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SESSION-2022-23

MAHARAJA SURAJMAL BRIJ UNIVERSITY
BHARATPUR (RAJASTHAN)


SYLLABUS

POST GRADUATE PROGRAM MASTER OF ARTS /
BASED ON CBCS SYSTEM

IN

COMMUNITY AND FAMILY SCIENCE
(HOME-SCIENCE)

Session 2021-2022 & Onwards


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SESSION-2022-23

MAHARAJA SURAJMAL BRIJ UNIVERSITY
BHARATPUR (RAJASTHAN)

SYLLABUS OF POST GRADUATE PROGRAM
MASTER OF ARTS BASED ON CBCS SYSTEM

IN

COMMUNITY AND FAMILY SCIENCE
(HOME-SCIENCE)

**DEPARTMENT OF COMMUNITY AND FAMILY SCIENCE(HOME
SCIENCE)**

Session 2021-2022 & Onwards

Anurag

Surbhi Verma

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Bharatpur

DEPARTMENT OF COMMUNITY AND FAMILY SCIENCE(HOME SCIENCE)

- 1) _The title of the M.A./M.Sc. course shall be "Community and Family Science"(Home Science)in the light of new nomenclature of the subject.
- 2) -This course is appropriate for the title M.A.(Master of Arts)and shall be applicable for the M.Sc(Master of Science) with some additions and it will run in the Department of Community and Family Science, Maharaja Surajmal Brij University, Bharatpur.
- 3) -The M.A. Community & Family Science(Home Sc.) course shall be of Four Semesters and based on Choice Based Credit System(CBCS).
- 4) The whole course is consisted of 82 credits.

STRUCTURE OF PROGRAMME

- There will be Four types of Papers in the course-
- a) Core Courses (CC)
 - b) Core Courses Practical (CP)
 - c) Interdisciplinary (skill based) course (IC)
 - d) Elective Specialization Course (EC)

A-CORE COURSES

-For each semester there shall be Four Core Courses for all the students , which will be of Theory. These are mandatory for all students.

B-CORE COURSE PRACTICAL

_There will be Two Practicals in each semester in correlation to the core courses (Theory) to strengthen learning and practical knowledge of the subject.

C- INTERDISCIPLINARY (SKILL BASED) COURSE-There shall be an Interdisciplinary Course in each semester to inculcate skills among students required to enable them in being a professional . These papers are structured in line with NEW EDUCATION POLICY and U.G.C. Guidelines.

Dr. Anurag
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D-ELECTIVE SPECIALIZATION COURSE

-There shall be an Elective Stream of specialization course offered in Fourth Semester based on Five major areas of the Community & Family Science(Home Sc.)i.e-

A- HUMAN DEVELOPMENT

B-FOODS AND NUTRITION SCIENCE

C-TEXTILES AND APPAREL DESIGNING

D-FAMILY RESOURCE MANAGEMENT

E-EXTENSION EDUCATION AND COMMUNITY DEVELOPMENT

1. -It will be mandatory to have at least Five Students for running a specialization course
2. -Selection of Specialization will be made by the students at the Third Semester. Here contents of SEMINAR will be chosen from the selected field of Specialization .
3. -There shall be an **Internship Programme** in each Specialized course to provide professional training to students. Internship will be conducted in the end of Third Semester in vacations.
4. -In case Internship not pertinent to the Structure of the Specialization and also Local feasibility ,Seminar will be taken into consideration.

SEMINARS

1. -There will be one Seminar in each semester (as mentioned in the structure of the programme).
2. -The Seminars shall be conducted by the teachers concerned and Head of The Department and it will be of 50 marks.
3. -The content of the Seminar will be on current trends on the subject field of study.

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SCHEME OF EXAMINATION AND MARKING PATTERN

CORE COURSES

Division of Marks for core courses will be as-

A-EXTERNAL EVALUATION - 60 Marks

B-INTERNAL EVALUATION - 40 Marks

A-EXTERNAL EVALUATION (60 MARKS)

-At the end of each Semester ,there shall be a Term examination of Three Hours duration for each paper. There shall be Four papers in each semester.

-External End Examination will consist of **60 Marks** for each Theory paper

- There will be FIVE LONG and Elaborated Questions based on Theory of related Paper .

-Formatting of Question Paper should cover the Entire syllabus. Marks will be assigned from 12 marks to each question .Thus making a sum— $12 \times 5 = 60$

B-INTERNAL EVALUATION

-Division of Marks for Internal Assessment will be as-(**40 MARKS**)

1-CLASS TEST—20 MARKS

2-ASSIGNMENTS—10 MARKS

3-SESSIONAL WORK -10 MARKS

-The Question Paper framed for **CLASS TEST** will be of M. C. Q. types(Multiple Type Questions)

-Absentees in Class Test will be awarded Zero marks.

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- Assignments will be related to the paper assigned.
- Sessional Work will be related to the practical activities and projects assigned in relative paper in each semester.
- The examination shall be conducted by a Panel set up by the University of Internal and External Examiners and Head of the Department.
- On the evaluation of the answer books of the class test for each paper, concerned examiner will keep the answer books in his/her custody for one week from the date of the test in each semester and the examiner will have an access to their answer books during this period.

B-CORE COURSE PRACTICAL

- In each semester there shall be Two Practical paper related to Theory course.
- Each practical examination paper shall consist of 50 Marks .
- Further Division of Marks for Practical Examination shall be as-

1- INTERNAL MARKS FOR PRACTICAL EXAM. -20 MARKS

- A-ATTENDENCE & RECORDS- 5 MARKS
- B- PRACTICAL WORK- 15 MARKS

2- EXTERNAL PRACTICAL EXAM.- 30 MARKS

- For each practical examination there will be a panel consisted of one internal and one external examiner as appointed by the university with consultation of Head of the Department .

C- INTERDISCIPLINARY (SKILL BASED) COURSE

Each Interdisciplinary (skill based) Course shall consist of 50 Marks in each semester.

- Division of Marks will be as-

- A-ATTENDENCE -5 MARKS
- B-RECORDS- 10 MARKS
- C-CLASS TEST - 20 MARKS
- D-ASSIGNMENTS-10 MARKS

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E-VIVA-VOICE- 5 MARKS

D-ELECTIVE SPECIALIZATION COURSE

- Each specialization course shall have Four core Theory papers and Two relevant practical papers.
- Each Elective Core paper will pertain 60 end term examination marks along with Internal assessment of 40 Marks like previous semesters.
- While Elective Practical examination will be of 50 marks.

STRUCTURE OF INTERNSHIP PROGRAMME

- Internship programme will be of 50 Marks in Fourth semester.
- This programme shall be of 6 weeks in the Related Organization as mentioned in specialized field of study.
- Students will get the Internship Experience before the commence of Fourth Semester and therefore they shall present an Internship Experience Certificate in the concurrent semester.
- Division of Marks will be as-

A-ATTENDENCE RECORD OF INTERNSHIP—5 MARKS

B-RELATIVE INTERNSHIP REPORT - 20 MARKS

C-PRESENTATION OF FINDINGS & SUMMARY -20 MARKS

D- VIVA -VOICE ON INTERNSHIP OUTCOMES -5 MARKS

- An internship Report will be prepared by the students under the guidance of teacher.

- Internship Prsentation of findings and summary will be shared through power point presentation.

**CBCS STRUCTURE OF THE POST GRADUATE COURSE IS BEING GIVEN IN
TABES BELOW:**

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Course Offered at Post Graduate Level M.A. Home Science(Community & Family Science) Based on C.B.C.S. System

Core Courses 1St, Semester	Course Title	Marks			End Semester Exam	Total Marks	Credits
		Test	Assignment	sessional work			
C-1	Theories of Human Development	20	10	10	60	100	3
C-2	Life Span Development	20	10	10	60	100	3
C-3	Textiles & Clothing Construction	20	10	10	60	100	3
C-4	Apparel Designing & Fashion Illustration	20	10	10	60	100	3
CP-1	Life Span Development					50	2
CP-2	Textile & Apparel Design					50	2
IC-1	Computer Basics & Cyber Safety					50	2
	Seminar					50	2
						600	20
IInd Semester							
C-5	Extension Education & Community Dev.	20	10	10	60	100	3
C-6	Communication & Media in Extension	20	10	10	60	100	3
C-7	Advanced Food Science	20	10	10	60	100	3
C-8	Advanced Nutrition Science	20	10	10	60	100	3
CP-3	Extension Media & Communication					50	2
CP-4	Food & Nutrition Science					50	2
IC-2	English Language & Communication Skills					50	2
	Seminar					50	2
						600	20

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STRUCTURE OF HOME SCIENCE P.G.COURSE

SEMESTER-I

Course Code	Title of Course	Marks		Total	Credits
		Internal	End Sem Exam		
C-01	Theories of Human Development	40	60	100	3
C-02	Life Span Development	40	60	100	3
C-03	Textiles and Clothing Construction	40	60	100	3
C-04	Apparel Designing and Fashion Illustration	40	60	100	3
CP-01	Life Span Development Practical	20	30	50	2
CP-02	Textile and Apparel Designing practical	20	30	50	2
IC -01	Computer Basics and Cyber Sefty			50	2
	SEMINAR			50	2
TOTAL				600	20

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SEMESTER-II

Course Code	Title of Course	Marks		Total	Credits
		Internal	End Sem Exam		
C-05	Extension Education and Community Development	40	60	100	3
C-06	Communication and Media in Extension	40	60	100	3
C-07	Advanced Food Science	40	60	100	3
C-08	Advanced Nutrition Science	40	60	100	3
CP-03	Food and Nutrition Science Practical	20	30	50	2
CP-04	Extension Media and Communication Practical	20	30	50	2
IC-2	English Language and Communication Skills			50	2
	SEMINAR			50	2
TOTAL				600	20

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SEMESTER-III

Course Code	Title of Course	Marks		Total	Credits
		Internal	End Sem Exam		
C-09	Research Methodology and Statistics	40	60	100	3
C-10	Family Resource Management	40	60	100	3
C-11	Housing and Interior Decoration	40	60	100	3
C-12	Women Studies	40	60	100	3
CP-05	Family Resource Management and Interior Decoration Practical	20	30	50	2
CP-06	Food Preservation and Safety Practical	20	30	50	2
IC-03	Health, Fitness and Beauty			50	2
	*SEMINAR			50	2
TOTAL				600	20

*Content or Topics for Seminar/ Project Work shall be taken from the selected field of specialization .

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SEMESTER-IV

ELECTIVE COURSE

A GROUP – HUMAN DEVELOPMENT

Course Code	Title of Course	Marks		Total	Credits
		Internal	End Sem Exam		
EC(A)-01	Children with Special Needs	40	60	100	3
EC(A)-02	Early Childhood Education and ECE Centres	40	60	100	3
EC(A)-03	Family and Marriage Guidance and Counselling	40	60	100	3
EC(A)-04	Gerontology and Care of Elderly	40	60	100	3
ECP(A)-01	Children with Special Needs Practical	20	30	50	2
ECP(A)-02	Early Childhood Education and ECE Centres Practical	20	30	50	2
	Internship to an ECE Centre/Elderly Home/ Women Care Centre			50	4
IC(A)-04	Human Rights for Child and Women			50	2
TOTAL				600	22

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SEMESTER-IV

ELECTIVE COURSE

B GROUP – FOODS AND NUTRITION SCIENCE

Course Code	Title of Course	Marks		Total	Credits
		Internal	End Sem Exam		
EC(B)-01	Institutional Food Administration	40	60	100	3
EC(B)-02	Clinical and Therapeutic Nutrition	40	60	100	3
EC(B)-03	Community Nutrition and Public Health	40	60	100	3
EC(B)-04	Food Processing and Technology	40	60	100	3
ECP(B)-01	Institutional Food Administration Practical	20	30	50	2
ECP(B)-02	Clinical and Therapeutic Nutrition Practical	20	30	50	2
	Internship to a Hospital/Nursing Home/Clinic			50	4
IC(B)-04	Drug Nutrient Interaction and Nutrigenomics			50	2
TOTAL				600	22

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SEMESTER-IVELECTIVE COURSEC GROUP – TEXTILES AND APPAREL DESIGNING

Course Code	Title of Course	Marks		Total	Credits
		Internal	End Sem Exam		
EC(C)-01	Fashion Merchandising and Marketing	40	60	100	3
EC(C)-02	Apparel Production Management	40	60	100	3
EC(C)-03	Textile Finishes : Printing and Dying	40	60	100	3
EC(C)-04	Technical Textiles	40	60	100	3
ECP(C)-01	Fashion Merchandising and Marketing Practical	20	30	50	2
ECP(C)-02	Textile Finishes : Printing and Dying Practical	20	30	50	2
	Internship to Fashion House/Boutiques or a Textile Industry			50	4
IC(C)-04	Event Management			50	2
TOTAL				600	22

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SEMESTER-IV

ELECTIVE COURSE

D GROUP – FAMILY RESOURCE MANAGEMENT

Course Code	Title of Course	Marks		Total	Credits
		Internal	End Sem Exam		
EC(D)-01	Entrepreneurship Management	40	60	100	3
EC(D)-02	Ergonomics	40	60	100	3
EC(D)-03	Residential Interior Space Design and Landscaping	40	60	100	3
EC(D)-04	Consumer Education	40	60	100	3
ECP(D)-01	Ergonomics Practical	20	30	50	2
ECP(D)-02	Residential Interior Space Design and Landscaping Practical	20	30	50	2
	Seminar on Current Trends in Family Resource Management	20	30	50	4
IC(D)-04	Hospitality Management	20	30	50	2
TOTAL				600	22

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SEMESTER-IV

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E GROUP – EXTENSION EDUCATION AND COMMUNITY DEVELOPMENT

Course Code	Title of Course	Marks		Total	Credits
		Internal	End Sem Exam		
EC (E)-01	Extension Education System	40	60	100	3
EC (E)-02	Indian Socio-Economic Environment; : Development Perspectives	40	60	100	3
EC (E)-03	Communication Technologies in Extension	40	60	100	3
EC(E)-04	Media Planning, Production and Social Advertising	40	60	100	3
ECP(E)-01	Communication Technologies in Extension Practical	20	30	50	2
ECP(E)-02	Media Planning, Production and Social Advertising Practical	20	30	50	2
	Internship			50	4
IC(E)-04	Management of Human Service Organizations			50	2
TOTAL				600	22

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Semester-1

C-01 Theories of Human Development

(MM-60)

Unit I:

Life span perspectives: Stages of life span, Basic concept of development Principles of growth & Development, Developmental task, Methods of studying Human Development (observation, Questionnaire, Interview, case study, & Psychometric methods) Role of heredity & Environment.,

An integrative approach to growth and development

Unit II:

• **Introduction of theories of behaviour and development** · Theoretical perspective of human development ·

Role and nature of behaviour theories ·

History of child development ·

Early theories and ethological theories - Darwin's theory --Bowl by's theory

Theories of Human Development: Gesells theory , Baldwin's theory Bronfenbrenner's Ecological theory

Personality theories

Freud's psychosexual or psychoanalytic theory

Erikson's psychosocial theory

Jung's and Adler's theory of personality

Theories of Self

Field theory of Lewin ;

Self actualization theory of Abraham Maslow

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Unit III:

Theories of Learning

Pavlov and Watson's classical conditioning

Skinner's operant conditioning

Thorndike's S-R theory

Social learning and social cognitive theories

Bandura's social cognitive theory

Selman's theory of Peer relations

Unit IV:

Cognitive Development theories •

Piaget's theory of cognitive development •

Vygotsky's socialcultural theory

Theories of Moral Development

Kohlberg's six stages of moral reasoning

Social cognitive theory of morality

Unit V:

Theoretical & conceptual frame work to study family,

Theories of Family; developmental, system, conflict and social Exchange Theory

Family pattern & policies, family life Cycle, Family Life enrichment programme, Ideology of family rights and responsibilities, family life education, developing resiliency in contemporary Indian families

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1. Morgan, King et al (1999): "Introduction to Psychology", Tata Mc Graw-Hill Edition, Delhi, India
2. Hurlock E (2000): "Child Development", Tata Mc Graw-Hill Edition, Delhi, India
3. Bal Vikas evam Bal Manovigyan, Brinda Singh, Panchseel Prakashan, Jaipur
4. Child Development- L.E.Berk Basten-Allyn & Bacon, London.
5. Child Development- E.B. Hurlock.
6. . Developmental Psychology- E.B.Harlock.
7. . Child Development & personality- P.H.Mussen, J.J. Conger & J.Kagan, A.C.Huston-Harper & Row Publications, New York
8. . Human Development- F.P.Rice-Perntice Hall, New Jersey.
9. The Development of Children- M.Cole & S.Cole-Scientific American Books- Freeman & Co,
10. . Child Development- An Introduction – J.W. Santrock & S.K.Yussen Iowa WMC. Brown Publishers.
11. Child Development: Infancy through Adolescence-A.Clarke Stewart & S.Friedman, Johnwiley, New York. . Enhancing the Role of the Family as an agent for Social & Economic Development TISS Bombay
12. . Family Life Education in India –Perspectives, Challenges and application, A. Choudhury Rawat Publication Jaipur.
13. Family in Transition: Power & Development, J.K.barala& A.Choudhury, Northern Book Center,
14. Family Dynamics: Social Work Perspectives, A. Khasgiwala, 1993, Anmol, New Delhi.

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C-02Life Span Development

(MM-60)

Unit I:**Development during different stages of life cycle.****Prenatal period**, conception and pregnancy, stages of prenatal development, complications of pregnancy and birth process,**Pre-school period**, physical growth and motor skills and development, language, speech and social development, skill in play, influence of nursery school home and environment on habits and development. Problems of this stage of growth**Elementary school years-** physical growth and health, motor personality, social, emotional, cognitive, language, interests and personality development, effect of peers, school and media, role of parent and teacher, problems of this stage of growth.**Unit II:****Puberty and Adolescence** – definition and characteristics**Physical changes** during puberty and adolescence**Developmental tasks** of adolescence**Social and emotional development** during adolescence.**Factors affecting social and emotional development** Role of parents, teachers, peers and society.**Problems of adolescence** – drop out from education system, juvenile delinquency – causes and prevention, addiction and alcoholism Problems of adjustment, identity crisis .**Unit III:****Adulthood Characteristics;** Sub-stages; Developmental Tasks Problems: Adjustments, Interests, Vocational, Marital life and adjustments, Divorce, Re- marriage, Unmarried life/singlehood**Middle Age Characteristics;** Subdivisions; Developmental Tasks Problems: Some common problems unique to old age; Physical changes, Health, Changes in interests, Vocational, Changing family pattern, Family adjustments, Loss of spouse*Shubhi Verma*

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Unit IV:

Old Age _Characteristics;Subdivisions;Developmental Tasks

Types of Changes during ageing: Physical, Sensory, Sexual, Health, Changes in motor abilities, Changes in mental abilities and cognitive capacities, Changes in interests, Retirement, Loss of spouse; Vocational and Family life hazards of old age; Consequences of ageing

Assessment of adjustment in old age.

