction to Food Science:** Constituents of Foods - General, physical and chemical properties; Colloidal systems; gels; emulsions.

*Enzymes:* Importance of enzymes and their application in Food Industry

**2.Cereals and Cereal Products:** Types, composition and structure; Functional properties of starch; Wheat starch and Gluten formation; Properties of amylase and amylopectin.

**Fats and Oils:** Types and Sources (Animal and Vegetable); Functional properties and uses in cookery.

**3.Milk and Milk Products:** Composition; Uses in cookery; Effects of Heat, Enzymes, Acid and Salts on milk; Shelf Life.

**Meat, Fish and Poultry:** Structure and composition; Post mortem changes.

**4.Pulses and legumes:** Composition and structure; Selection and variety; Functional properties of pulses.

**Vegetables:** Composition and classification; changes occurring during cooking; Pigments and flavour constituents.

**5.Fruits:** Composition; Changes occurring during maturation and ripening; Post harvest changes; Pigments and flavour constituents.

**6.Food Spoilage:** Food spoilage; Causes of food spoilage; Needs and importance of Food spoilage.

**7.Preservation and methods of Preservation.**

**8.Packaging and Packaging Techniques.**

**Practical:**

1. **Sugar Cookery:** Stages of sugar cookery.
2. **Fats and Oils:** Melting point, Smoke point. Suitability of different fats its medium for cooking.
3. **Milk and Milk products:** Effect of acids, salts, alkali, sugar, heat and enzymes.
4. **Eggs:** Methods of egg cookery and effect of heat.
5. **Pulses:** Effect of cooking and processing methods.
6. **Fruits and Vegetables:** Effects of cooking, metal ions and p<sup>H</sup> on Pigments.
7. Preservation methods.

### References:

1. America MA, Pengborn RM, Roceasier EB (1965). Principles of *Sensory Evaluation* and Academic Press, New York.
2. Bealon GH and Begos JM (eds.) (1996), Nutrition in Preventive Medicine WHO.
3. Belitz HD and Grosch W (1999) Food Chemistry Springer Verlag Berlin Heidelberg.
4. Bamji M.S., Rai PN and Reddy V (eds.) Food Chemistry (2<sup>nd</sup> edition) Spinger, New York.
5. Comn, EE, Stumpt PK, Bruaning G and Doi RH (2001), 5<sup>th</sup> ed. Outlines of Bio-chemistry, John Wiley and Sons.

## SEMESTER - I

HSCM503

ADVANCE APPAREL AND FASHION DESIGN

CREDIT-4(L-3 T-1)

1. **History of Fashion** - Fifth century to 18<sup>th</sup> century- India, Egyptian, Greek, Roman, French, Italian, England.
2. **(a) The Elements of Design - Line, Form, Colour and Texture.**  
**(b) Principles of Design**
3. **Process of Designing** - Motif development - Geometrical, Simplified, Naturalized, Stylized, Abstract and Ornamental.
4. **Developing Paper Pattern** - Understanding the commercial paper pattern, Layouts on different fabrics, width and types.
5. **Apparel and Accessories Manufacturing** - Apparel Manufacturing, Accessories Manufacturing Techniques for testing shoes, Jewelry, Watches, Gloves, Handbags.
6. **Clothing for people with special needs** - Maternity and Lactation period, Old age, Physically challenged.

### Practicals -

1. Development of variation in sleeves, Necklines and Facings, Plackets.
2. **Sketching of Accessories**
  - a. Hats and Headgears
  - b. Footwear
  - c. Bags and Purses
  - d. Jewellery
3. **Developing a line of garments on a theme -**
  - a. Casual Wear
  - b. Sports Wear
  - c. Cocktail Wear
  - d. Executive Wear
4. Organization of a Fashion Show

## References :

1. Armstrong, Pattern making for/fashion design
2. ***Gioello and Berke***:Figure type range, Fairchild publication, New York.
3. ***Grate and Storm***: Concepts in Clothing, McGraw Hill book Co. New York.
4. Bina /Abing, Fashion Sketch Book. Fairchild Publication, New York.
5. ***Clair Shaeffer***:Fabric Sewing guide. Chilton Book Company, Radnot, Pennsylvania.
6. ***Harold Carr and Barbara Lathan*** : "The Technology of Clothing Manufacture, Oxford BSP Professional Book, London.
7. ***Slamper, Sharp and Donnell*** :Evaluation Apparel, Quality - Fairchild Publications, New York.
8. ***Natalie Bray*** :Dress Fitting Published by Blackwell Science Ltd.,
9. Margohs Design your own dress pattern published by Double Day and Co. Inc., New York.

