

Syllabus
Of
M.A Home Science
(CBCS and NEP 2020)



Proposed by
Department of Home Science
Deen Dayal Upadhyay Gorakhpur University, Gorakhpur

Course Structure of M.A Home Science

Semester	Subject	Course Code	Paper Title	Theory Credits	Practical Credits	Total Credits	Cumulative credit
I	Core Compulsory	HSCM501	Research Methods Statistics and Computer Application	4	0	4	28
		HSCM502	Food Science	4	0	4	
		HSCM503	Advance Apparel and Fashion Design	4	0	4	
		HSCM504	Entrepreneurship Management	4	0	4	
		HSCM505	Practical	0	4	4	
	Minor Elective		Will be chosen from offered Courses from other faculty			4	
	Research Project/Industrial Training	HSCM506	Research Project/Survey/Industrial Training (its evaluation will be done on next semester)	4		4	
II	Core Compulsory	HSCM507	Maternal and Child Nutrition	4	0	4	24
		HSCM508	Element of Women and Knitted Design	4	0	4	
		HSCM509	Extension Management and Media Production	4	0	4	
		HSCM510	Child Human Rights and Gender	4	0	4	
		HSCM511	Practical	0	4	4	
	Research	HSCM512	Research Project/	4		4	

	Project/Industrial Training		Survey/Industrial Training				
III	Core Compulsory	HSCM513	Advertising and Marketing Paper	4	0	4	24
		HSCM514	Dyeing Printing and Laundry Process	4	0	4	
		HSCM515	Housing for Family Living and Interior Designing	4	0	4	
		HSCM516	Advanced Study in Human Development	4	0	4	
		HSCM517	Practical	0	4	4	
	Research Project/Industrial Training	HSCM518	Research Project/Survey/Industrial Training	4		4	
IV	Core Compulsory	HSCM519	Environment Management	4	0	4	24
		HSCM520	Communication Techniques in Extension Education	4	0	4	
		HSCM521	Care of Children with Disabilities and Illness	4	0	4	
		HSCM522	Dietetics and Community Nutrition	4	0	4	
		HSCM523	Practical	0	4	4	
	Research Project/Industrial Training	HSCM524	Research Project/Survey/Industrial Training	4		4	

SEMESTER-I

HSCM501 RESEARCH METHODS, STATISTICS AND

COMPUTER APPLICATION

CREDIT-4

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

Distribution-Use of normal Probability tables.

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

References:

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

SEMESTER- I

HSCM502

FOODSCIENCE

Credit4

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

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

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

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

Meat, Fish and Poultry: Structure and composition; Postmortem changes.

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

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

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

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

7. Preservation and methods of Preservation.

8. Packaging and Packaging Techniques.

References:

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

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

References :

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

SEMESTER-I

HSCM504

ENTREPRENEURSHIP MANAGEMENT

Credit4

1. Conceptual Framework-

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

2. The Entrepreneur-

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

3. The Entrepreneur-

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

4. Projectwork - Planning, resource mobilization and Implementation.

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

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

References :

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

SEMESTER-I

HSCM505-Practical

Credit4

1. Development of variation in sleeves, Necklines and Facings, Plackets.
2. Sketching of Accessories
 - a. Hats and Headgears
 - b. Footwear
 - c. Bags and Purses
 - d. Jewellery
3. Developing a line of garments on a theme-
 - a. Casual Wear
 - b. Sports Wear
 - c. Cocktail Wear
 - d. Executive WearOrganization of Fashion Show
4. Sugar Cookery: Stages of sugar cookery.
5. Fats and Oils: Melting point, Smoke point. Suitability of different fats and oils as a medium for cooking.
6. Milk and Milk products: Effect of acids, salts, alkali, sugar, heat and enzymes.
7. Eggs: Methods of egg cookery and effect of heat.
8. Pulses: Effect of cooking and processing methods.
9. Fruits and Vegetables: Effects of cooking, metal ions and p^H on Pigments.
10. Preservation methods.

SEMESTER II

HSCM507 MATERNAL AND CHILD NUTRITION Credit 4

1. Importance of Maternal Nutrition.

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

2. Lactation.

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

3. Growth and Development during infancy childhood.

References

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

SEMESTER-II

HSCM508

ELEMENTS OF WOVEN AND KNITTED DESIGNS

Credit 4

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

Reference

1. WastonTextileDesignandColour-Grosicki,Z.J.,NewnessButterWorths.
2. AdvanceTetileDesign-WiliamWatson,LongmansGregandCo.Ltd.
3. GrammarofTextileDesign-NisbetH.,TaranorewitleSonsandCo.,Bombay.
4. WeavingMechanisms-K.T.AswaniMahajanBookDistributors,Ahmendabad.
5. WeavingCalculations-R.Sengupta,TaraporewleSonsandCo.,Bombay
6. WovenClothConstruction-RobinsonandMark,ButterWorthandCo.Ltd.,London.
7. ElementsofWeaving-Thorpe,Aqaba,DoubledayandCo.NewYark
8. ModernWeaving-SinghR.H.,MahajanBookDistributors,Ahmedabad.
9. WeavingTechnology-KulkarniM.M.Virinda,Publication,Jalgaon.
10. Yarn andClothCalculation.AmalsarD.M.
11. HandloomWeacing-AmalsarDM