Unit V:

Counselling: History of counselling, meaning, need, objectives, functions.

Qualities and skills of Counsellor, Distinction between Guidance and counselling.

Mental Health - Definition, concept and importance of holistic health, well being and happiness.

Sense of Identity, autonomy, individualism during adolescence

Problems related to physical appearance and sexuality during adolescence

References:

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4. Hurlock B Elizabeth (1978), Child Growth and Development, Tata Mc Graw Hill
5. Hurlock B Elizabeth (1997), Child Development, Tata Mc Graw Hill
6. Papalia E Diane & Olds Wendkos Sally (1975), A Child's World – Infancy through Adolescence, Mc Graw-Hill Book Company
7. Berk E Laura (2000), Child Development, Allyn and Bacon

- 8- Nursery school by Katherina Road
- 9- Nursery schools in India by Pramila Barookh
10. Personality and Education by David Eontana
- 11-. Chils psychology by H. Rudolph Schaffer
- 12-The developing person through the life span by Kathleen Stassen Berger
- 13 Vastra, R (Ed) (1992) Six Theories of child Development. Revised Formulations and current issues. London: Sessica Kingsley Publishers Ltd
14. Human Development by – Diane E Papalia and Sally Wendkos olds 5 th Edition 1981. Tata McGraw Hill Publishing Company New Delhi.
15. The psychology of Adolescents - A.T. Jersild 7th Edition Prentice Hall INC Englewood Cliffs N. J. USA.

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C-03

Textiles and Clothing Construction

(MM-60)

Unit I:

Introduction to Textile Fibbers: Textile Fibers – Definition, Classification, Manufacturing, Physical & Chemical Properties of natural fibres – Cotton, Linen, Wool, Silk and Jute. Manmade fibres – Polyester, Nylon, Acrylic, Spandex / Lycra, Viscose Rayon & Tencel.

Blow Room Process: Sequence of spinning processes – objective and working principles of Blow room, Carding, Draw frame and Comber.

Yarn construction – mechanical and chemical spinning; Different stages of yarn construction; Types of yarn – simple, textured and spun; simple – simple, ply, cord; novelty; ply, cable, double and novelty; yarn numbering and yarn twist

Blends – meaning, types, process and reasons for blending, difference between blends and mixed

Unit II:

Classification of finishing: Classification of finishing – mechanical finishing functional finishing- special purpose finishing. Mechanical finishing- Aesthetic finishes: Luster – glazed, moiré, schreiner, embossed; Drape – crisp and transparent, burnt out, sizing, weighting; Texture sheared, brushed, embossed, plisse, pleated, flocked, embroidered, napped, full.

Weaving technology: Definition, main operations; Characteristics of woven fabrics; Selvedge – types; Types of weaves

Loom – Parts of loom; Classification and types of loom; Motions of the loom

Non-woven fabrics – meaning, types, methods and uses Knitting technology: Definition, classification, material and equipments;

Methods of knitting – weft knitting and warp knitting; Uses and disadvantages of knitted fabrics

Unit III:

Equipment used in clothing construction

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Sewing machine: Parts and attachments; common defects and remedial measures, care and maintenance

Anthropometric Measurements: Need; taking measurements for different garments; precautions and method; tools and materials

Unit IV :

Techniques of clothing construction:

Drafting: Meaning and importance; tools, method and precautions; drafting on paper and cloth; **Pattern making:** Meaning and importance; parts of pattern; tools required; symbols used and general rules

General principles of clothing construction; Steps in clothing construction: Preparation of fabric for clothing construction; preparing layout; marking of cloth; principles of cutting; principles of stitching; finishing

Unit V:

Use of construction features in design- seams, darts, tucks, pleats, gathers, placket opening, shirring

Different types of – necklines, collars, yokes and sleeves. Renovation of clothing

References

- Vastra evam Paridhan, Shashi Prabha Jain and Archana Jain, Shiva Prakashan, Indore
- . Parivarik Paridhan Vyavastha, Manju Patni and Sapna Henry, Star Publications
- Vastra Vigyan ke Mool Sidhanth, G.P. Sherry, Vinod Pustak Mandir
- Griha Vigyan Vishwakosh, Rama Sharma and M.K Mishra, Arjun Publishing House

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C- 04

Apparel Designing and Fashion Illustrations

(MM-60)

Unit I:

Pattern Making: Paper pattern, types and techniques of making it—Drafting , Draping and Flat patterns

Their principles - application and limitation in clothing- construction

Commercial Patterns-Marking, Envelope and Guide sheet

Special consideration in designing and layout of garments for prints ,plaids, checks ,bi-directional and border

Handling of special fabrics while cutting and stitching (deep pile, lace,velvet,chiffon, knits and leather.

Supporting of underlying fabrics-lining ,interlining, and interfacing

Unit II:

Principles Of fitting and figure irregularities- factors effecting ,common problems in fitting and their remedies

Guide to judge good workmanship in ready to wear garments –Fabric, seam allowences,Hem Cut , size,finishes fit ,pockets,plackets ,fastening and trims.

Theories of clothing—socio-psychological aspects of clothing

Unit III:

Fashion Study: Fashion terminology, its principles and components

Fashion cycles and factors influencing it- Silhouettes,Details ,colour, fabric and texture

Fashion Adoption Theories

National and International Fashion Designers

Unit IV:

Traditional Textiles of India: Texture, design and colour

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Woven (in design) – Patola, brocade, chanderi, paithani, pochampalli, ikat, maheshwari

Printed woven fabric – dacca muslin, tassar, kota doris

Printed – Sanganeri, kharhi print of Gujarat

Painted – kalamkari, madhubani

Resist dyed – bandhej of Gujarat and Rajasthan

Unit V:

Historical background of traditional Indian embroidery

General embroidery techniques; Hand embroidery–knowledge of basic hand embroidery stitches

Khadi -Significance – National and economic; Revolution in Khadi Handloom

Its Definition, role in national economy and some chief handloom clothes of India

Overview of the Apparel Industry - History of apparel industry - Mass – Production process

References:

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- Kathryn McKelvey and Munslow.(1997). Illustrating Fashion .Blackwell Science, Australia
- Julian Seaman. (1996).Fashion Illustration.B T Batsfor Ltd., London
- Anna Kiper .(2011).Fashion Illustration ,Inspiration and technique .David &Charles Company,UK
- G. John and B Nicholas. (2014).Indian Textiles. Om Books International. New Delhi.
- S .Mary.(2003).World Textiles, A concise History. Thames and Hudson ,USA
- Joseph Helen Armstrong (2000). Pattern Making for Fashion Design. Prentice Hall
- Bray Natalie Dress fitting (1999). Natalie Bray. Om Books Service, New Delhi
- Holman Gillian (2000). Pattern Cutting Made Easy. B T Batsford Ltd., London
- Aldrich Winifred (1994). Metric Pattern Cutting For Menswear. Blackwell Science Ltd.

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CP-01**Life Span Development Practical****(MM-50)**

1. Preparation of teaching aids and materials for young children such as puppets, posters, blocks, flash cards or any other.
2. Nursery Visit/ Day care centre visit using prepared teaching aids and report writing
3. Assignment on curriculum related topics.
4. Psychological Test
 - a- Self Concept Test for Adolescents
 - b-Emotional Stability Test for Children
5. Assessing attitudes of young adults towards marriage, family & career.
6. Study perception of men & women on parenting responsibilities
7. Assess the parent-adolescent relationship & vocational interests of adolescent.
8. Organizing recreational activities & counseling activities for the parents & aged (at old age home) with the help of resource person (yoga, lectures etc.) with a report writing.
9. Prepare & standardize schedule / questionnaire on disciplinary practices of parents towards – children
10. . Learn about the counseling process, role-play, and mock sessions.
11. Developing picture books/story books and rhymes
12. . Developing and conducting creative art activities for pre-scholars.

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CP-02

Textile and Apparel Designing

MM-50

- 1- **Making different type of paper pattern.** With pattern marking and grading for different type of garment-skirt, top, salwar kamees and Infant, toddler and preschool and garments and also preparing envelop with details.
- 2- **Designing cutting and stitching of following garments**
 - 1 Party wear(Any one of garment
 - 2 House coat with shawl collar/ night suit
 - 3 Skirt and jacket & top
 - 4 Trousers/pajama
- 3-**Drafting and lifting plan of different weaves on graph paper and glaze paper**
- 4- **Visit to a cloth weaving unit and report writing**
- 5- **.Construction of darts, pleats, tucks, gathers; basic seams; collars and sleeves.**
- 6-**Making sloper by Flat Pattern method .**
- 7-**Visit to any Small scale industry/Computer aided designing institute/Garment and textile faires/Boutiques**
- 8-**Desining various types of design- features ; Different types of skirts, Trousers, necklines,Collars, sleeves and yolks.**
- 9-**Introduction to 8 Head theory and developing a stick figure into block and flesh figures**
- 10-**Application of 10 Head theory in illustration .**
- 11-**Sketching and designing different types of apparels for women i.e. Formal wear, Casual wear, Sportswear, Night wear-lingerie ,Beach wear , Party wear and Ball room gowns.**
- 12-**Creation of Portfolio and Mood Board**
- 13- **Preparing an album of samples of different regional Embroideries of India-**

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- a) Kashida of Kashmir b) Kasuti of Karnataka c) Phulkari of Punjab d) Kantha of Bengal
e) Chikankari of Utter-Pradesh f) Embroidery of Manipur g) Chamba of Himachal Pradesh
h) Kathiyawadi Embroidery i) Kutchha Embroidery of Gujarath j) Zardoji work

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IC-01 Computer Basics and Cyber Sefty

(MM-50)

Unit I:

Windows

A – Desktop, screensaver, wallpaper, notepad, word Pad, Calculator, paint

Document Management

Floppy Management

Unit II:

MS Word

A-Menu (File, edit, view etc

B- Text formatting (indent margins, page breaks bullets, drop cap, borders tabs stops)

C –Toolbars (word art, tables and borders, auto-text, standard, formatting, drawing)

D- Mail merge

Unit III:

MS Excel

A – Features (work book & worksheets)

B- Menus (File, edit, insert, format, tools data etc.)

C- Functions (mathematical, statistical, pie, etc.)

D- Chart types & features (area, line, pie, etc.)

E – Toolbars (formula bar, drawing etc.)

Unit IV:

MS Power point

A- Feature (different views)

B – Elements (File, edit, insert , format, tools, slide show etc.)

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C – Layout

D – Network neighborhood

E – Presentation

Unit V:

Corel Draw

A – Designing tools

B – Fills (pattern, texture etc.)

C – Additional tools like trim, weld etc.)

D – Measurements E – Layout

Unit VI:

Internet

A- Browsers

B- Getting to the net

C – E-mail. Chat etc

Unit VII:

1-Different Kinds of Cyber Crimes and their Remedies

2-Internet Safety Rules

3- Cyber Security Associations and Organizations

4-Available Software for Cyber Safety

5-Cyber Laws in India

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Semester-II

C-05 Extension Education and Community Development MM(60)

UNIT I:

CONCEPT OF EXTENSION EDUCATION ;Meaning of extension education its relationship with other sciences; Scope of extension education ;Principle, Philosophy, Objective and Selected concepts of extension education. ;Extension worker, ; Role of Extension worker and Qualities

Unit II:

ROLE OF HOMESCIENCE IN EXTENSION EDUCATION; Need .importance, .areas of home science, contribution of home science in different field of development. The role of Home Science education for Personal Growth and Professional Development, Scope of Home Science Extension.

Unit III:

Community development programme in India, Selected rural programmes of Govt., I.C.A.R. voluntary organization and State Agriculture University. Role of Home Science extension in community building.

DEVELOPMENT OF COMMUNITY Panchayat Raj system in India, Community organization and institutions in the development of community.

PROGRAMME PLANNING; Programme planning cycle and its components; Designing the project – defining ,objectives, identifying resources, methods/ approach, feasibility and work plan; Implementation; Monitoring and evaluation.

Unit IV:

PROGRAMME DEVELOPMENT PROCESSES AND LEADERSHIP : Role and importance of leadership development in extension, Professional abilities needed by planners. Criteria for programme planning; Programme implementation. Identification of local leaders, local bodies, govt. organizations for development of family oriented programmes.

EVALUATION OF EXTENSION PROGRAMMES Concept, types and evaluation of programmes

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Unit V:

CONCEPT OF FIVE YEAR PLANS : Meaning and Importance of Five year plans in India ,Role of Planning commission in formulation of five year plans.,objective and achievements of Five Year Plans in India Constraints in implementation of developmental programmes at grass root level.

References

- Dhama, O.P. and Bhatnagar, O.P. 1991. Education and Communication for Development. Oxford IBH Publishing Co., New Delhi.
- Dhama, O.P. 1986. Extension and Rural Welfare. Ram Prasad and sons. Agra
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C-06 Communication and Media in Extension (MM-60)**Unit I:**

Communication Systems: Types of communication systems- concept, functions and significant interpersonal, organizational, public and mass communication.

Elements, character and scope of mass communication. Mass communication-models and theories;

Visual communication-elements of visual design - colour, line, form, texture and space; Principles of visual design - rhythm, harmony, proportion, balance and emphasis; Visual composition and editing.

Unit II:

Development Communication - Definition, evolution with respect to historical and cultural perspective of development communication. –

Nature, role and significance of development communication - Inter-relationship between development and development communication

Models of development communication: i. Interdependent model ii. Dependency model iii. Basic needs model iv. New paradigm of development

Approaches to development communication – Diffusion and Extension approach - Strategies in development communication

Unit III:

Media in Development Communication - Understanding the role of traditional and modern media in development communication. –

Use of folk media, puppetry, exhibition, theatre, posters, print media (newspapers, books, leaflets, IEC material), radio, television and cinema. –

Government policies and regulations on mass media in India.

Planning, organisation, administration and evaluation of Development Communication Programmes.

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Understanding and analysis of the ongoing govt. and non-governmental efforts in development communication.

Sustainable development needs and strategies. - Participatory approaches in development communication. –

New avenues for development communication – literacy, women and development, human rights, environment. - National projects of development communication – SITE, Jhabna, talk back programmes

Unit IV:

Media Systems: Trends and Techniques:

Concept, scope and relevance of media in society;

Functions, reach and influence of media;

Media science in India, issues in reaching out to target groups;

Contemporary issues in media: women and media, human rights and media, consumerism and media;

Unit V:

Advertising: Definition, concept and role of advertising in modern marketing system and national economy.

Elementary Computer Application in Communication: Introduction to Basics of Computers; Report preparations and presentations; Scanning, Designing and Printing

References:

1. Capila, A. (2001); Images of Women in the Folk Songs of Garhwal Himalayas; Concept Publishers, New Delhi.
2. Communication for Development in the Third World Theory and Practice (1991), Sage Publication, New Delhi.
3. Honolulu (1976): Communication and Change: The Last Ten Years and Next, University of Hawai Press
4. Ithiel Pool, Frey, F.W. and Schramm Wilbur (1973): Handbook of Communication.

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8. Modi, B.: Designing Messages for Development; Sage Publications, New Delhi.
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C-07Advanced Food Science

(MM-60)

Unit-I:

Introduction to food science : Aims and objectives of the study of food science;

Constituents of Foods- General, physical and chemical properties; Colloidal systems; gels; emulsions. Enzymes: Importance of enzymes and their application in Food Industry

Food acceptability by variation in colour, flavor and texture; Physiochemical properties of food

Unit-II:

Carbohydrates in foods

Sugar – Sources, properties and uses, stages of sugar cookery

Starch – Sources, properties and uses, processed cereal products

Unit-III:

Protein cookery Pulses – composition, methods of cooking, germination and fermentation.

Meat – structure, common types, ; Post mortem changes. and changes occurring during cooking of meat.

Fish – types, characteristics of fresh fish, cooking and preservation.

Egg – structure, methods of cooking, uses of egg in different preparations.

Milk – composition, effect of heat on milk, uses in cookery

Unit-IV:

Vegetables and fruits Classification, composition, colour/pigments, effects of cooking on vegetables

. **Fruits**- classification, composition, effect of heat and methods of preservation.

Pigments and flavour constituents

Unit V:

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Nuts and oilseeds – composition and uses in cookery.

Beverages and appetizers- coffee, tea, fruit beverages and alcoholic beverages, milk bases, beverages, carbonated, non-alcoholic beverages and alcoholic beverages.

Gelatin – gelatin, gel, strength, ability of foam.

Spices and condiments: Role of major and minor spices and their use; active principles in some spices, Adulteration of spices

References:

Amerine MA, Pengborn RM, Roceasier EB (1965). Principles of Sensory Evaluation and Academic Press, New York.

Srilakshmi, B. Food Science, 4 th Edition, New Age Publishers, New Delhi .

. Food Science and Experimental Foods, M. Swaminathan, Bappco

. Peckham, G.G., Foundation of Food preparation, the MacMillan Co., 1969.

Dessrosier, N.W., The technology of food preservation, Avi Publ. Co., 1976.

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C-08

Advanced Nutrition Science

MM-60

Unit I:

Minimal Nutritional Requirements and RDA: Formulation and RDA and Dietary Guidelines; Reference Man and Reference Women ;Body Composition

Energy in human Nutrition; Energy Balance ;Assessment of Energy Requirements ;Deficiency and Excess

Unit II:

Carbohydrates: Digestion ,absorption and metabolism(glycolysis, the Krebs cycle, and the electron transport chain.)