## SEMESTER -I

HSCM504

### ENTREPRENEURSHIP MANAGEMENT

CREDIT-4(L-3 T-1)

#### 1. Conceptual Framework -

- a. Concept need and process in entrepreneurship development.
- b. Role of enterprise in national and global economy.
- c. Types of enterprise - Merits and Demerits

#### 2. The Entrepreneur -

- a. Entrepreneurial motivation - Dynamics of meaning and motivation.
- b. Entrepreneurial competency - Concepts.
- c. Developing Entrepreneurial competencies - requirements and understanding the process of Entrepreneurship development, self-awareness, interpersonal skills, creativity, assertiveness, achievement, factors affecting Entrepreneur's role.

#### 3. The Entrepreneur -

- a. Environment scanning - information, sources, schemes of assistance, Problems.
- b. Enterprise selection, market assessment, enterprise feasibility study, SWOT Analysis.
- c. Resource mobilization - finance, technology, raw material, land and manpower.
- d. Feedback, monitoring and evaluation.

#### 4. Project work - Planning, resource mobilization and Implementation.

5. Government policies and Schemes for enterprise development Institutional support in enterprise development and management.

6. Consumerism: Consumer definition, Role, Consumer rights and Consumer Forum.

#### References :

1. Meredith, G. G. et al. (1982) : Practice of Entrepreneurship, ILO, Geneva.
2. Patel, V.C. (1987) Women Entrepreneurship - Developing, New Entrepreneurs, Ahmedabad EDII.
3. Akhauri, M.M.P. (1990) : Entrepreneurship for Women in India, NIESBUD, New Delhi.
4. Hisrich, R. D. and Peters, M.P. (1995) : Entrepreneurship - Developing and Managing a New Enterprise, Richard D. Irwin. NC, USA

## SEMESTER – II

HSCM505

### MATERNAL AND CHILD NUTRITION

CREDIT-4(L-3 T-1)

#### 1. Importance of Maternal Nutrition.

- a. Importance of nutrition prior to and during pregnancy
- b. Pre-requisites for successful outcome. Effect of under nutrition of mother and child including pregnancy outcome and Maternal and child Health.
- c. Short and Long term.
- d. Physiology and endocrinology of pregnancy and etiology of fetal growth and development
- e. Nutritional requirements during pregnancy.
- f. Pregnancy and AIDS.
- g. Pregnancy and TB.
- h. Intra-Uterine growth retardation.
- i. Complications of pregnancy and management and importance of antenatal care.

#### 2. Lactation.

- a. Development of mammary tissue and role of hormones.
- b. Physiology and endocrinology of lactation - Synthesis of milk components, let down reflex, role of hormones, lactation amenorrhea, effects of breast feeding on maternal health
- c. Human milk composition and factors affecting breastfeeding fertility.
- d. Management of lactation - Prenatal breastfeeding skill education. Rooming in, Problems - sore nipples, engorged breast, inverted nipples etc.
- e. Exclusive breastfeeding.

#### 3. Growth and Development during infancy childhood.

#### Practicals

Based on above topic.

## References

1. International Food Policy Research Institute (1997). Care and Nutrition: Concepts and Measurement. International Food Research Institute Washington DC., USA
2. International child Health : A igest of Current Information
3. Barker, D.J.P. (1998). Mothers, Rabies and Health In l.aler Lite. Edinburgh, Chum-hit Livingstone.
4. Ward, R.H.T; *Smith*, S.K. Donnai, D. (Eds.) (1994) Early Fetal Growth and Development. London, RCOG Ress.
5. Sachidev, UPS and Choudhary, P. (1995), Nutrition in Children Developing Counry Concerns. CabridgePres, New Delhi.
6. Kings, F.S. (1992). Helping Mohers to Brasfed Association for Consuers Action on Safety and Health, Mumbai.
7. Wallace, H.M. and Girl, K. (1990). Health Care of Women and Children in Developing Counties. Third Party Publishing Co. Oakland.
8. Tanner, J.M.(1998) Foetus into an : Physical Growth from Conception to Maturity. Weaton and Co. Ltd., Great Britain.
9. Luke, B. Johnson, T RB.; Petrie, R.H. (1993). Clinical Maternal Fetal Nutrition. LitleBrwown and Co. Boston.
10. ACC/SCN Reports.
11. WHO (1999) Nutrition for Health and Development : Progress and Prospects on the Eve of the 21<sup>st</sup> century. WHO/NHD/99.9. Geneva.
12. Alderman, H; Behrman, J.; Lavy; Menon, R. (1997) Child Nutrition Child Health and School Enrolment. Policy Research Working Paper 1700. Washington DC. World Bank.