SEMESTER-II

HSCM509

EXTENSION MANAGEMENT & MEDIA PRODUCTION

Credit 4

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

References :

1. Barger, A.A. (1991): Script Writing for Radio and Television, Sage Publication.
2. Berdeek (1946): Making the Movies, Paul Eiek Halton Garden, London.
3. Brown et al. (1983) : A. V. Instruction Technology. Media & Methods. 6th Ed., McGraw Hill Book Co., New York.
4. Brown J.W. (1977): Educational Media Year Book.
5. Dale (1964) : Audio-Visual Methods of Teaching. Holt, Rinhart and Winston, London.
6. Banerjee, S. (1981). Principles and Practice of Management. Oxford and IBH Publishing Company, New Delhi.
7. Basu, C.R. (1989). Organisation and Management S. Chand & Ltd., New Delhi.
8. Burton, Gene and Hanab Thakar (1997). Management Today. Tata McGraw Hill Publishing Company, New Delhi.
9. Chandan, J.S. (1997). Management-Concepts and Strategies. Vikas Publishing House: New Delhi.
10. Hersey, Paul and Kenneth, H. Blanchar. (1996) Management of Organisational Behaviour. Utilising Human Resources. Prentice Hall of India, Private limited: New Delhi.
11. Koontz and Heinz Wehrich (1990) Essentials of Management. McGraw Hill; New Delhi.
12. Prasad, M. L. (1999). Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
13. Ramasamy, T. Principles of Management. Himalaya Publishing House, Mumbai.
14. Rao, V.S.P. and Narayana, P.S. (1987). Principles and Practice of Management Konark Publishing Private Limited, New Delhi.
15. Tripathi, P. C. and Reddy, P. N. (1993). Principles of Management Tata McGraw Hill New Delhi.
16. Rajpura M.R. (2002) "Communication Media" (Booklet) three U.K.V. Mahila Arts & Home Science College Kes

SEMESTER-II

HSCM510

CHILD,HUMANRIGHTSANDGENDER

Credit4

- 1** DefinitionandEvolutionofRights
 1. Humanrights
 2. Childrights
 3. Women'srights
- 2** StatusofIndian Childrenand theirrights
 - a. Genderdisparities(Infanticide,feticide,girlchild).
 - b. Childrenindifficult circumstances(ChildrenofProstitutes,child -prostitutes,Childlabour,streetchildren,refugeechildrenandchildvictimsofwar).
 - c. Childrenwithspecialneeds.
- 3** StatusofWomenand theirRights
 - a. StatusofwomeninIndia.
 - b. Womenandhumanrights
 - c. Formsofviolationofwomen'srights
 - d. ViolenceagainstWomeninhome,workplacesandsociety
 - e. Sexualharassment,rape
 - f. Crimeagainstwomen
 - g. PoliticalDiscrimination
- 4** HumanRights
 - a. Moralrights
 - b. Legalrights
 - c. CivilandPoliticalrights
- 5** AdvocacyforHumanrights

References

1. Butterworth,D.andFulmer,A(1993).Conflict,ControlPower.PerthChild and Family Consultants.
2. Bruner,T. (1986).Actualminds-possiblewords.London;HarvardUniversityPress.
3. UNICEF(1992),RightsoftheChild: WorldDeclarationandPlanofActionfromtheWorld SummitforChildrenandtheConventionontheRightsoftheChild,NewDelhi.
4. UNICEF(1993).TheProgressofNations,NewYork.
5. UNICEF(1994).TheStateoftheWorld'sChildren1994,OxfordUniversityPress,U.K.

6. UNICEF(1990).ChildrenandWomeninIndia:ASituation Analysis:1990,NewDelhi.
7. UNICEFIndia(1993).AnnualReportonCountrySituation:1993,NewDelhi.
8. UNICEFIndia(1993).AnnualReportonGoalsandIndicators,1993,NewDelhi.
9. UNICEFIndia(1993).PolicyonChildLabour,NewDelhi.
10. Weiner,Myron (1991). TheChild andtheStateinIndia, U.K.:OxfordUniversity Press.
11. ManavAdhikarandSanyuktaRastaraSangh,SatisChaturvedi.
12. ManavAdhikar,A.N.Karia,C.Jamanadas&Co.
13. BalAdhikarandKayado,Dr.K.C.Ravi,Guj.Uni.A'bad.
14. MahilaJagrutiandKanun,PrakesNarayan.
15. StrioandSamaj,A.G.Shah,J.K.Dave.