Regulation of Blood Sugar;

Glycemic Index of foods;Dietary Fiber-Composition,Properties and Nutritional Significance

Unit III:

Proteins: Digestion, absorption and metabolism(Anabolic and Catabolic Processes involved in protein Metabolism)

Assessment of Protein Quality(BV,PER,NPU),factors affecting bio-availability of proteins

Lipids: Digestion absorption and metabolism;; synthesis and breakdown of Saturated and unsaturated fatty acids ;cholesterol , phospholipids and triglycerol

Unit IV:

Minerals: Requirements,functions, deficiency and toxicity

Macro elements Calcium- Calcium in skeleton and other tissues, measurements, bone mass, effect of diet and immobilization, calcium absorption and utilization, calcium balance, calcium requirements, source, hypercalcemia and hypocalcaemia.

Phosphorus- Concentration in the body, phosphorus - calcium ratio, phosphorus absorption and utilization, phosphates in blood

Micro elements Iron- Iron intake, sources, availability, absorption, transport, utilization and storage,

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Fluorine- physiology and sources. Role of fluoride in the prevention of dental caries and toxic effects of fluoride.

Trace elements The concept of trace elements, mode of action of trace elements, trace elements interaction. Physiology, sources, deficiency and toxicity of the following -Iodine and thyroid, recommended intakes and deficiency.

Other Important trace Elements Required for Human Nutrition

Vitamins :A-Fat Soluble B- Water Soluble

Sources, Requirements ,functions, deficiency and toxicity

Unit V:

Nutrition through the life span: Meal Planning during adulthood, pregnancy, lactation ,infancy, pre-school age , adolescence and Old Age

References:

1. Pike, R.L. and Brown, H.L. : Nutrition, An Integrated Approach, New York John Willy and Sons: Energy and Protein Requirements
2. Report of Joint RAO/WHO and Expert Consultation Teach Sen. Rep, 724, WHO Geneva, 1985
3. Nutrient Requirements and Recommended Dietary Allowances for Indian ICMR, 1990
4. Gray and Hill, S. The complete Handbook of Nutrition, Robert Spell and Sons Publishers Inc. New York, USA, 1972.
5. World Review of Nutrition and Diabetics, All the Volumes Published.
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8. . Lawrie, R. A., Protein and Human Food, Published by AI Technical Books Inc., West Fort. Connecticut, USA, 1970.
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13. . Swaminathan, M. Essentials of Food and Nutrition. Vol I and II. Ganesh & Co. 1974.
14. Howe, P. S. Basic Nutrition in Health and Diseases, W. B. Saunders Co. Philadelphia, London, Toronoto, 1971.
15. . William, S. R. Nutrition and Diet Therapy. The C. V. Mosby Co. Saint Louis, 1973.
16. . Gopalan, C, Balasubramonian, S. C. Kamassastri, B. V. and Viswaswara Rao. Diet Atlas of India, ICMR, New Delhi, 1971.
17. . Ayroyd, W. R., Gopalan, C and Balasubramonian, S. C. the Nutritive Value of Indian Food and Planning of Satisfactory Diet, ICMR, New Delhi, 1976.

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CP-03 Extension Media and Communication practical (MM-50)

- 1 Ways/ methods of extension
2. Preparing a list on problems among home makers
- 3 Defining the role of Panchayat in rural development
4. Visit to Block or DRDA to study the programme support for extension.
- 5- Preparation of Reports with the help of computers.
- 6-Evaluation of Advertisements
- 7-. Writing of Newspaper Story
- 8-Preparation and Mock Presentation of Radio/ Television Interviews
- 9-. Preparation of Digital Library of Photographs
- 10-. Operations of Various Audio-Visual Aids: Over Head projector, Slide Projector, LCD Projector, Tape Recorder, Computer, etc.
- 11-. Preparation of Pamphlets, Invitations, Leaflets, etc
- 12-. Visit of Newspaper Office, Printing Press, etc.
- 13-. Impact assessment of articles/ campaigns on adoption of innovations.
- 14-Analysis of indices of development
- 15-. Preparation of IEC material on various topics for different target audience
- 16-Project preparation on specific area in development communication
- 17-Study the media use pattern of some of the ongoing social and campaigns for different target groups – choice of campaigns can be social, economic, cultural, ecological, etc.

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CP-04

Food and Nutrition Science Practical

(MM-50)

1. Study the presence of starch with the help of iodine test.
 2. Crystallization of sugar , Sugar Cookery: Stages of sugar cookery , preparation of peanut brittles, gulab jamun
 3. Effect of soaking and germination- preparation of dishes from soaked germinated grams sattu- litti and kheer.
 4. . Fats and Oils: Melting point, Smoke Point. Suitability of different fats as medium for cooking
 5. . Milk and Milk products: Effect of acids, salts, alkali, sugar, heat and enzymes.
 6. . Eggs: Methods of egg cookery and effect of heat.
 7. . Pulses: Effect of cooking and processing methods
 8. . Fruits and Vegetables: Effects of cooking, metal ions and pH on pigments.
 9. Study of growth of Microorganism food.
 10. . Bacteriological examination of milk and curd
 11. Use of different methods of cooking vegetables and their effect on nutrients, steps to minimize losses.
 12. Gelatin and frozen desserts – factors affecting ice crystal formation
 13. Visit to a food processing industry
- 14-To study the various cooking methods and relative food recipies.
- 15-To study the popular food of various states of India.

Nutrition Science

1. Ph measurement
2. Qualitative tests for carbhydrates.
3. Blood glucose level test.
- 4.Planning ,preparation and calculation of meals for various age groups
- 5.Table setting and meal presentation

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IC-02

English Language and Communication Skills

(MM-50)

Unit I:

Basics of Communication: communication-an overview; ; barriers and gateways to communication; essentials of non-verbal communication.

Essentials of Grammar and Vocabulary: parts of speech; subject-verb concord; using tenses; punctuation marks; 7 common errors; Indianisms; building advanced vocabulary.

Unit II:**Professional Reading and Writing**

1. Reading Skills: understanding short real world notices, messages, factual materials; interpreting visual information; scanning, skimming; inferring meaning; critical reading; reading and information transfer; developing grammatical accuracy.

2. Essential Writing Skills: essay writing; e-mail writing; different types of business correspondence; arranging appointments, asking for permission, giving instructions; apologizing and offering compensation, making or altering reservations, dealing with requests, giving information about a product; reports and proposals; other business writing – memos, circulars, notice, agenda, minutes, advertising

Unit III:**Professional Speaking**

1. Mastering the Art of Conversation: features of a good conversation; improving conversation skills; telephoning skills; dialogues and debates; practice – discussing general topics, sharing ideas and perspectives; sharing personal experiences

2. Public Speaking and Group Discussion Skills: pattern, method, persuasion; interesting speeches, different types of speeches; dynamics of group discussion – intervention, summarizing, voice modulation, body language, relevance, fluency and coherence; practice – discussing general topics, general interaction and social language, sharing ideas and perspectives, giving information and expressing opinions, sharing personal experiences, agreeing and disagreeing

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Unit IV:**Vital Career Skills**

- 1. Presentation and Meeting Skills:** features of effective presentations and meetings, tips for effective presentations and meetings, practice sessions.
- 2. Resume Writing:** structure and presentation, planning, defining the career objective, projecting one's strengths and skill-sets, summary, formats and styles, application/cover letter-writing.
- 3. Interview Skills:** concept and process, pre-interview planning, opening strategies, answering strategies, interview through tele and video-conferencing, practice sessions.

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Semester III**C-09****Research Methodology and Statistics****(MM-60)****Unit I:****Foundation of Scientific Research** Research – meaning and definition**Need of research in Home Science****Selection and formulation of research problem**, Specifying objectives and Formulation hypothesis Deciding variables**Stages involved in Research Process****Unit II:****Methods of Sampling**

Characteristics of good sampling

Probability or random sampling

Non-probability sampling

*Anitabai***Unit III:****Research Tools**

Levels of data measurements and characteristics of good measurement

Types of tools and their uses

a. Questionnaire b. Schedule c. Attitude scale d. Rating scale e. Interview – structured and unstructured f. Observation – participant and non-participant

Unit V:**Concept of data** Types of Data – Qualitative and Quantitative data analysis**Report Writing** – Presentation of report-format, footnotes, bibliographical citations – a. Preparation of an abstract b. Paper for publication

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Unit VI:

Meaning and characteristics of statistics, definition, importance, classification, tabulation, frequency curve, histogram and pie chart.

Measure of central tendency Mean – definition, merits, demerits and

Median – definition, merits, demerits

Mode – definition, merits, demerits

Measure of dispersion- meaning and types of dispersion, range, quartile deviation, standard deviation related problems, characteristics of dispersion.

Unit VII:

Correlation – definition, methods of Correlation, product moment (Pearson) and rank difference

Normal Probability curve- definition and characteristics of normal probability curve, definition, types of skewness and kurtosis.

References:

Festinger, L. and Katz, D. (ed.) (1977): Research Methods in the Behavioral Sciences, Amerind Publishing, New Delhi. 5.

Holloway, I. (1997): Basic Concepts of Qualitative Research, Blackwell Science, London

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C-10

Family Resource Management

(MM-60)

Unit I:

Concept of Home Management: Definition and philosophy; Role of Home Management in family living; Elements involved in management process planning, controlling and evaluation.

Principles of Home Management: Human values, family and individual goals and standards.

Home management Change, study of existing conditions hindering the improvement of home management

Unit II:

Management as a system

- a) Definition and elements of general system theory
- b) Advantage and limitation of system approach
- c) Comparison of linear and system thinking

Family resources management. Classification, Characteristics of resources;

Objectives and principles of use of resources Factors affecting family resources, Methods of maximize the utilization of resources

Money and Time Management: Importance of time management, wise use of time through proper planning, Bringing leisure time under use

Money as a resource, Family income-sources and type; Budgeting-planning of budget, steps in budgeting, purpose and nature of household financial records; Saving-Need, saving option, saving through investments

Unit III:

Energy Management; concept ,need ,principles and theories and use of leisure time

Ergonomics: Definition, . Scope of Ergonomics in home , Nature of work in household

Human Body and Work: Physiology of Neuro-muscular function in relation to ergonomics; Physiological factors in muscle work; Physical work capacity;

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Work Simplification; Meaning and importance of work simplification Principles and techniques of work simplification Wrong works practices

Unit IV:

Consumer: meaning, characteristics and classification, factors influencing consumer's demand

Consumers standard of living: factors influencing standard of living

Market: meaning, function and types

Unit V:

Consumer education: meaning, scope and need

Factors influencing consumer's choice: custom fashion advertisement and variety of goods

Problems of consumer buymanship and consumer protection

Standardization and grading

References:

An Introduction to Family Resource Management, Premavathy Seetharaman, Sonia Batra and Preeti Mehra, CBS Publishers and Distributors

Economics of the household, B A Drew, Mc Millan company, New York

. Consumer Economics, Dr. Richard, Irwin, Illimois (1983)

Introduction hot Home Management by Bettye B. Swanson, Macmillan Publishing Company

Home – Today & Tomorrow by Ruth F. Sherwood.

. Management for Modern families by Gross Grandall, Knoll Prentice Hall, International INC, Englewood, New Jersey

Grih Prabanth by Manju Patni 6. Grih Prabandh and Grih Vyavastha by Brinda Singh

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C-11 **Housing and Interior Decoration****(MM-60)****Unit I:**

History of housing Concept and history of housing. Changes in housing needs and standard. Housing values and goals at the present time.

Housing in India as affected by trends in Population and economics status. Occupation and family mobility. Social and cultural status.

Cost of house and finance for housing Factors influencing cost of house. Estimation of the cost of housing. Ways to control and economizing the cost of housing.

Unit –II

Housing Schemes Public rural and urban housing schemes for various economic groups. Role of Co-operative Societies in development of housing in urban and rural areas. Role of private sector in development of housing in urban and rural areas.

Factors to be considered while designing interior spaces. Orientation, grouping of rooms, privacy of rooms. Circulation between and within user's area, light, ventilation, and aesthetics. Flexibility, roominess, services, cost

. Present housing conditions in India. Quality and quantity of housing available. Availability of building material. Housing management problems.

Unit III:

Housing Loans. Loan providing agencies- Government and Private. Legal procedure for purchase of house. Factors affecting disbursement of housing loan

Housing legislations and Building Byelaws Meaning, definition, and importance of housing legislations and building byelaws. Housing legislations. Building Codes/ Byelaws

Essential Services Importance and need of essential services. Types of services- Water supply, drainage system, electricity, telephone. Bye-laws related to the essential services.

Concept of Vastushastra in Housing Historical background of Vastushastra. Location of rooms and walls Placement of doors and accessories.

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Landscaping :- Concept and importance of landscaping. Approaching landscape design with an artistic touch – space, line, form, texture, colour, balance, rhythm, scale and proportion. Factors associated with the choice of landscape design.

Unit IV:

Introduction to interior decoration, importance of interior planning and decoration, planning principles for specific areas.

Element and principles of design and their application in interiors, principles of Harmony, proportion, balance and rhythm, application of elements and principles of design in interior planning and decoration.

Factors for developing furnishing plans characteristics of the rooms, family needs; Styles, usage and available type of furniture etc. furnishing cost and budget, planning for background areas and their treatment, floors walls ceilings and their structural characteristics, material, finishes and techniques of preparation and decoration.

Terminology used in interior designing, technical drawing and graphic presentation.

Unit V :

Planning and prioritizing the space - Connecting the Space. ----- Fixtures and finishes

Lightings Light sources and colour scheme, Developing light plans for different areas

Furniture arrangement, types of furniture and selection criteria

planning for background areas and their treatment

window treatment, types of window and its parts, functional and decorative treatment,

Functional and decorative accessories for interiors. Gardening, sculpture, paintings, flower arrangement.

References:

1. Drothy Stepat-Devan And Others- Introduction to interior Design, N.Y. Macmillan 1980.
2. . Mike Lawrence: The Complete interior Decorator U.K. Macdonald, 1986.
3. Faulker and Faulker, inside today's home, N.Y. Holt Rinehart and Winston, 1975
4. Stepat, D. Introduction to Home Furnishing, Macmillan, 1976.
5. Alexander, M. J. Designing interior Environment, Harcourt Brace Havanovich, 1972.

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8. Scott, R. G. Design Fundamentals, McGraw Hill, 1951.
9. Sherwood, R. F. Homes Today and Tomorrow, Chas A Bennet, 1972.

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C-12Women Studies

(MM-60)

Unit I:**Women in India** Civilization down the ages.**The rationale for women's studies****Meaning and significance** – Growth of women's studies in India and other countries.**The women's movement in India.** – Orientation to feminist theories.Unit II:**Theoretical perspectives in women's studies****Consequences of gender differences.** – Sexual division of labour and its implications:

(a) discrimination (b) invisibility (c) devaluation. –

Historical and socio-cultural basis of women's status. Status of Women in ancient India-Vedic age, Pauranic Period, Mauryan Period, Gupta, Medieval, Feudal Period, Buddhist Period, British Period. Women in Post-independence periodUnit III:**Understanding concepts related to gender differences** from societal and developmental perspective.**Patriarchy****Caste, class culture and gender interface.****Gender and education****Economic empowerment and gender****Development processes and programmes for women's perspective.**Unit IV:**Feminist methodologies in women's perspective.****Gender sensitive surveys***Anurag**Shruti Verma*

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Generational studies

Content analysis of media and literature.

Content analysis of media and literature

Historical research

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Unit V:**Problems and issues related to women in India**

Child marriage Female foeticide, infanticide Female mortality Discrimination in
nutrition and health care Socialization of girl child , Dowry , Violence Women's
identity Educational opportunities and sex-based education. Employment Women in
politics.

Legal status of women

Dowry prohibition Act. Divorce and maintenance Law , Marriage Registration Act
Domestic Violence Act 2005 , Pre-Natal Diagnostic Act , Laws against foeticides , Medical
Termination of Pregnancy (MTP) Act, 1971 , Immoral Traffic Prevention Act , Indecent
Representation of Women (Prohibition) Act 1986 , Law against Sexual Harassment at
workplace

Women's Welfare Programmes**References:**

1. Astana, P. (1974). Women's movement in India: Vikas Delhi.
2. Antony, M.J. (1985). Women's Rights: Dialogue. New Delhi.
3. Baker, H.A., Berheide, G.W. and Others (Eds.) (1980). Women Today: A multi disciplinary approach to Women's Studies. Brooks/Cole Publication
4. . Baral, J. K. and Patnaik, K. (1990). Gender Politics. New Delhi: Discovery.
5. Dak, T.M. (1988). Women and Work in Indian Society: Discovery, New Delhi.
6. Desai, N. (1988). A decade of Women's Movement in India: Himalaya. Bombay.
7. Desai, N. & Patel, V. Indian Women: Change and Challenges in the International Decade: Popular Prakashan. Bombay.
8. Gunew, A.R. (1990). Feminist Knowledge Critic and Constituent: Routledge. London.
9. Gupta, N. K. & Sudan, I.K. (1990). Women at work in developing economy: Amol, New Delhi.
10. . Joseph, A and Sharma K. (Eds.) (1994). Whose News? The media and Women's Issues: Sage. New Delhi.

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12. Jain, D & Banerjee, N (1985). The Tyranny of House Hold: Investigative essays on women and work: Vikas, New Delhi.
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14. . Pant, N (1995). Status of girl child and women in India. Delhi: APH.
15. Parashahr, A. (1992). Women and Family law reforms in India: Uniform civil code and gender equity: Sage. New Delhi.
16. Ranjankumari, (1989). Women's work, class and the urban household: Tavistock. London
17. Sharma, U. (1989). Brides and not for burning: Dowry victims in India: Randiant. New Delhi
18. Srivastava, T. N. (1985). Women & the Law: Intellectual. New Delhi.
19. Varghese, H. A. (1990). Women administrations in Education: Vikas. New Delhi.
20. Vianellow, M. & Siemienska, R. (1990). Gender inequality: A comparative study of discrimination and participation: Sage. London.
21. Williams, J. E. (1990). Sex and psyche: Gender and Self viewed cross-culturally. N. Y. : Sage.