## SEMESTER-II

### HSCM506

#### ELEMENTS OF WOVEN AND KNITTED DESIGNS

CREDIT-4(L-3 T-1)

1. Elements of cloth structure, Weave and weave notation, Warp and weft crimp, Warp and weft weight calculation, Cover Factor, Yarn and fabric strength relationships
2. Elementary Weaves
  - a. Plain Weave - Introduction, Classification of plain cloth, Derivatives -Warp rib weave, weft rib weave, mat, Ornamentation of plain weave
  - b. Twill weave - Introduction, Balance and unbalance twill, angle of twill, Weaves constructed on twill bases - waved elongated twill, combination of twill weave.
  - c. Sateen and satin weaves - General characteristics, regular and irregular sateens and satin.
  - d. Other weaves - Diamonds and Diapers, Crepe, Honeycomb, Huckaback, Mockleno, moss crepe, Brighton Honeycomb, Bedford cord, Welts and Applique.
3. Extra weft and extra warp figuring effects, Lappet and seivel figured fabrics, Warp, weft pile fabric and they and Turkish towels, Gauze and net leno, Damask, Double cloth Triaxial weave.
4. Simple colour and weave effects - General considerations, combining weave with colour, representation Of colour and weave effect on graph paper, classification of colour and weave effect, pouring variety of effects using same weave and color - continuous line effect, Hound's tooth effect, Bird's eye and spot, all over effect Compound color and weave effect - Stripe and checks color mid weave effect.
5. Knitting - Knitted construction, Evaluating construction of knitted fabric.
6. Warp Knitting - Tricot Knit, Purl Knit, Rib Knit, Jacquard Knitting, Pile Knitting.
7. Hosiery - Terms used for hosiery -Types of Hosiery construction

#### Practical

1. Creating stripes, checks and colour and weave effects on rich graph paper.
2. Analysis of different woven sample studied in theory for design, repeat, draft, and other details on rich graph paper.

3. Setting of Table Loom - Weaving the following weaver samples -plain, basket, rib, satin, twill, Leering bone, diamond, honeycomb etc.
4. Sample Knitting - Purl Knit, Tricot Knit, Rib Knit, Jacquard Knit, Pile Knit.
5. Knitting baby garment.(1 set).

#### Reference

1. Waston Textile Design and Colour - Grosicki, Z.J, Newness Butter Worths.
2. Advance Tetile Design - Wiliam Watson, Longmans Greg and Co. Ltd.
3. Grammar of Textile Design - Nisbet H., Taranorewitle Sons and Co., Bombay.
4. Weaving Mechanisms - K.T. AswaniMahajan Book Distributors, Ahmendabad.
5. Weaving Calculations - R. Sengupta, Taraporewle Sons and Co., Bombay
6. Woven Cloth Construction - Robinson and Mark, Butter Worth and Co.Ltd.,London.
7. Elements of Weaving - Thorpe, Aqaba, Doubleday and Co. New Yark
8. Modern Weaving - Singh R. H., Mahajan Book Distributors, Ahmedabad.
9. Weaving Technology - Kulkarni M.M. Virinda, Publication, Jalgaon.
10. Yarn and Cloth Calculation. Amalsar D.M.
11. Handloom Weacing - Amalsar D.M.
12. Fabric Structure and Clothd Analysis - Amalsar D.M.
13. Geotextiles Handbook - T.S. Igold and K.S.Ingold and K. .S. Miller, ffiomasTelford
14. Textiles - Fibre to fabric - B.P. Corbman
15. Textiles 3rd edition - N. Hoilen and J. Saddler
16. Handloom weaving technology - Allen Fannin, VAnNostrartd.

## SEMESTER - II

**HSCM507**

### EXTENSION MANAGEMENT & MEDIA PRODUCTION

CREDIT-4(L-3 T-1)

**1. Concept of Extension Management:**

- a. Definition, nature and process and need.
- b. Models and principles of extension management.

**2. Steps in Extension Management:**

- a. Planning Meaning and characteristics elements, policies, strategies, procedures, rules, budgets, planning process, types of plan Decision making: meaning forecasting and decision making-1 decision making under uncertainty.
- b. Organizing -; organizational structure ,organizational chartorganizational relationship , formal and informal organization span of management , scalar principle, departmentation, line staff , functional committee , delegation of authority , principles of delegation ,authority and responsibility centralization and decentralization.
- c. Co-ordination:- meaning, objectives, linkage mechanisms - Involvement of organizations at local level- non-profit & profit making organizations.
- d. Staffing- meaning, manpower planning, selection training and development needs methods performance appraisal, organizational conflict and conflict resolution, grievance handling
- e. Directing methods , motivation , theories, Communication:  
Importance types and barriers communication. Leadership: theories and styles - managerial grid.
- f. Controlling meaning and process of control ,Management Control  
Techniques - PERT- CPM requirements for effective control system.
- g. Monitoring and evaluation: meaning, purpose and differences. Types of evaluation, steps in evaluation, efficiency cum performance audit reporting.

**3. Theories, Types and Role of Media**

- a. Theories and models of mass communication. . b. Role of media in communication process.

- c. Various types of media for communication.
- d. Criteria in selection and use of various media.

## **Practical**

### 1. Operations of various audiovisual aids

- a. OHP, Slide projector, Film projector, Epidiascope, Tape recorder, Video recorder, Screen.

### 2. Preparation of visual/Non-projected Materials

- a. Booklets, Pamphlets, Leaflet, Invitation, Posters, Manuals, Cover Pages for text and other books.

### 3. Projected materials

- a. Photography; its basic principles
- b. Preplanning scripting, shooting, developing, mounting, recording of commentary or dialogue, synchronization of frame with recording.

### 4. Advertising

- a. Definition, concept and role of advertising in Modern development communication system.
- b. Interrelation of advertising and mass media system.
- c. Types of advertising - Commercial, Non-commercial, classified and display advertising.
- d. Techniques of preparation effective advertisements for various media.

### 5. Computer Graphic Designing -

- a. Introduction to basic of Computers.
- b. Advantages of Digital Multimedia.
- c. Introduction to Graphics.
- d. Drawing objects, shaping, transforming, stretching, mirror and scaling, making curves, lines, rectangles, circles and ellipse.
- e. Creating special effects, editing it, extruding and object and using, blends.

## **B- Video Films**

- a. Essential preliminaries - preplanning

- b. Procedure of from idea to shooting script
  - c. Editing procedures.
  - d. Optical effects, music titles and other accessories to be added.
6. Preparing effective advertisements keeping In consideration - Headlines, illustration, slogan, logo, seal of approval and colour effectiveness with the help of computer.

References :

1. Barger, A. A. (1991): Script Writing for Radio and Television, Sage Publication.
2. Berdeck (1946) : Making the Movies, Paul EiekHalton Garden, London.
3. Brown et al. (1983) : A. V. Instruction Technology. Media & Methods. 6<sup>th</sup> Ed., McGraw Hill Book Co., New York.
4. Brown J. W. (1977) : Educational Media Year Book.
5. Dale (1964) : Audio-Visual Methods of Teachning. Holt, Rinhart and Winston, London.
6. Banerjee, S. (1981). Principles and Practice of Management. Oxford and IBH Publishing Company, New Delhi.
7. Basu, C.R. 11989). Organisation and Management S. Chand & ltd., New Delhi.
8. Burton, Gene and HanabThakar (1997). Management Today. Tata McGraw Hill Publishing Company, New Delhi.
9. Chandan, J. S. (1997). Management - Concepts and Strategies. Vikas Publishing House: New Delhi.
10. Hersey, Paul and Kenneth, H. Blanchar. (1996) Management of OrganisationalBehaviour. Utilishing Human Resources. Prentice Hall of India, Private limited: new Delhi.
11. Koontz and Heinz Weihrich (1990) Essentials of Management. McGraw Hill; New Delhi.
12. Prasad, M. L. (1999). Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
13. Ramasamy, T. Principles of Management. Himalaya Publishing House, Mumbai.

14. Rao, V.S.P. and Narayana, P.S. (1987). Principles and Practice of management Konark Publishing Private Limited, New Delhi.
15. Tripathi, P. C. and Reddy, P. N. (1993). Principles of Management  
Tata McGraw Hill New Delhi.
16. Rajpura M. R. (2002) "Communication Media" (Booklet) three U. K.

V. Mahila Arts & Home Science College Kes

## SEMESTER - II

HSCM508

### CHILD, HUMAN RIGHTS AND GENDER

CREDIT-4(L-3 T-1)

#### **1 Definition and Evolution of Rights**

1. Human rights
2. Child rights
3. Women's rights

#### **2. Status of Indian Children and their rights**

- a. Gender disparities (Infanticide, feticide, girl child).
- b. Children in difficult circumstances (Children of Prostitutes, child -prostitutes, Child labour, street children, refugee children and child victims of war).
- c. Children with special needs.

#### **3. Status of Women and their Rights**

- a. Status of women in India.
- b. Women and human rights
- c. Forms of violation of women's rights
- d. Violence against Women in home, work places and society
- e. Sexual harassment, rape
- f. Crime against women
- g. Political Discrimination

#### **4 Human Rights**

- a. Moral rights
- b. Legal rights
- c. Civil and Political rights

#### **5 Advocacy for Human rights**

**References**

1. Butterworth, D. and Fulmer, A (1993). Conflict, Control Power. Perth Child and Family Consultants.
2. Bruner, T. (1986). Actual minds - possible words. London; Harvard University Press.
17. UNICEF (1992), Rights of the Child: World Declaration and Plan of Action from the World Summit for Children and the Convention on the Rights of the Child, New Delhi.
18. UNICEF (1993). The Progress of Nations, New York.
19. UNICEF (1994). The State of the World's Children 1994, Oxford University Press, U. K.
20. UNICEF (1990). Children and Women in India: A Situation Analysis: 1990, New Delhi.
21. UNICEF India (1993). Annual Report on Country Situation: 1993, New Delhi.
22. UNICEF India (1993). Annual Report on Goals and Indicators, 1993, New Delhi.
23. UNICEF India (1993). Policy on Child Labour, New Delhi.
24. Weiner, Myron (1991). The Child and the State in India, U.K.: Oxford University Press.
25. ManavAdhikar and SanyuktaRastaraSangh, SatisChaturvedi.
26. ManavAdhikar, A. N. Karia, C. Jamanadas & Co.
27. BalAdhikar and Kayado, Dr. K. C. Ravi, Guj. Uni. A'bad.
28. MahilaJagruti and Kanun, Prakes Narayan.
29. Strio and Samaj, A. G. Shah, J. K. Dave.