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CP-05 Family Resource Management and Interior Decoration (MM-50)PracticalPART-1

1-Project work on Money Management: Opening account in various accounts, Filling forms/ slips for Banks post office i.e., checks, withdrawal slip, money order form

2. Maximum and comfortable reaching heights in different household activities.

(a) Use of Different Pen – Pencil Techniques for house hold activities- (i) Process Chart- Washing Utensils, Roti Making. (ii) Operation Chart – Vegetable Cutting, Dough kneading. (iii) Pathway Chart –, Tea Making, Table Laying.

(b) Kneading of dough at three different heights.

(c) Ironing of clothes at three different heights.

3. A survey of channel of distribution of goods available through retail marketing, general stores, whole sale marketing

4-. Study of labeling, packaging, guarantee, branding and its impact on consumer attitude.

5-Making family budget for different income groups while taking into consideration savings and Taxes

6- Determination of workload of some selected household activities, pulse rate before and after the activity, and time taken while performing the activity, to be recorded.

PART-2

1. Floor Decoration -Aipana, Rangoli (with rice, flower colour powder) and Mandana
2. Flower Arrangements – fresh and Dry arrangement
3. Table Setting- Traditional and Continental
4. Best out of waste(one article)
5. Cleaning of wood stone glass metal and tiles
6. House Plans for various income groups(L.I.G./M.I.G./H.I.G.)
 - a. Drawing of architectural symbols of house plans
 - b. b-architectural symbols of electricity plans

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- c. c-Furniture symbols
7. Rooms making Paper Model of any one—
- Drawing Room
 - Dinning cum Living Room
 - Children Study Room
 - Bed Room
 - Pooja Room
8. Kitchen Planning any one paper model-
- One Wall
 - Two Wall
 - L-Shape
 - U-Shape
9. Market survey of different building material and its cost
10. Drawing of Colour Wheel, Tint & Shade Chart and Colour Schemes

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CP-06

Food Preservation and Safety Practical

(MM-50)

1-Preservation of Fruits using Sugar as media.

Preparation of jam, jelly, ketchup

Preparation of synthetics syrups, squash, marmalade

2-Preservation of Vegetables using Salt as media

Preparation of pickles – mix vegetables, Mango, Lemon, Chillies

vinegar-pickling

3-Use of drying techniques for preservation.

Preparation of papad, potato wafers

Sun drying and dehydration-cereals, legumes, vegetable based

4-Preparation of bakery products

5-Improving shelf life of perishable food through blanching

6- Visit to canning industry and pasteurization unit

7 -Visit to a bakery and confectionary unit.

8-Bottling of fruit juices.

9-Studying the food labels. Packaging Methods and their characteristic features

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IC-03

Health, Fitness and Beauty

(MM-50 Marks)

Unit I:

- I. **Definition and components of health and fitness**
 - a. (a Anatomical fitness
 - b. (b physiological fitness
 - c. (c psychological fitness
- II. **Holistic approach to the management of fitness and health;** Energy input/output, physical fitness ,health and nutrition inter relationship.

Unit II:

Review of different energy systems for endurance and power activity.

(a Endurance; Definition, classification of endurance and factors affecting it.

(b Nutrition in sports; sports specific requirements

(c Pre game and post game meals.

(d Differentnutragenic aids and commercial supplements.

Effect of junk food, fast food and alchoholic drinks and their alternative uses.

Effect of smoking , alcohol addiction on health during adulthood and dietary treatment.

Water and electrolyte balance; effect of dehydration

Unit III:

Alternative systems for health and fitness like Ayurveda ,Yoga , Meditation ,Vegetarianism and Balanced diet.

Nutrition and exercise regimes for underweight and overweight.

. Defining nutritional goals /guidelines appropriate to health, prevention and management of the chronic degenerative disorders—(a Cardiovascular disorders.(b Diabetes Mellitus

Nutrition and exercise regimes for pre and post natal fitness.

Unit IV:

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Beginning Workout Plan Conditioning Exercise ,Specific Exercise ,Stretching Exercise ,General Exercise -----

a) Warming Up and Cooling Down:- b) Exercise for Fitness with Machines.

Gym Exercise Regime:

Aerobic Exercises: walking, running and jogging

Anaerobic Exercises , Weight Training /Circuit Training/ Flexibility Training ,/ Weight Loss Training /,Weight Gain & Figure Correction Training ,/ , Abdominal assistants

Dietary supplements and Ergogenic aids: Definitions, types and use of different ergogenic

Unit V :

Meaning, Philosophy, aims and objectives of Yoga. Types of Yoga – Raja Yoga, Mantra Yoga, Bhakti Yoga, Karma Yoga and Laya Yoga and their approaches leading to their goal.

Meaning and Philosophy of Asthanga Yoga: Its eight steps – Yama, Niyama, Asana, Pranayama, Pratyahar, Dharma Dhyana, Samadhi, Role and mode of practice of each step in the attainment of goal, their psycho–physiological effects of human organizer.

Asana – their major classification: I. Meditative II. Relaxative and III. Cultural Psycho–physiological

effects of each category of asanas in general – techniques and benefits of the following Asanas: Bhujanga, Shalabha, Dhanush, Hal. Matsya, Ushtra, Paschimottan,Vakra. Ardhamatsyendra, Chakra, Standing, baka, Mayur, Padma, Sidha, Makar Shava, Vajra and Supta Vajra

Pranayama – Meaning, techniques and benefits of the following pranayamas I. Suryabhedan II. Ujjai III. Bhastrika

References:

(1 Jason Scott,B. ,Strength Training Diet and Nutrition;7Key Things to Create the Right Strength Training Diet Plan for You,WeightA Bit,ISBN,2013

(2 Hunter.F,Meredith Sheena and Mason P. ,Foods That Harm,Foods That Heal,Readers Digest Association, ISBN, 2007

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- (4) Prason, S.K. and Tanushree P.; Perfect Health-Body Diet and Nutrition; V&S Publishers, 2014
- (5) Prakash Chandra Gangrade; Kis Bimari Mai Kya Khaye Aur Kya Na Khaye; V&S Publishers 2014
- (6) Scott Collin; Fitness Journal; Speedy Publishing LLC, 2013.
- (7) Scott Colin; Workout Journal, Speedy Publishing LLC, 2013.
- (8) Newkirk Ingrid E, Gannon S, Yoga and Vegetarianism; The Path to Greater Health and Happiness, Insight Editions Llc, 2008
- (9) Wardlaw, Smith., Contemporary Nutrition; A Functional Approach, 2nd ed.; 2012 McGraw Hill.
- (10) Williams Melvin, Nutrition for Health, Fitness and Sports, 2004. Mc Graw Hill.
- (11) Joshi AS. Nutrition and Dietetics, 2010, Tata McGraw Hill.
- (12) Ayurved Sar Sangrah, Shree Baidyanath Ayurved Bhavan.

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IV-Semester**Elective Course- A Group****Specialization Group- Human Development****EC (A) -01****Children With Special Need****(MM60)****Unit I:**

Children with special needs : Needs for recognizing individual difference. Various approaches to defining & understanding disability. -- Philanthropic, / Medical / Administrative, legal and social approaches.

Types of disability ,Rights of disabled children.

Special Education Programmes & Policies for Disabled: ----Need and Philosophy.

Types of Programmes. -- Policies for person with disabilities.

Family and Community in management of disabled.

Unit II:

Physically Challenged Children (Orthopedically & Neurologically impaired) : Definition, Classification, Causes, Special education programmes and policies, Rehabilitation and management.

Children with Sensory Impairment :

Visually & Acoustically Challenged. Definition, Classification, Characteristics, Causes, Special education programmes and policies, Rehabilitation and management

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Unit III:

Intellectually Superior Children : Definition, Classification, Characteristics, Causes, Special education programmes and policies, Rehabilitation and management.

The Child with mental Retardation: Definition and classification; Causes of mental retardation; Identification; Characteristics; Managing children with mental retardation at home; Special educational measures.

Children with Learning Disabilities : Definition, Slow learners, Learning Disabilities in reading, Writing, Spelling, Mathematics, Techniques of identification & assessment.

Unit IV:

Visually Impaired Children: Definition- Blind and partially sighted children; Identification; Causes; Effect of visual impairment on child's development; Special education & training; Role of family in detection, early stimulation and training

Hearing Impaired Children: Definitions - Deaf and hard of hearing children; Classification: Mild, moderate, severe and profound loss; Causes of hearing impairment; Identification, care, early stimulation and education of hearing impaired children; Role of family in detection and child's language development

The Children with communication disorders: Definition and meaning; Classification; Causes; Management and education of children with communication disorders.

Unit V:

The Children with Cerebral Palsy and Orthopedic Disability: Definition and classification; Causes and associated conditions; Identification and integrated education; Rehabilitation of children with physical disability; Role of family in care and early training.

Children with behavioral Disorders: Definition; General causes; Types; Behavioral problems associated with Autism, Attention Deficit Hyper activity Disorder (ADHD), Enuresis; Behavioral problems of children showing excessive anxiety, phobia, temper tantrums, withdrawal behavior and aggressive behavior.

References :

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- (1) Berdine, W.H. & Blackhurst, A.E. (1985) : An introduction to special education (second ed.), Lexington : Harper Collins, (Complete book).
- (2) Hallahan, D.P. & Kauffman, J.M. (1991) : Introduction to exceptional children (fifth ed.) Boston : Allyn and Bacon (Chapters 1-9, 11).
- (3) Chazan, M., Laing, A.F. & Davies, D. (1991) : Helping five to eight year olds with special educational needs, Oxford : Basil Blackwell (Chapters 2,3,4)
- (4) Devi, U. & Settharaman, A.S. (1985) : Education in rural areas : constraints and prospective, New Delhi : Ashish Publishing House.
- (5) Werner, D. (1994) : Disabled village children (Indian edition), New Delhi : Voluntary Health Association of India, (Complete book).
- (6) Berdine W.H. & Cegelka, P.T. (1980) : Teaching the trainable retarded, Ohio : Bell & Howell, (Chapters 3,7,8,9,10).
- (7) Smith, D.D. (1981) : Teaching the Learning Disabled, New Jersey : Prentice Hall. (Chapters 2,7,8,9,10,11,13).
- (8) Suran, B.G. & Rizzo, J.R. (1979) : Special Children : An Integrative approach, London : Scott, Foresman & Co. (Chapters 15,16).
- (9) Taylor, R.L. & Sternberg, L. (1989) : Exceptional Children : Integrating Research and Training, New York : Springer-Verlag (Chapters 2-14).
- (10) Tinbergen, N. & Tinbergen, E.A. (1983) : Autistic Children : New hope for a cure, London : Allen & Urwin. (Chapters 6,9,10)

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EC(A)-02 Early Childhood Education and ECCE Centers**(MM-60)****Unit I:****ECCE: Concepts, objectives, need, scope and significance.****ECCE Centers :** Types of Pre-school: Play Centers, Day Care, Montessori, Kindergarten, Balwadi, Aganwadi. ECCE in the National Policy on Education**Contribution of the thinkers in ECCE:** Pestalozzi, Rousseau, Frobel, John Dewey, Maria Montessori, M.K.Gandhi and Rabindra Nath Tagore.**Unit II:****ECCE in India:** Pre Independence period, Post Independence-Kothari Commission, Contribution of Five Year Plans to ECCE, Yash Pal Committee.**Contribution of the mentioned agencies/ programmes to ECCE in India:** ICCW, IAPE, NCERT, ICDS, UNICEF, NCTE, Mobile Creche etc.**Pre-School Centers:** Concept, Administrative set-up, Functions and Organization.**Unit III:****Basic principles and methods of Early Childhood Education****Play:** Role of Play in development and education in early years; Types of play activities.**Programme Planning for young children:** Principles, goals, objectives, schedule of activities. –**Play activities and materials for physical and motor development:** Movement and mobility; Gross and fine motor skills; Healthful living;**Role of educator** Play activities for social and emotional development and for exploring the environment**Unit IV:****Play activities for developing Communication-**

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language skills: Importance of communication, promotion of language skills- listening, speaking, reading and writing; Activities for language development: conversation, pre-reading, writing skills, songs and rhymes, story telling, riddles.

Literature for children: Need and types; Importance of story telling and techniques of story telling. Art and creative activities:

Significance, types of art activities; Role of teacher in planning the activity, motivating children; Music

Unit V:

Activities to promote mathematical concepts in young children: Development of mathematical concepts; Principles of teaching mathematical concepts

Activities to promote Science: Thinking, observing, inferring, classifying, communicating;

Concept formation - differentiation, grouping, labeling; Developing scientific outlook and Role of teacher in some important science experiences.

References:

1. NCERT (1991), A Guide for Nursery School Teachers, NCERT, New Delhi
2. Seth Kanta, Ahuja Kavita (1996), Minimum Specifications for Pre-Schools, NCERT, New Delhi
3. Kohn Ruth (2003), The Exploring Child – A Handbook for Pre-Primary Teachers, Orient Longman, Delhi
4. Chowdhury D Paul (1995), Child Welfare/Development, Atma Ram & Sons, Delhi
5. Certificate Course in Organizing Child Care Services, IGNOU, (Block 1 to 6)
6. Grewal J S (1998), Early Childhood Education – Foundations and Practice, Har Prasad Bhargava, Agra

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EC-(A) 03 Family and Marriage Guidance and Counseling (MM-60)

Unit I:

Counselling & Therapy : Meaning, nature, scope, principles & goals of counselling.

Historical movements of guidance & counselling service.

Distribution between counselling & therapy.

Unit II:

Counselling Areas :

Family counselling, parental counselling, adolescent counselling, individual counselling on marriage, premarital & post marital counselling, counselling on marital conflicts, parent-child.

Relationship – Inlaws relationship.

Unit III:

Counselling Process : Preparations and pre requisites counselling stages in counselling process.

Follow up and review.

Counselling Approaches and Techniques : Meaning, origin, procedure, merit and limitations of counselling approaches.

client centered, counsellor centered & eclectic counselling techniques.

Unit IV:

Counsellors : Characteristics, qualification & qualities of counsellor.

Skills & competencies of counsellor – communication skill, attending, listening, questioning & responding.

Interpersonal & professional skills & ethics.

Tips for becoming effective counsellor.

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Unit V:

Special Corners of Counselling : For, child issues related to academic achievement, school drop out, sexual abuse,

family life counselling, pre-marital and extra marital counselling,

AIDS problems

References :

1. Bumard, D. – Counselling Skills Training, New Delhi, Viva Books.
2. Manthei, R. – Counselling, The Skills of finding the solutions to problems, London; Routledge.
3. Nicolson, D. & Ayers H. – Individual Counselling Therapy and Practice, London, David Fulton.
4. Shanmugam, T.K. Abnormal Psychology. Tata Mcgraw Hill, 1981.
5. Hult and Gubby, Patterns of Abnormal Behaviour.
6. . Landis and Bolles or Eleires - Text Book of Abnormal Psychology.
7. L.E.Moser and R.S.Moser, Counselling and Guidance, An Exploration.
8. A.J.Jones, Principles of Guidance.
9. Mehta, Parin and others, NCERT, New Delhi Hnadbook of C ouncellors.
10. J.Warters, Techniques of Counselling.
11. Sleffewer - Theories of Counselling.
12. S.Narayanrao - Counselling Psychology.
13. . S.Glueek, The Problems of Delinquency.
14. Bakwin and Bakwin - Clinical Management of Behavioural Disorders in Children.
15. N.R.Sharma, Educational and Vocational Guidance - Vinod Pustak Mandir, Agra-1982.
16. . Uday Shanker - Problem Children - Atma Ram and Sons, Delhi, 1978.
17. Krik, S.A.Education of Exceptional Children, Boston, Mongton, Hiffein, Co. 1970

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EC (A)-04

Gerontology and Care of the Elderly

(MM-60)

Unit-I:

Gerontology: Emergence & scope of gerontology & elderly care, demographic trends in India,

concept of ageing & problems: Biological, Physiological, social & economic aspects (social, economic, single & retired status) Security, occupational aspects & spiritual aspects,

Theoretical Perspectives of Aging – Disengagement theory, activity theory, Human Development theory, Continuity theory, Age Stratification theory, Labeling theory

Unit II:

Aging Process – Impact of aging on Biological/Physiological aspects; Psychological, Economic, Social and Spiritual aspects,

Factors influencing on health status and care required for aged

Nutritional requirements of the aged & dietary management, nutritional problems in old age.

Unit III:

The aged in the family context: Adjustment pattern, family pattern in later life, changing roles and the ageing family, conjugal relations in old age and adjustment, retirement years and adjustments, marital adjustments, Intergenerational family relations & adjustment, widowhood/single hood, alternative life style in old aged.

second marriage in the later life

Unit-IV:

Work & retirement pattern: work in old age, individual motivation, leisure & old age, retirement benefits, freedom, fear, change in personal & social life due to retirement, sense of loss, awareness & use of authority, establishment of social worth. Attitude towards retirement: poverty, poor health, retirement, suicide, abandonment, liberation, and solidarity

Death Dying and Breavement -Impact of death on society, Attitude towards death; Denial and thoughts of death; Bereavement, grief and social setting.

Unit-V:

Services & programmes for the aged: categories of services: housing, health, leisure time activities, institutions for the aged, day care centers, economic programmes, reengagement,

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retirement pension, death cum retirement gratuity, provident fund, health measures, insurance scheme, investment & taxation & property.

Role of community, and different agencies, for the welfare of the aged.