## SEMESTER - III

HSCM509

### ADVERTISING AND MARKETING

CREDIT-4(L-3 T-1)

#### **1. Market Economy**

- a. Markets, marketing, marketing functions
- b. Marketing environment,

#### **2. Product development and forecasting**

- a. Developing, testing and launching new products
- b. Idea generation, screening and business analysis
- c. Understanding market demand and consumer adoption process.
- d. Labeling and packaging
- e. Stages in product life cycles.

#### **3. Pricing practices and consumer interest pricing.**

#### **4. Advertising for Sales Promotion.**

- a. Advertising objectives, functions, benefits
- b. Advertising budget and cost s of sales promotion.
- c. Types of advertising
- d. Evaluating of advertising effectiveness

#### **5. Personal selling and sales management.**

- a. Characteristics and importance
- b. Creative selling process.
- c. Organizing sales force, training personnel
- d. Motivation, evaluation and control of sales force.

#### **6. Service Marketing**

- a. Marketing strategies
- b. Maintaining quality in services.

## References

- 1 Barolia, G. R. & Sharma N. K. (1998). Effective Advertising. Marketing and Sales Management, mangaldeep Publications, Jaipur.
- 2 Dhar, P. K. (1991) : India Economy - its Growing Dimensions, Kahan Publishers, New Delhi.
- 3 Hawking D. I., Besi, R. J., Coney K. A. (1993). Consumer Behaviours, Revised Ed., Newman, J. W. Motivation Research & Marketing Management, Prentice Hall.
- 4 Kotler, Philip (1993). Marketing Management. Analysis, Planning and Control, Prentice Hall Ltd., New Delhi.
- 5 Schillman G. Leon, KaukLazerLesha (1992) : Consumer Behaviour, Prentice hall of India, New Delhi.
- 6 Zikmund, G. William & Michael Daunico (1996}. Basic Marketing West Publiding Co.,
- 7 Maz, M. Parahkas V. N., Montegia (1994). Advertising (4<sup>th</sup> Edition), Vishal Prakashan Publication.
- 8 Terodhar, et al. (1984) : Advertising 8<sup>th</sup> Edition, VipulPrakashan Mumbai.
- 9 Dunn, S.W. & A. M. Barban (1978) : Advertising its role in Modern Marketinf 4<sup>th</sup> Edition. The Dryden Press, insdale.
- 10 Woo J. P. (1958) : The story of advertising. The Roynalds Press New York.
- 11 Mohan M. (1996) : Advertising Management with Print, Tala McGraw Hill publishinhg house, Mumbai.
- 12 Memooria, C. B. Principles and Practice of Marketing in India, KitabMahal.
- 13 Vorkey V. a - Handbook on marketing Management, Everest Publishing House, Mumbai.
- 14 Jelliwani, J (2001) : Advertising, Phoenix Publishers, New Delhi.
- 15 Marketing Management 2' Edition, P. M. Joshi at al C. Jamanadas& Co.
- 16 Marketing Pri. R. C. Patel 5<sup>th</sup> Edition, Popular PrakashanSuchi.
- 17 Vechan Kala and Vignapan 3<sup>rd</sup> Edition P. M. Joshi at al C Jamanadas& co.

## SEMESTER III

HSCM 510

### DYEING, PRINTING AND LAUNDRY

CREDIT-4(L-3 T-1)

**1. Dyeing**— Principles of dyeing and Mechanism of dyes like – like direct reactive, vat, azoic, sulphur, basic, acid, disperse and natural dyes.

**2. Printing** — Principles of printing, printing using dyes and pigments on fabric silk, cotton, Polyester & blends, Fixation of prints using various methods, Innovative Printing methods

**3. Finishes** -Classification of finishes, application of mechanical, chemical & specialty Finishes - like –twinkle free, durable press, flame retardant, water proof, soil &stain release, antibacterial).

4. Introduction to Post Treatment of dyed printed finished fabrics. (Soaping, rinsing, washing and fixation).

**2. Laundry** -Equipment's used for laundry, Drying equipment's,

**3. Soaps**, Detergents, Stiffening agents, Blues, and Bleaching agents.

**4. Stain Removal**

**5. Washing, Finishing and storing of different garments**

#### Practicals

1. Sample Dyeing by Synthetic and Natural Dyes.
2. Sample Printing on Silk, Cotton, Polyester and blends using dyes and pigments.
3. Soap making.
4. Stain removal for Cotton, silk, wool and synthetic fabric.
4. Dyeing and Printing of adult garment.
  - a. Casual Wear
  - b. Formal Wear

## References:

1. Technology of Textile Processing - Shenai, V. A. (1984), Vol. - IX, Sevak Publication.
2. Hand Book of Textile Processing - - Cook, J. Gordon, Merrow Publishing Co. Ltd., England
3. Manmade Fibers – Monchief: R.W., John Wiley & Sons New York.
4. Dyeing and Chemical technology of Textile Fibers - Trotman, E. R. (1975), Vharles Griffino Company Ltd. London.
5. An Introduction to Textile Finishing - Marsh, J.T. (1979), B. I. Publications.
6. Chemicals after Treatment of Textiles - Mark H., Wooding N. S. & Atlas Smeeds. (1970), John Wiley & sons Inc. , N.Y.
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18. Textile Fibers-Shenai, V.A. (1990): Vol. I, Edition III, Sevak Pub.
19. Chemistry of Organix Textile Chemicals – Shenai, V.A. and Saraf, N. M., Sevak Pub.
20. History of Textile Design-Shenai, V. A. (1988), Sevak Pub.

## **SEMESTER - III**

**HSCM 511**

### **HOUSING FOR FAMILY LIVING AND INTERIOR DESIGNING**

CREDIT-4(L-3 T-1)

#### **1. Present housing condition in India**

- a. Rural and Urban
- b. Cost of housing
- c. Availability of building material
- d. Quality of housing available
- e. Quantity of housing available

#### **2. Factors affecting housing** Social, Cultural, Demographic,

#### **3. Private and Public housing**

Various housing schemes: Central and Local Government programmes Industrial housing.

#### **4. Housing Standards and Housing Legislation**

- A. Building codes
- B. Floor Space Index
- C. Technical aspects of house design with reference for principles of planning.

#### **5. Residential architectural design for various life styles.**

#### **6. Cost of housing design**

- a. Estimating and Costing in relation to land price and construction.
- b. Factors influencing cost, Sources of Financial assistance

#### **7. Analysis of housing design**

- a. Analysis of plans

- b. Materials and Construction techniques
- c. Study of the different houses designs

#### **8. Essential Services**

- a. Types of Services
- b. Water supply, drainage, electricity, telephone etc.

9. In-depth understanding of residential interior space design from design point of view.

10. Study of factors influencing furnishing of residential interior spaces. Their *use & care*.

11. Factors to be considered while designing.

- a. Orientation
- b. Grouping of user's area.
- c. Circulation between and with in user's area
- d. Light and ventilation
- e. Flexibility.
- f. Privacy
- g. Roominess (Spaciousness))
- h. Services
- i. Aesthetics.
- j. Cost
- k. Basics of furniture design and types of furniture design.

12. Current trends in interior design.

13. Consideration of ergonomics in interior design.

- a. Importance of ergonomics in interior design
- b. Work, worker and working environment relationships
- c. Kitchen and storage as most important work area
- d. Ergonomically evaluation for health and safety of user in residential space design.
- e. Study of different body postures used in different activities and its relation to fatigue.

14. Application of appropriate materials for various uses.

15. Study of various types of fixtures and fittings used in interiors, their uses, selection and care.

- a. Use of timber for different purposes with their joints
- b. Types of floor
- c. Various ways of operating shutters.
- d. Methods of paneling and cladding to walls
- e. False ceilings - different types in various materials
- f. Mezzanine and lofts.
- g. Kitchen platform.
- h. Residential furniture items: Sketch, form and sizes of all details of only 6 Items.

Such as sofa, diwan, chairs, puff, centre table, wall unit, dining table, side board, Kitchen unit, bed, wardrobe, dressing table etc.

#### **Practical -**

1. Floor Plan Evaluation
2. Drawing house Plans for various Income Groups.
3. Study of housing conditions, building materials and Technology

#### **References:**

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4. George, D. (1981) : how to be your own Electrician, Saence Still Book, Harper and Row.
5. Graham. L. (1982): Lighting your Home, Wills and Boons Ltd.
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10. Agan T., The House - Its Plan and Use.
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20. Gustafsan Karen and Yes Robert (1983): Corporate Design, Thomas and Hudson, London.
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22. Grandhean Effeens (1979): Human Dimensions and Interior space Whitney, New York.
23. Laoch, Sid Del har, Techniques of Interior Design, Rendering and Presentation, McGraw Hill, New York.
24. Leinbac (1986): Visualisation Techniques, McMillan (Prentice hall), New Jersey.
25. Rangwala, N. Building Materials.
26. Encyclopedia of Interior Design.

## SEMESTER – III

### HSCM512

#### ADVANCED STUDY IN HUMAN DEVELOPMENT

CREDIT-4(L-3 T-1)

#### 1. Principal and Concept of Development

- a. Definition of growth and development..
- b. Development tasks.
- c. Basic concepts of development - maturation and learning, sensitive periods, individuals differences, nature - nature issue
- d. Secular trends in growth.