References :

1. The Psychology of later life: L.R.Aiken, WB Saunders Company. Philadelphia,
2. Aged: Their Understanding & Care: Klaus Bergmann, London Wolfe Publicaitons. London
3. Handbook of ageing & Social Sciences: R.H.Binstock & E. Shanes, , V.N. Reinhold, Co. New York
4. Old age in a changing society: ZanaSmith, Blau, , New View prints. New York
5. Ageing in India: Problems and potentialities: A.B.Bose, & K.D Gangrade Abhinav Publications,
6. Ageing and the Aged: D.Paul Choudhury, Inter India Publications New Delhi.
7. Contemporary Perspectives on Adult Development & Ageing: Alicia Skinner Cook- Macmillan New
8. Later Life: The Reality of ageing Harald Cox Prentice Hall Inc New Jersey.
9. Problems of the retired people in greater Bombay, K.G.Desai, TISS (series no 27).
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SESSION-2022-23

ECP(A)-01Children With Special Needs Practical

(MM-50)

- (1) Identification, prevalence of children with special need.
- (2) Techniques of Identification & assessment
- (3) Case studies of children with special needs.
- (4) survey of educational facilities available in the areas.
- (5) Preparation of Educational Tools for children with special need.
- (6) Planning and working with children and parents.
- (7) Study of Govt. Schemes and policies for Disable children

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ECP(A)-02 Early Childhood Education and ECCE Centers Practical (MM-50)

- 1-Visits to institutions concerned with early childhood education – Day care centre, Play home, Crèche in different areas. , recording information and observation and writing report.
2. Preparation of teaching materials for pre-school children.
3. Planning and Participation in preschool organization and evaluation
4. Organizing the Parent education programme in a preschool in slum areas – Parents' meeting, Workshop, Exhibition.
- 5- Planning ECCE programmes including infra-structural facilities and budget proposals.
- 6-Conducting interaction programmes with teachers and parents.
- .7- Developing literature for parents preparing & using visual Aids.
- 8-Developing educational and play materials for pre-schoolers using indigenous materials. e. Developing picture books/story books and rhymes.
- 9-Developing and conducting creative art activities for pre-scholars
- 10- Prepare Resource files for children.

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Internship to an ECCE Center/Elderly Home

(MM-50)

OBJECTIVES:

To provide hands on experiences by placement in ECCE Institutes/ Elderly Care Institutions/ Family and Child welfare organizations.

The experience working in a Government or Non-government organization programme of social intervention and be able to apply knowledge of human development principles and programme in the field setting.

To provide opportunities to identify the needs, plan and execute programmes in an organization conducting ECCE programme

To provide opportunities to observe and handle the task and responsibilities of being a child development worker involved in educating children with special needs

To provide opportunities to work independently as Human Development personnel in an ECCE programme setting.

To provide opportunities to understand and experience grand realities / policies /

programme structure.

A minimum of 6 weeks of internship for each student under staff supervision.

Internship in ECCE/ Elderly home/ NGOs Working for Children and Women given in core course shall be a Pre-requisite for M.A Program.

Under the Internship, each student shall be undersigned in different organizations (Governmental and Non-Governmental institutions) during the vacation before the commencement of IV semester and assigned to the teaching faculty (Guide) to supervise their work.

The student shall prepare a report regarding the field and same shall be submitted to Internal evaluation.

Student will be required to share their experiences in a power point presentation.

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IC(A) 04Human Rights for Child and Women

(MM-50)

Unit I:**Definition and Evolution of Rights** – Human rights, Child rights, Women's right,

Charter, Convention-International Convention of Human Rights and Advocacy for Human rights, Policy

Unit II:**Classification of Human Rights** – Moral rights, Legal rights, Civil and Political rights, Social, Emotional and Cultural rights, Environmental and Developmental rights.Unit III:**Status of Indian Children and their Rights****Constitutional status of children**, Demographic distribution, Gender disparities – Infanticide, Foeticide, Girl child, Children in difficult circumstances – Children of prostitutes, Child prostitutes, Child labour, Street children, Refuge children and Child victims of war; Children with special needs.Unit IV:**Status of Women and their Rights** – Constitutional Status of women in India,

Women and Human rights, Forms of Violation of Women's Rights –

Violence against women in home, workplaces and society,

Sexual harassment, Rape, Health and Nutrition based deprivations, Crime against women, Political discrimination.

Unit V:**Agencies working for welfare of women, children & families at various level** – Aims, objectives organizational set up, Programmes, beneficiaries coverage & funding patterns – UNICEF, CARE, WHO, ICDS, IRDP, NCERT, NIN, ICCW, PPF, BFMS, KGNMT, FAO, DANIDA

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IV-Semester

Elective Course- B Group

Specialization Group- Foods and Nutrition Science

EC(B)-01

Institutional Food Administration

(MM60)

Unit -1:

Food service system and their development in India.

An introduction to Food Service Industry. Characteristics of various types of food service units.

Approaches to Management --Theories of Management

Strategies in Planning: Conceptual Strategy; Marketing Strategy; Financial Strategy.

Unit II :

Management of Resources:

Finance Determining the finance needed to establish or run an unit Budgets Sources of finance Planning adequate cash flow

Food Service System Planning and Management: Making a functional plan/ prospectus including

Kitchen layout planning , Pricing of product , Organization and Management , Personnel management , Cost control , Sanitation and safety

Unit III :

Material :

Purchase Storage • Quantity food production • Service and modes of delivery

Staff: Manpower planning Recruitment, induction, training, motivation and performance appraisal

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Space for Equipment : Steps in planning layouts; Determining equipment; Selection & Placement; Maintenance of equipment;

Layout analysis

Food Service Operations and Food management

: **Menu Planning** suitable to different systems; Recipe development & Standardization of yields.

Food purchase and appropriate storage Kitchen production ,

Planning and creating the atmosphere more effective for customers

Quantity Food production ,

Food cost control

Food Management: Records and Control

Unit IV :

Service Management

Delivery and service of foods in different systems.-- - Goals and Issues

Delivery and Service: Styles

Time and Energy Measures of utilization and conservation

Cost accounting/ Analysis: Food cost analysis; Records to be maintained; Report & trend analysis;

Marketing & Sales Management; Marketing strategies;

Sales analysis; Market promotion. Marketing basics, Product basics, Competitor analysis,

Market analysis, Advertising.

Changing food trends and marketing- influencing factors: Life style changes: economic, socio-cultural, psychological influences and marketing influences.

Sensory evaluation of foods: . Importance and application for product formulation, . Requirements for sensory analysis,

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Sensory panel, type, selection and training, . Subjective and objective sensory evaluation, . Different types of sensory tests . Instrumental tests for sensory attributes – colour, texture and odour.

Unit V :

Staff Planning and Management

Administrative Leadership

: Personnel Functions: Work Productivity

: Plant and Equipment Maintenance

Plant – Sanitation and Safety -----Issues in Food and Worker Safety and Security - . Food laws and regulations – concepts and trends in Food Legislation. , Nutritional labeling

References:

Management

- West & Wood "Food service in Institutions – John Wiley & Sons, 1977
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- Green, E.E. Drake, G.G. Sweeny, J.F. (1978). Profitable Food and Beverage Management. Planning , operations. Hayden Book Company, new Jersey.
- Knootz, H, O. Donnel C. (1968): Principles aof Management McGraw Hill Book Company.

Personal management

- Desseler, Garry (1987): Personnel management Modern Concepts and Techniques, Prentice Hall, new Jersey.
- . Kumar, H.L. (1986): Personal management in Hotel Catering Industries, metropolitan Book Company, New Delhi.
- Hich Cock M. J. (1980): Food Service System Administration, McMillan Publishing Company

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- Keiser, J. & Caillo, E. (1974): Controlling and Analysis of Cost in Food Service Operations Wiley and Sons New York.
- Khari, W. L. (I) (1977): Introduction to Modern Food and Beverage Service (1979). Advanced Modern Food and Beverage Service Prentice Hall Series.
- Coltman, M.M. (1977): Food and Beverage Cost Control. Prentice Hall Series.
- Levison (1976): Food and Beverage Operation Cost Control and System management. Prentice Hall Series

Layout and Design

- Kazarian, E.A. (1989) Food Service Facilities Planning 3rd Edition Von. Nostrand Reinhold.
- Avery A.C. (1980): Modern Guide to Food Service Equipment, Boston CBI Publishing Company.
- Brichfield, J. (1988): Design and layout of Food Service Facilities, New York, Van Nostrand Reinhold.
- Tolve, A.P. (1984): Standardising Food Service for Quality and Efficiency, AVI Publishing Company INC.

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SESSION-2022-23

EC(B)-02

Clinical and Therapeutic Nutrition

(MM-60)

Unit I:

Introduction to Clinical Nutrition and Dietetics- Definition and history of dietetics. Dietetics contemporary in medical management. Concepts of a desirable diet for optimum health. Interrelationship between food, nutrition and health. Factors affecting food choices, Regulation of food intake-hunger, satiety, role of neurotransmitters.

Role of dietician in hospital- specific functions, team approach in patient care, psychological consideration, interpersonal relationship with patients. Nutrition and medical ethics. Hospital dietary- scope and importance, types of food service, quality management.

Unit II:

Assessment of nutritional status and development of nutrition care plan: in clinical situations for hospitalized and out patients. Somatic, biological, clinical and dietary assessment, environmental and behavioural data analysis and interpretation.

Medical records-types, uses. Factors to be considered for counseling –Nutritional and health conditions including body care- skin, hair, face, hands, feet etc. Aging, gender related and other problem

Principles of planning a normal diet: characteristics of a normal diet, meeting nutrient requirements of individuals and family. Use of Dietary guidelines for Indians.

. A. Objectives of diet therapy- Regular diet and rationale for modifications in energy and other nutrients, texture, fluid, soft diets etc.

B. Enteral and parenteral feeding-principles, types, methods of administration, monitoring and complications.

Unit III:

Dietary principles and management of special conditions a. Surgical conditions, burns and organ transplants b. Protein and energy malnutrition (hospital and domiciliary treatment) c. Nutrient deficiencies – Vitamin A, iodine, iron, osteoporosis

d. Children with special needs- spastic, polio affected, preterm infants and other conditions

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e-Food allergy- Definition, etiology, food allergens, symptoms and diagnosis of food allergies, nutritional management - restricted diets, elimination diets and hyposensitization f. Febrile diseases- classification of fevers, metabolism, general dietary considerations (Zika Virus & Ebola) , diet in typhoid and tuberculosis.

Unit IV:

Etiopathophysiology, metabolic and clinical aberrations, complications, prevention and recent advances in the medical nutritional management of :

- Weight imbalances
- Cardio vascular disorders
- Diabetes mellitus and other metabolic disorders.
- GI Tract Disorders- , Peptic ulcer, gastritis, (very low residue diet)
- Liver and gall bladder, Pancreatic disorders - Jaundice & Viral Hepatitis, cirrhosis of liver, Pancreatitis (High protein, high carbohydrate moderate fat or fat restricted diet)
- Renal disorders---- (Nephrosis, glomerulonephritis, renal failure, urinary calculi, dialysis)
- Stress and trauma
- Cancer
- Infection AIDS
- Respiratory problems
- Safe motherhood
- Menopause and its problems

Unit V:

Nutrition counseling: definition, concept, role of clinical dietician, the recipient and counseling environment and goals of counseling.

An overview of systems approach to nutritional care and its components (planning, implementation and evaluation).

Nutritional factors in tooth development: dental caries, pathophysiology and dental decay, factors affecting cariogenicity of foods, role of fluoride in tooth development, preventive care.

Drug and nutrient interaction – drug – drug / drug-nutrient interaction – effect on ingestion, digestion, absorption and metabolism of nutrients, effect on nutritional status, effect on organ function, drug dosage and efficacy, drug abuse and drug resistance.

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References:

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2. Nutrition and Dietetics – Subhangini A.Joshi – Tata McGraw-Hill Publishing Company Limited, New Delhi
3. Dietetics – B.Srilakshmi – New age international (P) limited New Delhi.
4. Clinical Dietetics and Nutrition – F.A. Antia, Oxford University Press, London
5. Normal and Therapeutic Nutrition- C.H.Robinson, Oxford & IBH publishing Co. Calcutta.
6. Text Book of Human Nutrition- Mahtab S. Bamji, N.Rao & V. Reddy, Oxford & IBH Publishing Co. Pvt Ltd.
7. Essentials of Food and nutrition – M.Swaminathan, Vol I & II, The Bangalore Printing & Publishing Co. Ltd (BAPPCO)
8. Food, Nutrition & Diet Therapy-L.K.Mahan & Escott.Stump- W.B. Saunders Ltd
9. Applied Nutrition & Diet Therapy for Nurses- J Davis, K.Sherer- W.B.Saunders.Co
10. Human Nutrition & Dietetics- J.S.Garrow ,W.P.T.James, A. Ralph –Churhill Livingstone

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EC(B)-03Community Nutrition and Public Health

(MM-60)

Unit I:

Concept of community nutrition - Relationship between health and nutrition, role of public nutritionists in the health care delivery system.

Population dynamics – Demographic transition, population structure, population policy, fertility behaviour, , nutrition and quality of life interrelationship.

Nutritional status -methods for assessing nutritional status Indirect methods demography, population dynamics and vital events and their health implications, indicators of health and nutrition (IMR, TMR, MMR) – Direct anthropometry, biochemical, clinical, dietary and functional methods of assessment

UNIT II :

Approaches and strategies for improving nutritional status and health - Programmatic options their advantages and demerits. Intervention Programmes Health based interventions, Food based interventions including fortification and genetic improvement of foods, supplementary feeding.

Malnutrition and Health economics - Its impact on productivity and national development. Cost management.

UNIT III:

Information Education Communication approaches to improve health and nutrition: Concepts Scope- Elements- Models of communication - Communication Process - Approaches and Barriers to communication, Communication for Extension Education and Development - Introduction to IEC Aims and Objectives, Importance of IEC, relevance to programmes –

Nutrition education for behaviour change Rationale, Planning Execution and evaluation - Intervention Programmes - Different Media, their characteristics and use- IEC for different target groups.

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UNIT IV :

Nutritional problems of the community and its implications for public health. Causes, incidence, signs and symptoms and treatment of PEM, Vitamin A deficiency, Iron Deficiency, Iodine Deficiency, Fluorosis and Lathyrism.

Prevalence, etiology, biochemical and clinical manifestation and preventive measures for Vitamin A deficiency; Beri-beri, Pellagra; Scurvy; Rickets, Osteomalacia and Osteoporosis

Iron deficiency, Iodine deficiency; Fluorine Deficiency and Toxicity

Malnutrition and Infection: Interrelationship between the two, Immunization.

Dietary Survey – Types and significance.

UNIT V :

Secondary Methods: Vital Statistics; Mortality Rates- Crude death rate; infant mortality rate; maternal mortality rate; survival rate; morbidity rate; fertility rate.

Health Care: Concept of health care, level of health care, changing concept, elements & principles of health care, health for all, national strategies, health care delivery system (primary health care) health care services & system, agencies (Govt. and Private) in delivery health care services, health programmes in India.

Public Health management: methods & techniques, health planning in India, Five year plans & health system in India.

Public Health information health regulation & acts, health legislation. Health Education, adoption of new ideas & practices.

References:

- Primary Health Care Vol I –III, P.R.Dutt, Gandhigram Institute of Rural Health & Family Welfare Trust, Ambathurai.
- A Text Book of Community Health for Nurses, R.K.Manekar, Vora Medical Publications, Mumbai.
- Essentials of Community Health Nursing- K.Park M/S Banarasidas Bharat Jabalpur.
- Text Book of Preventive & social Medicine- K. Park . M/S Banarasidas Bharat, Jabalpur.
- Text Book of Public Health and Social Medicine- A.N.Ghei Lakshmi Book Store, New Delhi.
- A Hand Book of Social & preventive Medicine- Y.P.Bedi, Atmaram & Sons, New Delhi

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- Community Health in the United States- John D. Porterfield- Voice of American Forum-Lectures.
- Principles of Health Science- K.L.Jones, L.W. Shainberg & C.O. Byer- Harper & Row Publishers, New York.
- Encyclopedia of Health & Nutrition- Anmol Publications New Delhi.
- Health Promotion in Public- A. Bhatia, Anmol Publications, New Delhi.

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EC(B)-04

Food Processing and Technology

(MM-60)

Unit -1:

Introduction: Brief review of main food crops grown in the country – their nutritional importance.

Food and its preservation (Home and Community Level including commercial operations):
Cause of food spoilage;

Needs and benefits of Food Processing and Technology for Food Preservation. Fresh Food Storage: Principles; Plant product storage; Animal product storage.

Physical principles in food processing operations: Thermal processing (Use of heat); Types of heat treatments; Heat resistance of micro-organisms.

Unit II:

Refrigeration (Use of low temperature): Refrigeration and freezing – methods, principles and applications; Freezing and its effects of food components and structure; Shelf life of frozen foods.

Drying and dehydration: Types of foods – traditional and new food products; Principles and applications; Home, community and commercial methods of dehydration; Effect on food quality.

Food Irradiation: Technology and application. Pasteurization: Methods and applications.

Unit III:

Chemical Principles of Food Processing: Preservation/ processing by sugar, salt, curing, smoke, acids and chemicals. Principles and methods used for various products such as pickles, chutney, ketchup, sauces, fruit juices, squashes, fruit syrups and cordials.

Traditional methods of processing Cereals and pulses: Products such as par-boiled rice, rice flakes, puffed rice, chana etc; Wheat processing- variety of baked products, baking process- basic concepts; Pulse processing methods – removal of toxic factors, fermentation and germination

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Unit IV:

Fruit and vegetable processing methods and products

Milk Processing: Classification, standardization, homogenization and packaging.

Meat, fish and egg processing: Methods and products; Ageing ; tenderizing; curing; smoking; freezing. Food additives: Classification and products

Nutritional Implications of Food Processing: Causes for loss of vitamins and minerals; Enrichment, restoration and fortification.

Unit V:

Extruded foods- merit, demerits and use of Extruded foods

Organic Foods, Processing and packaging of Organic Foods and programme for production Product evaluation techniques censoring evaluation and product testing

Packaging technique – packaging materials types at packaging effects of packaging n the nutritive value of foods, latest trends in packaging Food labeling – definition, principles of labeling, nutrition labeling – research and testing

Food additives, food color, flavoring underlying food processing – Thermal processing ionizing radiation, agents, preservative, and antioxidants, emulsifying agents, and stabilizing agents.

Waste disposal and sanitation: Waste characteristics, treatments and technologies, food plant sanitation.

References :

- Food processing and bioactive compounds – Y. S. Reddy.
- Food preservation and processing – Kalia Manoranjan Sood Sangita.
- Food Technology Processing and Laboratory Control – F. Aylword.
- Food Preservation and Processing – Kalin M.
- Saiauel, A. Matz., The Chemistry and Technology of cereals of Foods and Feed”, BS Publishers and Distributors, 1996.
- G.C. Banerjee, Poulty, Oxford and IBH Publishing CODUB Ltd., New Delhi
- Giridhari Lal, G.S. Sidhappa and G.L. Tandon- Preservation of fruits and vegetables, ICAR, New Delhi, 1998

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- Shakuntala Manay, N., Shadak Cheraswamy, M., Food Facts and Principles, Wiley Eastern Ltd., 1987.
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- Research and Development at CFTRI, 1950 — 2000, CFTRI, Mysore.
- Potter, N.W. Food Science, AVI Publishing Co., Connecticut, 1960.
- Processed food Industry
- . Journal of Indian food industry
- . D.K. Salunkhe ,S.S.kadam-Handbook of vegetable science and technology ,Marcel Dekker Inc, New York,2005.

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ECP (B)-01

Institutional Food Administration Practical

(MM-50)

1. Market Survey and Analysis of processed and finished products
2. Evaluation of Food Service Unit-2 Conventional, Commissary.
3. Market Survey of Food Service Equipment.
4. Layout analysis of Kitchens -2
5. Planning menus for quantity.
 - Banquet
 - Outdoor catering
 - Packed meals
 - Restaurant
6. Standardizing recipes.
7. Cost Analysis of menu in –
 - College canteen –
 - Hostel mess –
 - Hospitals (Private, charitable, government)
8. Analysis of Food Safety and Hygiene
9. Preparation of project to established new food service units
- 10- Running and managing a food service institution cafeteria

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ECP (B)-02

Clinical and Therapeutic Nutrition Practical

(MM-50)

- 1- Plan and prepare diet for the above diseases and calculate the nutrients.
- 2- Planning a day's meal and calculate diets for following diseases :-
 - Diet in Diabetes with and without insulin.
 - Diet in Cardio – vascular Disease (500mg and 1000mg sodium restricted diet)
 - Diet in liver disease
 - Diet in Post –operative stage
 - Diet in Renal disorders
 - Diet in kidney diseases
 - Vitamin A rich Diet
- 3- Market survey of commercial nutritional supplements and nutritional support substrates.
- 4- Interpretation of patient data and diagnostic tests and drawing up of patient diet prescription, using a case study approach. Follow-up acceptability of diet prescription compliance; discharge diet, plan for cardiovascular disease diabetes. Liver, Renal diseases.
- 5- Preparation of diet counseling aids for common disorders.
- 6- Planning and preparation of diets for patients with common multiple disorders and complications and discharge diet plans.
- 7-Visit to Hospital Kitchen and Presentation of Report

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Internship to a Hospital/ Clinic/ Nursing home for

(MM-50)

Dietary Care**Objectives :**

To enable students to –

- 1) To understand role of diet in management of various diseases, to plan, calculate and prepare diets for these diseases
- 2) To understand causes & consequences of nutritional problems in society.
- 3) To understand the relationship between nutritional status and Health of women.
- 4- Understand the etiology, physiologic and metabolic anomalies of acute and chronic diseases and patient needs.
- 5- Acquire basic knowledge about the effects of various diseases on nutritional status and Dietary requirements.
- 6- Be able to provide required nutritional care and treatment of the various disease

programme structure.

A minimum of 6 weeks of internship for each student under staff supervision.

Internship in a Hospital/Nursing home/Clinic for Dietary care given in core course shall be a Pre-requisite for M.A Program.

Under the Internship, each student shall be undersigned in different Healthcare organizations (Governmental and Non-Governmental institutions) during the vacation before the commencement of IV semester and assigned to the teaching faculty (Guide) to supervise their work.

Contents: A. Case – Study Approach – Interpretation of patient data handling:

- i) Nutritional status and Diagnostic tests
- ii) Drawing-up of patients prescription
- iii) Discharge diet plans and follow-up where possible

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iv) Acceptability and compliance v) Preparation of teaching aids

vi) Monitoring patients progress for any 10 of the following:

1. Weight imbalance- Obesity, thyroid disorders, PCOD 2. Diabetes Mellitus 3. Renal disorders 4. Liver disorders 5. Respiratory disease 6. Cardiovascular disease 7. Cancer

Internship Report i

. Hospital- History, Organization, Departments, Functions, Services

ii. Case Study –3 life style disease with teaching aids

iii. Internship Outcome

The student shall prepare a report regarding the field and same shall be submitted to internal evaluation. Submission of Internship report on case studies on a minimum of 10 patients in any disease condition will be considered .

Student will be required to share their experiences in a power point presentation.

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IC(B)-04**Drug Nutrient Interaction And Nutrigenomics****(MM-50)**

1. Drugs and pharmaceutical compounds- natural and synthetic, use of excipients.
2. Characteristics of drugs action: Pharmaco-dynamics, pharmacokinetics, route and form of excretion. Drug abuse and drug resistance
3. Drug-nutrient interactions – effect of drugs on ingestion, digestion, absorption and metabolism of nutrients, effect on nutritional status, effect on organ function, drug dosage and efficacy.
4. Nutrient effects on drug therapy – effects of dietary composition, interactions between medication and milk, iron, fruit juices, antacids.
5. Nutrigenomics- definition, concepts and theories. 6. Genetic materials, gene expression and inheritance.
7. Molecular mechanisms of genetic variations linked to diet- role of diet, macro and micro nutrients. Role of animal foods.
8. Evolution of human disease.

Metabolism

References:

1. Zimmer P. RF. Available online at: <https://www.rogerfederer.com/index.php> (accessed Jun 24, 2019).
2. Reader's Digest Best Health *Girlfriend's Guide - 10 Foods that Fight Breast Cancer*. Available online at: <https://www.besthealthmag.ca/best-you/girlfriends-guide/10-foods-that-fight-breast-cancer/> (accessed Jun 19, 2019).
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6. SGE *DACH-Referenzwerte*. Available online at: <http://www.sge-ssn.ch/grundlagen/lebensmittel-und-naehrstoffe/naehrstoffempfehlungen/dachreferenzwerte/> (accessed February 28, 2019).

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IV-Semester
Elective Course- C Group
Specialization Group- Textiles and Apparel
Designing

EC(C) -01 **Fashion Merchandising and Marketing** **(MM60)**

Unit I :

Introduction to Retail, Marketing, Management and Merchandising, terminologies
Fashion Retailing-History, Scope, Importance, Types (Domestic and International), techniques, channel of distribution

Unit II:

Marketing – types, four P's, fashion promotion advantages, trade shows, Market weeks, exhibitions, fashion shows, market survey and research
Types of merchandising, concepts, merchandise planning, sampling- Importance, counter sample.

Unit III:

Brand Building-Introduction, strategies, image building, brand expansion, global trends
Visual Merchandising-Interior, exterior window displays, store planning and layout-fixtures, location, lighting, dressing, props and promotions, masking and proscenia, mannequins and three dimensional dressing .

Unit IV: **Introduction to customer relationship management**, measuring customer relationship management, customer response, satisfaction, loyalty, customer relation and complaint management.

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Retail merchandiser, concept, quick response, Just –in-Time, merchandiser calendar, trend analysis, forecast analysis, concepts of apparel product line, planning, directing, coordinating and controlling

Unit V:

Sourcing: Need for sourcing - sourcing materials - manufacturing resources planning - principles of MRP – Overseas sourcing - sourcing strategies. Supply chain and demand chain analysis - Materials management for quick response - JIT technology

Documentation: Order confirmation, various types of export documents, Pre-shipment Postshipment documentation, Terms of sale, payment, shipment etc. Export incentives: Duty drawback, DEPB, I / E license - exchange control regulation - foreign exchange regulation acts - export management risk - export finance. WTO / GATT / MFA - Functions and objectives, successes and failures.

Reference :

1. Laura L Bliss, Study Guide Visual Merchandising and Display III edition, Fairchild Publications, 1995
2. Castelino, M. Fashion Kaleidoscope, Rupa & Co. 1994.
3. Gibson, G. Vedomani, Retail Management, Jaico Publishing House, Bangalore
4. Elaine Stone, The Dynamics of Fashion, Fair Child Publication, 1999
5. Brenda Sternquist, International Retailing, Fairchild Publication, New York 30
6. Koontz & Heinz, Principles of Management
7. Easey Mike, Fashion Marketing
8. Kotler Philip, Marketing Management
9. Constantino Maria, fashion Marketing & PR
10. Nicholas Alexander, International Retailing

Anurag

Subhishma

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EC(C)-02

Apparel Production Management

(MM-60)

Unit I:

Warehouse management - Store management system (LIFO , FIFO, Delivery Chalan, Stock management)

Store report generation and Report format example .

Unit II:

Cutting department process Marker planning , Marker making – shirt/ trouser/ t-shirt by miniature or full size patterns for woven and knit (open and tubular) fabric . Marker making - Check and plaid fabric Various ways of marker and their relation with fabric design and weave Single pattern double ply marker Marker efficiency calculation Cut order planning

Fabric reconciliation report Effect of width variation on spreading & cutting

Effect of fabric shrinkage on spreading & cutting Dealing with fabric problems - bowing, skewing& fabric defects

Different types of spreading and Introduction to interlining and its checking parameters

Unit III:

Sewing department process Operation breakdown and line balancing WIP management Line loading based on type of production system

Preparation for next lot of sewing Preparation for introducing new style Parameters of line (quality, response time, WIP, throughput, line supervision, crisis management)

Production reports / Under pressing / Setting up of inspection points / Trims planning

Unit- IV:

Finishing department process Ironing, pressing, tagging, folding of shirt, trouser, t-shirt, undergarment

Various packing ratio and packing methods . Carton marking

Quality check and analysis /. Reports on quality / Report on cut to pack ratio

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Unit- V:**Industry Plant layouts**

Types followed in Industry with their advantages & disadvantages

Industrial sewing machines,**Computer technology in garment manufacture**References:

- Batty, J. (1975). Industrial administration and management. (3rd Ed.) London: The English language book society and McDonald and Svans.
- Claire, B. (1981). The complete book of sewing shortcuts. New York: Sterling publisher
- Dani, L. M. (1990). Industrial organization and management. Bombay: Manan publisher
- Kallal, M. (1985). Clothing construction. London: Macmillan Publishing Co. Inc.
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EC(C) 03

Textile Finishes; Dying and Printing

(MM-60}

Unit I:

Sequence of processes used in Textiles Wet Processing for cotton, polyester, and cotton blend- brushing and shearing-singeing- enzyme designing method- alkali scouring by kier boiling, J box, bleaching, mercerization

Dyeing: Different types used for Cellulosic, Protein and Synthetic fibres- Dyeing methods of Cellulosic Fibre with Reactive and Vat dyes. Dyeing of Polyester with Disperse Dyes. Hank dyeing, Beam dyeing, Jigger Dyeing, Winch Dyeing, Padding Mangle, Natural dyes.

Unit II:

Printing: Style of Printing-Screen printing- Steaming and curing- Printing of Cellulosic Fibre with Reactive Dyes- Polyester with Disperse Dye Printing of synthetics.

Roller Printing, Screen Printing- Tie and Dye- Flock Printing, Transfer Printing, Sublimation Transfer printing- Preparation of Logos and motifs for fixing on garments.

Unit III:

Fabric and Garment Finishing: Basic and functional finishes- Water repellence, Water Proofing, Flame Retardant, Anti shrinkage, Stiffening, Glazing, Embossing and moireing

Classification of colorants – fastness properties of dyes Dyeing – classification of colorants – fastness properties of dyes. Dyeing machines – fibre, yarn and fabric dyeing machines – loose stock fibre bale – hank package – jigger – winch – HT Beam jet – padding mangles. Garment dyeing machine

Unit IV:

Printing styles of printing – direct – discharge – resist styles. Methods of printing – screen printing – automatic screen printing – roller printing – rotary printing – transfer printing. Fixation and after treatment.

Unit V:

Wet processing of Knitted fabric – scouring – Bleaching dyeing – printing calendaring. Shrink controlling - steaming. Wet processing of polyester, Nylon, silk, wool and their blends.

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Future trends in chemical finishing

Reference :

1. Amran Hossain Eron, Dyeing and Chemical Technology of Textile Fibers.
2. NIIR Board of Consultants & Engineers, The Complete Technology Book on Textile Spinning, Weaving, Finishing and Printing
- 3- Dyes and Dye intermediates by NIIR Board of consultants and Engineers
- 4- Textile Finishing, W.S.Murphy, Abishek publications

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EC(C) 04

Technical Textiles

(MM-60)

Unit I :

Medical Textiles

Introduction to healthcare and medical textile devices.

- Polymers used in Medical applications (Alginate, Chitosan, Silk, PLA, PGA, Carboxymethyl cellulose, Cellulose acetate, Polyurethane, Polyester, Polypropylene etc)
- Design criteria & fabrication of Medical textile products: with special focus on Knitting, Braiding, 3D weaving, nonwoven techniques, spacer fabric, composites, Hydrogel, Rapid prototyping, Electrospinning.
- Interaction of cells on Poly meric textile structures (integrin recognition, cellular signaling process, gene expression, immune rejection, correlations with fabric structure and properties).
- Broad general classification of Medical Textiles.
- Non-implantable materials (existing products, limitations, future direction) . Wound-dressing, related hydrogel and composite products. . Bandages: Simple, Light support, Compression, Orthopedic bandages.
- Gauges.

Unit II :

Healthcare and Hygiene Products

- Vasculargrafts(knitting, nonwoven, electrospinning)
- Sutures(mono/multifilament, braided)
- Heartvalves(knitting)
- Hernia mesh (knitted, nonwoven)
- Extra-corporeal materials (existing products, limitations, future direction)
- Cartilage (nonwoven, 3D weaving)
- Skin(nonwoven, weaving)
-)Liver (rapid prototyping)
- Kidney, Urinary bladder(nonwoven, 3D weaving)
- Tendons, Ligaments (Silk filaments, braiding)
- Cornea(Electrospinning, hydrogel composite)

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- Soluble factor release (Drug, Growth factor Delivery), Enzyme (Matrix metalloprotease, proteases etc) attachment on fibrous materials.
- Adhesive, anti-adhesive patches for Surgical application.
- Phase change polymers & their healthcare applications.
- Coating & finishing technologies for medical textiles.
- Characterizing tests, Evaluation of commercial medical textiles products, International and National Standards. Fundamental aspects of safety training. Legal and ethical issues involved in the medical textiles materials.
- Need, type and applications of 3D structure. 25) Methods of producing 3D structures through weaving and
- knobbing.
- Warp and weft knitted spacer fabrics - production, properties and applications
- Ku-knit and multi-knit 3D structures. Struto and wave maker techniques for producing 3D nonwoven Applications of 3D Nonwovens.
- Production of 3D braided structures.
- Type of composites and application areas of textile based composites.
- Textile reinforcement materials in different types of composites.

Unit III :

Automotive Textiles

Application of textiles in automobiles. Requirements and design for pneumatic tyres Safety devices like air bags and Seatbelts in automobiles. Noise, vibration and heat insulation components in automobiles. Seating fabric characteristics for automobiles

Unit IV :

Sports Textiles Sports clothing and Equipment-Scope and classification. Design of sports active wear. Design of sports active wear. Knitted structures in active sportswear. Waterproof breathable materials. Textile components of sports shoes. Sport surfaces and Equipment.

Unit V :

Textiles for Packaging Textiles in food packaging. Fabrics for bags and luggage. Flexible Intermediate Bulk Packing

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References:

For medical textiles:

Principles of Tissue Engineering, Second Edition, by Robert Lanza, RobeLanger, Joseph P. Vacanti.

Tissue Engineering: Engineering Principles for the Design of Replacement Organs Tissues, by Mark Saltzman, Oxford University Press.

Medical Textiles, by SubhashAnand, Woodhead Publishing Ltd.

Medical textiles 2007: Proceedings of the fourth international conference on health and medical textiles, By JF Kennedy, SC Anand, M Miraftab, S Rajendran, CRC Pre.

Medical Textile monthly newsletters, Technical Textiles Net Publications.

Medical Textiles and Biomaterials for Healthcare, Ed by S.C. Anand, M Miraftab, Kennedy, Woodhead Publishing Ltd, 2005.

For technical textiles:

V. K. Kothari (Ed), Technical Textiles, IAFL Publications, New Delhi, 2008.

SabitAdanur (Ed), Wellington Sears Handbook of Industrial Textiles, Technomic Publishing Company, Inc, Pennsylvania, 1995.

RichardA.Scott(Ed),TextilesforProtection,WoodheadPublishing Limited, Cambridge, 2005.

A.R.HorrocksandS.C.Anand,HandbookofTechnicalTextiles, Woodhead Publishing Limited, Cambridge, 2000.

Miraftab

Subhash Anand

ECP(C) -01 Fashion Merchandising and Marketing Practical (MM-50)

1. Preparation of various types of advertisement for eg. News paper, leaflets, magazines, hording boards, radio and T.V. advertisement.
2. To obtain information regarding the aids given by government to start new industrial unit.
3. To develop advertisement prepare slogan (any one)
- 4-A project report on International trade and market globalization.
- 5-Preparing report on GATT and WTO.
- 6-Assignments on Packaging, shipment, license and import/export policies.

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ECP(C)-02

Textile Finishes; Dying and Printing Practical

(MM-50)

- 1- Preparation of fabric for dyeing and printing.
- 2- Dyeing of yarns and fabric with different classes of dyes, in fibre and fibre blends (variables-MLR, Con, temp, leveling/exhausting agents).
 - Direct, reactive, vat, sulphur, azo
 - Acid, chrome, metal complex
 - Basic, Disperse
 - Natural Dyes:
- 3- Preparation of fabric for printing – Different fibre groups with different dyes, different styles of printing.
- 4- Preparation for screens for printing.
- 5- Printing with blocks and screens on cotton silk, wool and cotton wool, cotton silk and cotton polyester blends in different styles with different dye classes.
- 6- Finishing the printed goods.
- 7- Reports of visits to processing and printing units – cottage and industrial level.

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Internship to a Fashion house/ Boutique (MM-50)
or Textile Industry

programme structure.

A minimum of 6 weeks of internship for each student under staff supervision.

Students are required to take up an internship/hands-on training for a minimum of 6 weeks after Semester-III examinations (during summer break) on either of the following textile/ fashion apparel related industries.