#### 2. Prenatal Development

- a. Recapitulation of stages in prenatal development, genetic and environmental factors: maternal conditions and dermatogens.
- b. Practise during pregnancy

#### 3. Infancy: (birth - 2 years)

- a. The newborn: birth process and the neonate, physical description, sensory capacities and reflexes. Becoming coordinate of feeding, sleeping, Crying.
- b. Imitation, objects permanence and other cognitive accomplishments.
- c. Early language development
- d. Social relationships during infancy.
- e. The cultural experience of being an infant.

#### 4. Early childhood (2 - 6 years)

- a. Transition from infancy to childhood.
- b. Physical and motor development
- c. Play and social relationships.
- d. Language, cognitive and emotions in early years.
- e. Early childhood education

## **5. Middle Childhood (7 - 11 years)**

- a. Physical and motor development; changes and challenges.
- b. Sense of individuality and personality development.
- c. Cognitive, moral and language development.
- d. Social relationship - peers, siblings and parents.
- e. The experience of schooling - academic achievement.

## **6. Adolescence (11-18 years)**

- a. Transition from childhood to sexual maturity puberty and its consequences. Emotional changes.
- b. Development of formal operations - Adolescent thought. Integration of the self-issues of identity.
- c. Role of family, peers, community and ethnic groups.
- d. Health, sexuality, mental health, delinquency and conformity.

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## SEMESER-IV

HSCM513

### ENVIRONMENT MANAGEMENT

CREDIT-4(L-3 T-1)

**1. Ece-system - Earth, man and Envbromnent**

- a. Ecosystemsof the world
- b. Forest ecology
- c. Pathways in ecosystem
- d. Environment implications of energy use
- e. Problems of sustainability of ecosystems

**2. Land and Water Resources of the Earth**

- a. Land resources of the earth
- b. Land use
- c. Water resource of the earth

**3. Pollution and Environment with reference to Air, Water, Soil, Noise**

- a. Sources of pollution
- b. Effects of pollution
- c. Remedies to control pollution

**4. Environment and Public Health**

- a. Environment pollution and community mean
- b. Water borne disease
- c. Air borne diseases
- d. Chemical insecticides and its impact on health
- e. Toxic actions of metals and biological substances

**5. Waste Management**

- a. Types of waste
- b. Method of waste management

- c. Water pollution and treatment of waste
- d. Solid waste management
- e. Air pollution control technology

**References:-**

2. Basu, R. N. (2000) : Environment, University of Calcutta
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4. Chauhan, I.S.andchauhan A. (1 8) : Environmental Degrati : Socioeconomic Consequences, Rawat Publishers, Jaipur.
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19. Trivedi, R. K. and Arvind Kumar (1998) : Eco-technology for Pollution Control and Environmental Managua:lcEnviro Media, Karad\_

## SEMESTER-IV

**HSCM514**

### COMMUNICATION TECHNIQUES IN EXTENSION EDUCATION

CREDIT-4(L-3 T-1)

#### UNIT:1

(A) Development of indicators: Preliminary exploration, developing logical framework, providing empirical contents and refinement of indicators.

(B) Social Programme Evaluation: Evaluation strategies and methodologies, cost-benefit analysis and other measures of efficiency evaluation.

#### UNIT:2

Rapid and Participatory Rural Appraisal: Principles, methods, techniques and tools, utilization of PRA methods in field studies, use of supportive techniques – secondary sources, direct observation, semi-structured interviews, case studies and stories, drama, games, role-plays, scenario workshops, triangulation, continuous, analysis and reporting.

Ranking and scoring and making maps and diagrams.

#### UNIT: 3

Developing Scales for Measuring Qualitative Traits: Social and Psychological scale preparation and use.

Steps in scale preparation, reliability and validity testing, elimination of bias, item analysis, test-retest.

**UNIT: 4** Research Reporting Variations in research reports needs and styles of presentation of different types of organization.

Format of research report – preliminary pages, text of the report, supplementary pages, general rules for writing and typing, evaluation of a report.

#### **Practical**

1. Designing a visual composition-book cover or Folder with the help of computers.
2. Evaluation of advertising, a newspaper story, a radio Programme and a television broadcast.
3. Planning, development and evaluation of communication strategies and techniques for selected traditional print, electronic and outdoor media systems.
4. Preparation of project report of any community problem.

## References

1. Corner, J. Communication Studies - In Introductory Reader.
2. Definers and Dennis (1994) : Understanding Mass Communication.
3. Gupta S. S.: Cases in Advertising and Communication Management in India.
4. Harper and Row (1989): Main Currents in Mass Communication, Agee, Adut and Emery.
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6. McQuail, D. (1994): Introduction to M2S5 Communication, 3' Edition, Sage Publication.
7. Ravindran R. K. (1999): media ad Society.
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9. Schramm, W. (1988): Tie Story of Human Communication, from cave painting to the Microchip.
10. Vivian, J. (1991, \_media of Mass Commutation .