- Government/ Private Textile Testing and Research Laboratories
- GO/NGO for Textile related activities
- Textile Industry - Export or Domestic
- Fashion Industry- Export or Domestic- Boutique or Fashion houses
- Apparel Industry- Export or Domestic
- Fashion Photography/ Fashion Journalism
- Retail Industry
- Textile Craft centers
- Any other related Industries

Internship given in core course shall be a Pre-requisite for M.A Program.

Under the Internship, each student shall be inclined to above signed different textile organizations (Governmental and Non-Governmental institutions) during the vacation before the commencement of IV semester and assigned to the teaching faculty (Guide) to supervise their work.

The student shall prepare a report regarding the field and same shall be submitted to internal evaluation.

Student will be required to share their experiences in a power point presentation. A team consisting of Internal & External experts will evaluate the Record and conduct the Viva Voce at the end of the Final Semester.

Alternatively, students can also take up an entrepreneurial activity of equal weightage as per the discretion of the department (Subject to approval of the Department Head)

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IC(C) -04

Event Management

(MM-50)

Unit 1:

Events, their need and management, Events and Event Management: What are events, Types of event & Event Management,

Understanding Events - Events as a communication tool. Events as a marketing tool The Need: Why do we need events; Growing importance of events like, exhibitions, seminars and conventions worldwide

Unit II:

Principles of event management planning, Creativity, Event feasibility,

The competitive environment Setting realistic objectives, Taking a brief, Time lines and budgeting.

Unit III:

Marketing Event Management, The marketing mix, Branding,

Market segmentation, Pricing,

Advertising and marketing the event, Promotion,

Market research, International marketing

Unit IV:

Sponsorship, Core principles of sponsorship, Why companies sponsor,

Elements of good sponsorship Identifying appropriate sponsors and sponsorships,

Managing sponsorship relationships

Unit V:

PR in Event Management, Creating a PR plan for your event,

Press and broadcast media relations,

Getting material onto TV and radio,

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Briefing journalists, Preparing press releases and press packs,

Commissioning and briefing photographers,

Maximizing publicity opportunities for your event

Reference :

1. Lynn Van Der Wagen, Event Management
2. Event Management: A Booming Industry and an Eventful Career

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IV-Semester**Elective Course- D Group****Specialization Group- Family Resource Management****EC(D)-01****Entrepreneurship Management****(MM-60)****UNIT I :****Entrepreneurship**

Entrepreneurship –Definition, Types, Characteristics and Importance .

Factors stimulating Entrepreneurship. Factors affecting entrepreneurial growth-economic, social, cultural and personal.

Theories of Entrepreneurial origin. Qualities of Entrepreneurs. Importance of self employment.

UNIT II:

Training for Development and Methods of building Entrepreneurship.

Need for training. Phases of EDP. Development of achievement motivation, projective techniques. Self rating exercises.

Women Entrepreneur Concept, Functions and Challenges of women entrepreneurs

. Policies and schemes for women entrepreneurs in India. Suggestions for development of women entrepreneurs.

UNIT III :

Entrepreneurship and Institutional Support Objectives, functions and assistance given by- SIDCO, SIDO ,IDBI ,SIDBI ,SGSY ,JGSY

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Agencies promoting Entrepreneurship and role of NSIC, SIETI, CSIO, DIC, DRDA and other voluntary agencies.

Organisations Meaning and Definition of organisations. Types of organisation-Sole proprietorship, partnership, joint stock company,

State enterprises and Co-operative societies – meaning, merits and demerits of each. Factors influencing the choice of organisation.

UNIT IV:

Small Scale Industry Definition, type, procedure for setting a small scale unit. Training facilities for small scale units. Problem faced by emerging SSU and their remedies.

UNIT V:

Project Formulation Meaning, Concept, Needs, Significance, Objective, Elements, Classification, Identification, Constraints-Internal and External, and Feasibility Analysis. 6M's of an industry

Book Keeping and Accounting Concepts and basics of accounting methods-Journal and ledger, balancing, trial balance, cash book. How to calculate and procedures for payment. Sales tax. Meaning and types. Calculation of profit and losses.

References:

- Akhouri, M.M.P. Entrepreneurship for women in India, New Delhi, NIESBUD, 1990.
- Jain, D. Women's Employment, Possibilities of Relevant Research Institute of Social Studies, 1980.
- Nayak, J. Pinto, T. and Costa, S. Towards Self reliance, Income Generation for Women, ISI Programme of Women's Development, 1980.
- Paul, J: Kumar, N.J. and Mampilly, Paul J. Entrepreneurship development, Himalaya Publishing House, Mumbai, 1996. New Delhi, 1998.
- Arora, S. P., Business Organization, Vikas Publishing House Pvt. Ltd. New Delhi, (1980)
- Bhattacharyya, S.K Accounting for Management, Vikas Publishing House Pvt. Ltd., New Delhi
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- Chetnakal, Women and Development, Discovery Publishing House, New Delhi (1991)

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- Desai, V. (1996). Entrepreneurial Development – Principles, Programmes and Policies (Vol.I), Formulation, Appraisal and Financing (Vol. II) and Programmes and Performance (Vol. III), Bombay, Himalaya Publishing House.
- Desai, V. (1997). Dynamics of Entrepreneurial Development and Management, Mumbai, Himalaya Publishing House.
- Devi, I. (1987). Changing Status of Women, New Delhi, Sterling Publisher.
- Ghadially, R. (1998). Women in Indian Society, Bombay, Saga Publishers.
- Gupta, C.B. and Srinivasan, N.P. (1987). Entrepreneurship Development in India, New Delhi, Sultan Chand.
- Gupta, G.L. (1988). Indian Women – Problems, Plights and Programmes, New Delhi, Inter India Publications.
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- Sherlekar S.A, Principles of Business Management, Himalaya Publishing house, New Delhi, (1999)
- Shukla M.C., Business Organisation, S. Chand & Co. New Delhi, (1970)
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EC(D) -02

Ergonomics

(MM-60)

UNIT I:

Introduction to Ergonomics Meaning, importance and basic ergonomic principles, Scope of ergonomics in modern society,

Man-Machine-Environment system interactions, Proactive ergonomics.

UNIT II:

Physiology of Work Structure and function of muscles, Physiology of muscular work, Energy for muscle action, Efficiency of muscle contraction, Static and dynamic muscular work, Muscular strength and endurance ,

Assessment of muscular strength and endurance, Benefits of muscular strength and endurance, Workload , Classification of workload, Muscular work in occupational activities– heavy dynamic muscular work, manual materials handling, static muscular work, repetitive work,

Acceptable workload in occupational activities, Prevention of muscular overload.

UNIT III:

Energy Management Types of work-light, moderate and heavy ,Energy cost of various household activities, Working heights-normal and maximum reaches, Fatigue – muscular and general, Measurement of fatigue, Factors affecting degree of fatigue , Causes of fatigue and methods of alleviating fatigue,

Work simplification – meaning and techniques, Body mechanics, Mundell’s classes of changes, Work curve, Work – rest cycle

Body Postures and Musculo Skeletal Disorders (MSDs) Common postures at work -standing, sitting, reaching, moving, Factors that influence working posture – user characteristics, task requirements and design of the workspace, Effect of wrong postures on cardiovascular and muscular skeletal system, Suggestive techniques of / guidelines for safe body postures at work, Assessment of work postures using Rapid Upper Limb Assessment(RULA) tool and Rapid Entire Body Assessment (REBA) tool, Work-related MSDs – definition, causes, types and their prevention

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UNIT IV:

Work Space Design Basic ergonomic principles for workstation design, Ergonomic principles basic to hand tool design, Design considerations for kitchen and office, Universal Design Considerations -Wheelchairs, Crutches, canes and walkers, Knobs, handles and controls, Access ramps and stairs, Work triangle, Physical space arrangements, Hazards of ill designed work station.

Anthropometry and its Applications Definition of anthropometry and anthropometric variables /measurements, Percentile humans, Types of anthropometric data used in ergonomics - Structural, Functional and Newtonian, Anthropometric database, Techniques for measuring body dimensions –Direct method and indirect method, Standing measurements and sitting measurements, Applications of anthropometry

UNIT V:

Work Environment Effect of hot and cold environments on work performance. Control of exposure to / protection against heat and cold, Effect of noise on work performance, Methods to reduce noise, Effect of light on work performance, Effect of colour on work performance, Effect of furniture on work performance.

Motion and Time Study Definition and Principles of motion economy.

References:

- 1-Stephen Pheasant (2003), Bodyspace, Anthropometry, Ergonomics and the Design of Work, Taylor & Francis Ltd, London.
2. Grandjean E(1985), Fitting the task to man – An ergonomic Approach, Taylor and Francis, London.
3. www.ilocis.org
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5. Nag P K, Ergonomics and work design, New Age International Pvt Ltd, New Delhi
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- 10. Nag.P.K. (1996) Ergonomics and work design merging issues in organizational science new age international (P) ltd New York.
- 11. Kumar shrawan(19697) perspective in rehabilitation rehabilitation ergonomics taylor & Francis, London.
- 12. Steidle and braton work in home
- 13. Close Guy (1980) work Improvement john wiley and sons, New York
- 14. Grandjeans Ettiens (1978) Ergonomics of the home tylor and francis, London
- 15. Mureli K.F.H.(1965) Ergonomics, champmam hall, London.
- 16. Anshel, Jeffrey(1998) visual ergonomics in the workplace, Tylor and francis london
- 17. Macleod, Dan (1995)The ergonomics edge improving safty quality and productivity van nostrand reinhold new yourk.
- 18. Crossman, Richard (1995) ergonomics pocket guide, Genium publication.
- 19. Dul, jan and weerdmeester Bernard (2001) Ergonomics for beginners taylor & Francis, London

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EC(D)-03

Residential Interior Space Design

(MM-60)

And Landscaping

UNIT I:

Introduction to designing residential interior spaces Purpose of designing residential interior spaces Considerations for designing residential interior spaces - Big and small Criteria for planning a house - Orientation - Grouping of rooms - Circulation between and within the rooms - Flexibilities - Privacy - Roominess - Light and ventilation - Services - Aesthetics – Cost

History and Evolution of housing, Residential architectural design for various life styles and Housing typology - independent, twin / row/ pent houses, apartments / flats, studio apartments, villas, condominiums, vernacular and traditional domestic architecture

UNIT II:

Design Fundamentals Importance of good taste. Definition and classification of design Design types – i) structural (functional) ii) ornamental (decorative) – Naturalistic, stylized, Geometrical, Historical, Traditional, Modern, and Abstract; Elements of design line, form, colour, texture, light, space. Principles of design- balance, rhythm, proportion, harmony and emphasis.; Study of colour in detail: Introduction, Characteristics of colours, Colour systems 2D and 3D – Prang’s, Munsell’s and Ostwald – Colour harmonies, psychological effect of colours and its use in interior .Application of design principles in interiors.

Resource Materials Materials for interior use, properties, care and cost. Wood and wood substitutes, stone, brick, plastic, metals, glass, foam rubber etc, wall finishes, floor finishes, materials for ceiling and false ceiling and furniture finishes.

Structural Systems Factors contributing to selection of furniture and furnishing - Climate, needs and preferences, availability of materials, cost etc.

Environmental factors and home lighting Environmental factors and their influence on human work. Home lighting - types of lighting, adequacy of lighting in various area, sustainable lighting.

Ergonomic principles, its importance and application in designing residential interior spaces with focus on special population

Essential services Different types of services Plumbing Water supply, drainage Electricity and telephone etc.

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Housing research Agencies for research and development Methods and technique

UNIT III :

Fundamentals of Building construction, Materials Basic construction Techniques, Building Components / Elements – Foundation, wall, floor, ceiling, roof, structural openings, means of vertical transport, Building materials. Building finishes External Wall Finishes- painting, pointing, polishing, etc., Building Services- Electrical layout and wiring, Plumbing and sanitation, Construction Techniques for safety- damp proofing, fire proofing, termite Proofing, sound proofing, security features

Accessories in Interior Definition, classification, selection and placement of accessories; pictures, art, crafts, sculptures, antiques, indoor plants and flower arrangements.

Space Saving Techniques Need for saving indoor space, technique such as combination/multipurpose rooms, combination/multipurpose furniture, in-built furniture, techniques of creating illusion with the help of lighting effect, mirror use and colour use.

UNIT IV:

Ergonomic principles, its importance and application in designing residential interior spaces with focus on special population

Essential services Different types of services Plumbing Water supply, drainage Electricity and telephone etc.

Housing research Agencies for research and development Methods and technique

Introduction and definition of landscaping from interior space design point of view Objective of landscape gardening - Functionalism - Esthetic Division according to use - For ground area (i) The side Walk (ii)

The drive way Private area or living area

(i) Poarches (ii) Terrace or Patio (iii) Pool (iv) Play space for children Service area or utility area (i) Garage (ii) Vegetable garden (iii)The drying area (iv)Space for keeping garden foods (v) Space for dumping garbage.

Principles of landscape planning.

Location and Orientation. Soil – types Climatic condition

Layout of front garden. The Landscape Plan - Preparation of Lawn. - Flower beds, planting flowers, Kind of flowers. Trees, Shurbs Water garden, Rock garden Hedges. Garden Paths.

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UNIT V :

Garden Furniture - Importance, Use, Types and selection. General Introduction to garden equipments Types and use. System of irrigation drainage - Type Surface drainage. - Under ground drainage. Understanding of various materials for paving walk way etc. (stone masonry. Brick Masonry) Pargolas, Green house. Indoor and outdoor plants. Kitchen Garden.

References:

1. Alexander, N.S. and Mercourt, B. (1972): Designing Interior Environment, Havanovich Inc.
2. Ball V.K.: The Art of Interior Design; The Macmilan and Co., New York.
3. Chudley, R. (1978): Construction Technology; Vol. 1 to
- 4, ELBS and Longman Group Ltd. 4. Grandjean, E. (1978): Ergonomics of the Home, Taylor and Francis Ltd., London.
5. Kasu, Ahmed Abdullah, (1992): An introduction to art craft technique, science and profession of interior design; Bombay: Iquara Publications.
6. Panero, J. and Zelink, M. (1979): Human Dimensions and Interiors Spaces; Whitney Library of Design, New York.
7. Steidle, R. and Braton, E.C. (1968): Work in the Home; John Wilen & sons, London.
8. Design 02, Residential Space I, Juzhu Kongjan
- 9 Design 09, Residential Space III, Juzhu Kongjan
10. Shenzen Nanhir Art Design Co./ed, RS 03 Residential Space III, Juzhu Kongjan
11. Thames & Hudson, Living Large in Small Spaces, Thames 7 Hudson
12. Aurora Cuito, New small homes, Loft Publications. S.I.
13. Ruth Pretty, The Ultimate Interior Designer, Ward Lock
14. Stephen Cratti, Making the Most of Small Spaces, Images Publishing Group. Pvt. Ltd
15. James Grayson Trulove, Studio Appartments, James Grayson Trulove
16. Cednc Croelxer - All about Landscaping - Ortho Books.
17. Lemer J.M. - The Complete Home Landscape Designer.

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- 19. Sunset books (1982) How to build walks, Walls, and patis fillor, Lane Publishing Co. California.
- 20. Bazin Germain (1999) Paradisos -The Art of Garden Artillery House. London.

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EC(D) -04

Consumer Education

(MM-60)

UNIT I:

Role of consumer in the economy Consumer- definition, classification.Consumer behavior – meaning, features, model and factors influencing consumer behaviour and steps in buying decision process .Buying motives- definition and types.

Consumer problems Meaning and definition of consumer behaviour. Nature and characteristics of Indian consumers. Consumer problems and causes. Consumer redressal forum and its functions.

UNIT II:

Consumer co-operatives Structure and functions of consumer co-operatives.

Adulteration Definition, types, methods adopted for adulteration, detection methods, health hazards of adulteration, measures to control adulteration

UNIT III:

Consumer Acts Consumer protection- importance, scope of laws in consumer protection. Consumer Protection Acts1986, Standard institutions - BIS, AGMARK, ISO.

UNIT VI:

Advertisement Definition, objectives and importance. Classification of advertisement

Product – Related Advertising (a) Pioneering Advertising (b) Competitive Advertising (c) Retentive Advertising.

Public Service Advertising

Functional Classificaiton (a). Advertising Based on Demand Influence Level –

Primary Demand (Stimulation) - Selective Demand (Stimulation)

(b) Institutional Advertising

(c) Product Advertising - Informative Product Advertising , Persuasive Product Advertising , Reminder-Oriented Product Advertising

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Advertising based on Product Life Cycle (a) Consumer Advertising (b)

Industrial Advertising Trade Advertising (a) Retail Advertising (b) Wholesale Advertising
Advertising Based on Area of operation (a) National advertising (b) Local advertising (c)
Regional advertising

Advertising According to Medium Utilized

Advertising planning framework.

UNIT V :

Consumer Education Need and significance, objectives of consumer education, consumer rights. Consumer aids – standardization and labels, trademarks, brand names, patents, warranty, guarantee and after sale service

Public utilities and services Role and functions.

References:

- 1.Consumer behaviour,Suja Nair, 2002,Sultan Chand and sons, New Delhi
- 2.Consumerism a growing concept, , Sethi.M,Seetharaman .P 1994.Phoenix publishers, New Delhi
- 3. Consumer behaviour,Sharma.S.S,1992, Arihant Publishing
- 4.The Indian Economy : Poverty and development, Chaudhri,P.K, Vikas Publishers,1974.
- 5.Consumerism strategies and tactics , Sethi.M,Seetharaman .P, 2001, CBS publishers , New Delhi.

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ECP(D)-01

Ergonomics Practical

(MM-50)

1. Use of instruments employed in ergonomics research Treadmill, step-stool, Heart rate monitor. Oxylog, ECG, Skin thermometer, Height and weight measuring instruments Heart rate and oxygen consumption, Stop watch
 2. Determination of workload using heart rate and oxygen consumption 1. Treadmill 2. Bicycle Ergometer 3. Step stool
 3. Determination of workload of some selected household activities by using 1. Pulse rate techniques 2. Time and motion study 3. Psychological cost 4. Energy cost 5. Cardiac cost
 4. Assignments on above topic
- 5-Postures Identifying the types of postures assumed by women during work, analysis and Interpretation of risks.
- 6--Determination of jobs, stress and work by survey of a few selected families.
- 7-Determining the relationship of anthropometric dimensions of workers with space requirements for some selected activities e.g. cooking, chopping, and grinding on platform.