## SEMESER-IV

HSCM515

### CARE AND CHILDREN WITH DISABILITIES AND ILLNESS

CREDIT-4(L-3 T-1)

1. Different types of impairments and serious illness, causes and the effects on children.
  - a. Physical, intellectual, sensory and emotional impairments.
  - b. Illnesses such as juvenile diabetes, asthma
2. The Philosophy of inclusion.
3. Attitudes of others in the family and community.
4. Techniques for identification and recording progress.
5. Physical, organizational and social barriers in the development of children with disabilities.
  - a. Modification and adaptation of physical and social environment, the meaning of inclusion, enabling participation of children with disabilities in the school and community so that they have a sense of belonging as well as opportunity to become contributing members.
6. Use of assistive devices.
7. Listening to children and including their views in life at school and home.
8. Care of the child in the family, role of parents, siblings and other members.
9. The rights versus needs of the children.
10. Examples of programmes for children with disabilities innovative projects.
11. Issues in planning inclusive care programmes.

#### **Practicals**

1. Planning and working with children and parents.
2. Case study of a child with disability and illness.
3. Case study of one organization cast for children with Blindness, Deaf and Dumb and mentally recorded with practical reference to its physical and social envelopment.

4. Study of Govt. Schemes and policies for Disable children.

**References:-**

1. Chand, I. (1997). *Climb every mountain*: Harper Collins Publishing India, New Delhi.
2. D. Mitchell & R. I. Brown (Eds.) *Early Intervention studies for young children with special needs*(pp. 19-14) London: Chapman and Hall.
3. Dalw, N (1996). *Working with families of children with special needs*. London; Rout ledge.
4. Indira Gandhi National Open University (IGNOU), (1995). In Sen, R. S. (Ed.), *Children with special needs - I* (p.17) DECE 3 Services and Programmes for Children, New Delhi : IGNOU school of Continuing Education.
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6. Philip, M. & Duckworth, D. (1982). *Children with disabilities and their families: A review of research*, Windsor : NFER – Nelson.
7. Want, M. C. (1987-89). *Handbook of special Education: Research &Practice*. Vol. 3 Oxford: Perganmon..

**Journals:-**

- a. *Disability and Society*
- b. *Action Aid Disability News*.
- c. *Impairment and disability*
- d. *Asia Pacific Disability Rehabilitation Journal*

## SEMESTER – IV

HSCM516

### DIETETICS AND COMMUNITY NUTRITION

CREDIT-4(L-3 T-1)

1. Obtaining medical & dietary history of patients.
2. Nutritional support - Techniques and Feeding substrates - tube feeding, burn venous feeding.
3. Etiopathophysiology, metabolic and clinical aberrations, complications, prevention and recent advances in the medical nutritional management of:
  - a. Weight imbalances
  - b. Cardio vascular disorders
  - c. Diabetes mellitus and other metabolic disorders
  - d. Liver and gall bladder, Pancreatic disorders
  - e. Renal Disorders
  - f. Cancer
  - g. Infection AIDS
  - h. Respiratory Problems
  - i. Deficiency disorders
4. Concept and Scope of community nutrition.
5. Nutritional assessment and methods of identification Of nutritional Problem -
  - a. Anthropometric
  - b. Biochemical Assessment
  - c. Clinical Method
  - d. Dietary Method
6. Nutrition education - need, objectives and importance. Nutrition education Programme formulation, implementation and evaluation.
7. Nutrition surveillance and monitoring
8. National and International agencies working for community health.

## Practical

1. Market survey of commercial nutritional supplements and nutritional support substrates.
2. Interpretation of patient and diagnostic tests and drawing up of patient diet prescription, using a case study approach. Follow up acceptability of diet prescription compliance; discharge diet, diet plan for different diseases.
3. Preparation of diet counseling aids for Common disorders.
4. Planning and preparation of diets for patients with common multiple disorders and complications and discharge diet plans.
5. Nutritional assessment of vulnerable groups.
6. Visit to Aganwadi centre or ICDS Centre.

## References :

1. Dave, Nilambari (2004). Nutrition and Diet Therapy, P Edition, Dr. Nilambari Dave. Head, Dept of Home Science, Saurashtra University. Rajkot.
2. Mahan, L. K. and Escott-stump S. (2000) :Krause's food nutrition and diet therapy, 10<sup>th</sup> Edition, W. B. Sounder\* Lid.
4. Shills, M.E. Olson, J.A. Shilke, M. and Ross. A. C. (1999). Modern in Health and Disease, 9<sup>th</sup> Edition, Williams and Wilkins.
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6. Garrow, J. S./ Jamws, W.P.T. and Ralph, A. (2000): Hunan Nutrition and Dietetics, 10<sup>th</sup> Edition, Churchill Livingstone.
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9. Walker, W. A. and Watkins, J. B. (Ed.) (MI5): Nitridon in Pediktrics, Boston, little, Brown & Co.
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12. Fauci, S. A. et al. (1998): Harrisam's Principles of Internal Medicine, 14<sup>th</sup> Edition, McGraw Hill.