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ECP(D)-02Residential Interior Space Design

(MM-50)

and Landscaping Practical

1. Floor plan, elevation and graphics.
2. Analysis of house plan of different income groups. (Area, circulation, grouping).
3. Study of different housing designs.
- 4-Application of furniture arrangement and color scheme.
- 5- Study of anthropometric measurement and spaces.
- 6- Layout of plumbing and electric supply.
- 7-Visit to various shop of a) Light b) Lighting fixtures c) Furniture items
- 8-Visit to kitchen of a) Higher income group independent bungalow b) Flat c) Duplex bungalows d) Row Houses
- 9-Interior design layout of small (60/80 Square meter) residential interior space
- 10-Survey and selection of material for landscape design
- 11-Designing layout of front garden and lawn. Prepare list of garden furniture
- 12-Designing layout of garden path

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Seminar on Current Trends in Family Resource Management

MM-50

Objectives

Study current trends and issues and researches in resource management by current reading, surveys, brain storming, group discussion, debate and do the presentations on various assigned topic

Some Latest Trends in the Present Field are:

- Socio-economic environment impact on families and organization.
- Environmental issues – Women and environment.
- Consumer issues – Foreign direct investment privatization.
- Entrepreneurship management.
- Equipment Design - Standards, quality control.
- Trends and Issues Housing related to interior designing
- Water conservation technology.
- Fuel Technology – New thrusts.
- Quality Management.
- Human Resource Planning and Audit.

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IC(D)-04Hospitality Management

(MM-50)

UNIT I:

Introduction to hospitality institutions and their organizational structure Classification of hotels and other hospitality Institutions, importance of tourism for hospitality industry, types of operations, Departmental classifications, room types and rates of rooms and food plans

UNIT II:

Front Office – structure and, functions Importance of the department, Layout and planning, Staffing pattern and duties, Basic Terminology used in the department, Qualities and etiquettes of front office staff, VIP Procedures, Computerized reservation, Arrival and departure, C-Form, procedures of check- in and check-out, Key handling and control, Lobby management, Co-ordination and communication of front office with other departments; Importance of reports in the front office, the front desk log, electronic front office, room status indicator, accounting equipment, Book Keeping and Record Maintenance.

UNIT III:

Functions of Housekeeping Importance and need of Housekeeping Department, Organization and duties, Hierarchy and Job descriptions, Layout, Inter-departmental coordination and communication, Interrelationship with Personnel Department: Importance and functions, Qualities and role of housekeepers

UNIT IV:

Linen room and Laundry management Classification and selection of linen, Par stock determination, storage, Distribution and control of linen and uniforms, Condemnation and reuse, bed making and turning down, Layout and physical attributes of Linen room and linen storage, Laundry: Types, Staff and duties, Equipments, Methods of washing, finishing processes and stain removal.

UNIT V:

Upkeep, Sanitation and Safety Aspects Cleaning Guest rooms and service areas, Rules, procedures and principles, types of room cleaning- daily, weekly, spring cleaning etc, Equipments, cleaning agents and maid's trolley, Sterilization, disinfection, Control of

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infestation, Room inspection checklist, Integrated Waste Management (IWM), First Aid and safety means and measures, fire preventions and control, accident prevention, major security measures .

Aesthetic Treatments of Interior Environment Interior decoration in Commercial / hospitality areas, window treatments, Selection and care of Furniture, furnishings, lighting and accessories, Floral decorations and table setting and layout, Indoor gardens and Landscaping.

Reference:

- Andrews S., (2000) Hotel Front Office Training Manual, Tata Mc Graw Hill Publications, New Delhi
- Andrews S., (2000) Hotel Housekeeping Training Manual, Tata Mc Graw Hill Publications, New Delhi
- Ball S. et al, (2003) Hospitality Operation-A System Approach, Thomson Learning, U. K.
- Branson J.C. and Lennox M., (1988) Hotel, Hostel and Hospital Housekeeping, Edward Arnold Publishers, London
- Chakravarthy, Hotel Management (Vol. I and II)
- Express Health Care Management

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IV-Semester
Elective Course- E Group
Specialization Group- Extension Education
and
Community Development

EC(E)-01

Extension Education Systems

(MM-60)

Unit I:

Conceptual Analysis 1)Extension:- Meaning, changing concept of extension, philosophy, objectives, principles, functions, components of extension and dimensions of extension.
 2)Extension education : Meaning, process and principles of learning in extension.

Unit II :

Extension models and approaches. 1) Models: Technology – Innovation transfer model, social education model indigenization model, social action / conscientization models, empowerment participation model, combination models.

2) Approaches: Agricultural extension, commodity specialized, training and visit, participatory, project, turning systems development, cost sharing, educational institution, integrated area, cluster and target approach.

Unit III :

National Extension systems. Community Development Programme , Genesis and growth, objective, principles, critical appraisal of the community development programme. ICAR extension systems, Agricultural Universities, KVK, TTCs. Extension systems of ministry of Rural Development, Department of science and technology. Department of Industries and Department of women and child Development. Development work by NGO Government – NGO Collaboration.

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Unit IV :

Support Structures and their functions Panchayat, Panchayat Union and DRDA. Central Social Welfare Board, State Social Welfare Board, National Level Voluntary Agencies like – CAPART, KVC, Local Level Voluntary agencies. Peoples Organisation at grass roots – SHG's, elected panchayats.

Unit V :

Extension system in other countries Sri Lanka, Indonesia, Philippines, China, Bangladesh, USA and Australia

References:

1. Albrecst, H. et al (1989): Rural Development Series, Agricultural Extension, Vol I & II, Basic concepts and methods, Wiley Eastern Limited, New Delhi.
2. Chaubey, B.K. (1979): A Hand Book of Education Extension, Jyoti Prakashan, Allahabad
3. Extension Education in Community Development (1981): Ministry of Food and Agriculture, Government of India, New Delhi
4. Pankajam, G. (2000): Extension – Third Dimension of Education, Gyan Publishing House, New Delhi.
5. Reddy, A. (1999): Extension Education, Sree Lakshmi Press, Bapatla.
5. Waghmare, S.K. (1989): Exploring of Extension Excellence, Multi Tech. Pub. Company.

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EC(E)- 02

(MM-60)

Indian Socio-Economic Environment: Development PerspectivesUnit I :

Indian economy—structure and organisation of rural, urban and tribal areas –

Land ownership, occupational hierarchy, dependence on agriculture - Caste, class and institutions –

Roles and status of women - Poverty, inequality, unemployment, stagnation - Impact of industrialisation of urban life;

socio-economic aspects of metropolitan life - Historical overview of tribal welfare.

Unit II :

Socio economic changes since independence –

Economic planning and achievements - Growth vs Development, Development index, PWLI, HDI, CPI, etc. –

Rural development—concepts, objectives, importance and historical overview - Special programmes for poor, women and children - Employment policy—cottage and small industries - Land reforms—

future programmes - Tribal development strategies and policies - Women and development - New economic policy and its impact

Unit III :

Industry and agriculture - Industrial development and diversification

Industrial policies since 1981 –

Agriculture price and credit policy –

New economic policy and agriculture

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Unit IV :

Co-operatives - Philosophy, objectives, types and progress

Unit V :

Basic economic structure – Nature and significance of agriculture in the Indian economy. Indicators of economic development. Poverty- definition, concept of poverty, web of poverty, vicious cycle of poverty, causes and consequences of poverty. Detailed study on the ongoing poverty alleviation programmes in India,

Marginalization and Globalization – its impact on various societies.

Inequalities in the Society – Rural, urban and tribal inequalities- social and economic inequalities- Caste, traditionalism, unemployment, health, illiteracy, migration, poverty, overpopulation, housing, slums and pollution.

Women And Economy Women and workforce in India economy, need for change in occupational change for employment, problems pertaining to employment of women, legislation protecting working women.

Future Perspectives**References:**

1. Ahluwalia, M.S. (2000): India's Economic Reforms and Development, Oxford University Press.
2. Bhattacharya, B.: Urban Development in India, Shree Publishing House, Delhi.
3. Bose Ashish: India's Urbanisation, Institute of Economic Growth, Delhi University.
4. Bulsara, J.F.: Patterns of Social Life in Metropolitan Areas.
5. Das Ram: Socio-economic Transformation of Millions through Rural Development, 21st Century Publishers, Meerut.
6. Desai, Vasant (1988): Rural Development, Himalaya Publishing House, Bombay.
7. Dreze, J. and Sen, A.K. (1995): India, Economic Development and Social Opportunity, Oxford University Press.
8. Gulati, A: Indian Agriculture and Open Economy.

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9. Hussain, N.: Tribal India Today, Hamam Publishing House.
10. Krishan, K.L.: Industrial Growth and Diversification.
11. M.B. Nanavati and Anjana, J.J.: Indian Rural Policies.
12. Sen, A.K.: Growth Economics.
13. Singh, A.K. : Tribal Development in India, Amar Prakashan, Delhi.

Journals

1. Economics and Political Weekly.
2. Journal of Rural Development
3. Kurukshetra, Publication of Development, Govt. of India, New Delhi.
4. Social Change (Council of Social Development, New Delhi).
5. Vohra, Publication of Development, Govt. of India, New Delhi.

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EC(E)-03 Communication Technologies In Extension (MM-60)

Unit I:

Communication Systems - Types of communication systems – concept, functions and significance. Interpersonal, organizational, public and mass communication.

- Elements, characteristics and scope of mass communication. - Mass communication – models and theories; role of gatekeepers and opinion leaders.

Visual communication – elements of visual design – colour, line, form, texture and space. - Principles of visual design – rhythm, harmony, proportion, balance and emphasis. - Visual composition and editing.

Unit II:

Media Systems: Trends and Techniques - Concept, scope and relevance of media in society. - Functions, reach and influence of media - Media scene in India, issues in reaching out to target groups. –

Contemporary issues in media – women and media, human rights and media, consumerism and media. - Historical background: nature, characteristics, advantages and limitations and future prospects of media. –

Traditional media role in enhancing culture heritage, co-existence with modern media systems and applicability in education and entertainment – puppetry, folk songs, folk theatre, fairs. - Print media: books, newspapers, magazines leaflets and pamphlets.

Electronic media – radio, television, video, computer based technologies. - Outdoor media: exhibition, fairs and kiosks.

- **Media planning and scheduling**, selection of media on the basis of suitability, reach impact, frequency and cost. - Introduction to ethics in mass media, freedom of speech, expression and social responsibility. - Political and Government controls on the media.

Unit III:

Advertising - Definition, concept and role of advertising in modern marketing system and national economy. - Inter-relation of advertising and mass media systems. - Types of advertisements-commercial, non-commercial, primary demand, selective demand, classified

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and display advertising, comparative and co-operative advertising. - Techniques of preparation of effective advertisements for various media. - Ethics in advertising.

UNIT IV:

Application Of Computers Introduction of basic of computers, application and advantages of computers in different spheres of communication technology with special reference to audio ,video and print media. Noninteractive and interactive computer graphics. Communication systems- Electronic mail (E-mail), facsimile transmission(FAX), voice mail, electronic meeting systems-audio conferencing, video conferencing and computer conferencing, concept of multimedia, advantages of digital multimedia, application of multimedia.

UNIT V:

Introduction to Graphics. - Drawing objects, shaping, transforming, stretching, mirror and scaling, making curves, lines rectangles, circles and ellipses.

Creating special effects, adding perspective to an object, editing it, extruding an object and using blends. –

Introduction to Scanning. - Scanning and developing Color Ways-Basic.

Animation and Graphics using 3D Studio or such other packages.

Introduction to Animation using 3D Studio, Key framing and motion control.

International media – email. internet, teleconferencing, video conferencing video displayer, CD ROM writer, Microphone, LCD Projector, video disc technology, virtual reality.

Reference :

1. Corner, J.: Communication Studies – in Introductory Reader.
2. DeFluors 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, Adult and Emery.
5. Joseph, D. (1993): The Dynamics of Mass Communication.
6. McQuail, D. (1994): Introduction to Mass Communication, 3rd Edition, Sage Publication.
7. Ravindran, R.K. (1999): Media and Society.

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- 8. Ravindran, R.K. (2000): Media in Development Area.
- 9. Schramm, W. (1988): The Story of Human Communication, From cave painting to the Microchip.
- 10. Vivlan, J. (1991): Media of Mass Communication.
- 11. Wright, Winters and Zeiger: McGraw Hill, Advertising Management
- . 12. Zachariah, A. (1999): Media Power, People, Politics and Public Interest.

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EC(E)-04 Media Planning, Production and Social Advertising (MM-60)**Unit I:**

Social Marketing and Advertising - Social advertising and commercial advertising – definitions, need, scope. –

Understanding marketing and social marketing: 3P, 4P and 5P models, terms of social marketing and social advertising.

- Similarities and differences between commercial marketing of products and services and social marketing.

- **Approaches to social advertising and marketing.** - Social advertising as developmental communication model.

Unit II:

Media Planning for Social Advertising - Programme design for social advertising.

Communications and steps in media planning for different target groups, types of issues, choice of media available, communication needs, finance and time considerations, socio-cultural factors –

Consideration and steps in message design, treatment and presentation for different types of issues and target groups.

- Measuring communication effectiveness – Media research in social advertising, effectiveness, trends and needs.

Unit III:

Trends in Social Advertising: Global and Indian Scenario –

Analysis of trends in social advertising on different media types for different issues

– message type, treatment, presentation, media mix, repeat value of messages.

- Problems and future needs in social advertising on different media types. - Social advertising research.

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Unit VI:

Issues in Social Marketing & Advertising - Variety of issues and problems to be addressed through social marketing and advertising – social, economic, cultural, ecological, human resource development and management, legal, organisational, infrastructure and others. –

Approaches to marketing the issues and problems to different target groups, linear, inter dependency, diffusions, participatory, integrated, etc.

Unit V:

Media Production - Role of media in communication - Various types of media for communication - Various constraints in the use of respective media. - Criteria in selection and use of various media.

References:

1. Barry, Lumand & Hewsell James S. (1973): Marketing and social environment, A reading text Petrocelli Books, N.7.
2. Bhasin k. and Aggarwal B. (1984): Women Development and Media, New Delhi.
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ECP(E)-01 Communication Technologies In Extension Practical (MM-50)

1. Preparation of script for radio.
2. Preparation of script for reporting .
3. Preparation of interview schedule/questionnaire for radio and television.
4. Preparation of house journals.
5. Preparation of press release.
- 6- Preparation of script for reporting and documentaries.
7. Preparation of report for newspaper.
8. Preparation of report for press conference.
9. Preparation of C.D. on any home science aspects.
10. Preparation of report on E-mail system

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ECP(E)-02 Media Planning, Production and Social Advertising (MM-50)

Practical

1. Collect samples of social and commercial advertisement, across different media and study the differences and similarities in terms of strategy, appeal, content presentation
- 2- Study the trends in social advertising on different mass media – Print, T.V., Radio/video, internet in terms of issues covered, repeat value, content, presentation, target group addressed etc.
- 3- Study people's perceptions of trends, impact and need for social advertising on different media for different communities – rural, urban, slum.
- 4-Preparation of visual/Non-projected materials – Booklets, Pamphlets / Leaflets, Invitation, Posters.
- 5-Projected materials
 - a. Photography – Preplanning, scripting, shooting, developing, mounting, recording of commentary or dialogue, synchronization of frames with recording.
 - b- Video films- Preplanning, procedure of - from idea to shooting, script, production consideration, editing procedures, optical effects, music titles and other accessories to be added.

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Trends And Issues In Home Science Extension Internship (MM-50)

Objectives of the Internship are to enable the students –

- 1. Integrate classroom theories and concepts with micro, mezzo and macro extension and community work practice in a variety of community settings and bring about organizational and societal change.
- 2. Enhance skills across the spectrum of culturally appropriate community work services,
- 3. Develop professional use of self through observation of professional extension and community workers, self-reflection, understanding of community work values and implementation of those values in internship placements.

The Core Competencies that are expected to develop through the internship are: - Professional Identity, Ethical Practice, Critical Thinking and Diversity in Practice Human Rights & Justice Research Based Practice Human Behavior, Policy Practice Contexts Engage, Assess, Intervene, Evaluate.

Unit I: Identification of individual core areas relevant to extension work

Unit II: Preparation of proposal- proposal development.

Unit III: Execution of the proposed work- identification of the organization for internship – internship process.

Unit IV: Documentation and Reporting.

Internship in any one of the following (For a period of one and half month)

- 1. Community Development Centres
- 2. Old age Homes
- 3. Anganwadis
- 4. Welfare centers for women and children/ Sakhi
- 5. NGO's
- 6. Extension Training Centres

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7. Kudumbasree

Under the Internship, each student shall be undersigned in different organizations (Governmental and Non-Governmental institutions) during the vacation before the commencement of IV semester and assigned to the teaching faculty (Guide) to supervise their work.

The student shall prepare a report regarding the field and same shall be submitted to Internal evaluation.

Student will be required to share their experiences in a power point presentation.

Anetabab'

Subhiksha

IC(E)-04 Management of Human Service Organizations (MM-50)**Unit I:**

Concept of Service Organizations - Need, Nature of service organizations running in India - Philosophy behind service organizations developing nation.

Unit II :

Management of service organizations - Concept and importance, functions of management, approaches to management - Planning, implementation, personnel management, financial management, administration and monitoring of organizational activities - Management skills.

Unit III :

Organisational Structure of Human Service Organisations.

Unit IV:

Organisations working for the service of various groups. - Women group – Services of National commission for women, SEWA, Mahila Samakhya, Central Social Welfare Board, Bhartiya Gramin Mahila Sangh etc. - Children Group – Services of Indian Council of child welfare, ICDS, National Institute for public co-operation and child Development, Planned parenthood federation. - Youth group – Nehru Yuvak Kendra, YMCA, YWCA, YUVA - Groups with special needs – Physically and mentally handicapped, aged, destituted, orphans, street children

Unit V:

Assessment of Human Service organization - Indicators of assessments - Assessments of personal accountability

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