1. Creating stripes, checks and colour and weave effects on rich graph paper.
2. Analysis of different woven sample studied in theory for design, repeat, draft, and other details on rich graph paper.
3. Setting of Table Loom - Weaving the following weaver samples - plain, basket, rib, satin, twill, Leering bone, diamond, honeycomb etc.
4. Sample Knitting - Purl Knit, Tricot Knit, Rib Knit, Jacquard Knit, Pile Knit.
5. Knitting baby garment. (1 set).
6. Operations of various audiovisual aids OHP, Slide projector, Film projector, Epidiascope, Tape recorder, Video recorder, Screen.
7. Preparation of visual/Non-projected Materials Booklets, Pamphlets, Leaflet, Invitation, Posters, Manuals, Cover Pages for text and other books.
8. Preparing effective advertisements keeping in consideration - Headlines, illustration, slogan, logo, seal of approval and colour effectiveness with the help of computer.
9. Identification of nutritional problems among pregnant ladies.
10. Planning nutritive recipes for pregnant and lactating mother.
11. Market survey of products available for pregnant and lactating mothers.
12. Planning nutritive recipes for supplementary feedings of infant.

1. Market Economy

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

2. Product development and forecasting

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

3. Pricing practices and consumer interest pricing.

4. Advertising for Sales Promotion.

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

5. Personal selling and sales management.

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

6. Service Marketing

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

References

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

SEMESTER III

HSCM514

DYEING, PRINTING AND LAUNDRY

Credit 4

1. **Dyeing**—Principles of dyeing and Mechanism of dyes like— like direct reactive, vat, azoic, sulphur, basic, acid, disperse and natural dyes.
2. **Printing**—Principles of printing, printing using dyes and pigments on fabrics silk, cotton, Polyester & blends, Fixation of prints using various methods, Innovative Printing methods
3. **Finishes**-Classification of finishes, application of mechanical, chemical & specialty Finishes -like—twinkle free, durable press, flame retardant, waterproof, soil & stain release, antibacterial).
4. Introduction to Post Treatment of dyed printed finished fabrics. (Soaping, rinsing, washing and fixation).
5. **Laundry**-Equipment' s used for laundry, Drying equipment's,
6. **Soaps**, Detergents, Stiffening agents, Blues, and Bleaching agents.
7. **Stain Removal**
8. **Washing, Finishing and storing of different garments**

References:

1. Technology of Textile Processing - Shenai, V.A. (1984), Vol. -IX, Sevak Publication.
2. Handbook of Textile Processing -- Cook, J. Gordon, Merrow Publishing Co. Ltd., England
3. Manmade Fibers – Monchief: R.W., John Wiley & Sons New York.
4. Dyeing and Chemical technology of Textile Fibers - Trotman, E.R. (1975), Vharles Griffino Company Ltd. London.
5. An Introduction to Textile Finishing - Marsh, J.T. (1979), B. I. Publications.

6. Chemicals after Treatment of Textiles - Mark H., Wooding N.S. & Atlas Smeeds. (1970), John Wiley & Sons Inc., N.Y.
7. Handbook of Fiber Science and Technology, Vol. II, Chemical Process of Fibres and Fabrics, Functional Finishes Part A - Lewin, M. and Selio, Stephen B. (1983) Marcel Dekker, Inc. NY and Basel.
8. Introduction to the Chemistry of Dyestuffs - Shenai, V. A. (1991): Seval Praksahan.
9. Natural Dyes and their Application to Textiles, Gulrajani M. L. and Gupta, D. (1982), IIT Delhi.
10. Natural dyeing process of India - Mohanty, Chandramouli, Naik, (1987), Ahmedabad Calico Museum of Textiles.
11. India Horti business online. [Http://www.agroindia.org/1HOL](http://www.agroindia.org/1HOL).
12. Technology of Finishing -- Shenai, V. A. and Saraf, N. M. (1990). Vol. X. II Edition.
13. Fundamental Principles of Textile Processing - Shenai, V. A. (1984); Vol. IX, I Edition, Sevak Pub.
14. Evaluation of Textile Chemicals - Shenai, V. A. and Mehra, R. H. (1984): Vol. VIII. Sevak Pub.
15. Technology of Dyening - Shenai, V. A. (1984); Vol. VI, Sevak Pub.
16. Technology of Dyening - Shenai, V. A. (1984); Vol. I, Edition III, Sevak Pub.
17. Chemistry of Dyes & Principles of Dyes - Shenai, V. A. (1987); Vol. III, Edition HI, Sevak Pub.
18. Textile Fibers - Shenai, V. A. (1990); Vol. I, Edition III, Sevak Pub.

SEMESTER–III

HSCM515 HOUSING FOR FAMILY LIVING & INTERIOR DESIGNING

Credit

4

1. Present housing condition in India

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

2. Factors affecting housing Social, Cultural, Demographic,

3. *Private* and Public housing

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

4. Housing Standards and Housing Legislation

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

5. Residential architectural design for various lifestyles.

6. Cost of housing design

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

7. Analysis of housing design

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

8. Essential Services

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

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

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

11. Factors to be considered while designing.

- a. Orientation**
- b. Grouping of user's area.**
- c. Circulation between and within user's area**
- d. Light and ventilation**
- e. Flexibility.**
- f. Privacy**
- g. Roominess (Spaciousness)**
- h. Services**
- i. Aesthetics.**
- j. Cost**

k. Basics of furniture design and types of furniture design.

12. Current trends in interior design.

13. Consideration of ergonomics in interior design.

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

14. Application of appropriate materials for various uses.

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

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

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

References:

1. Ambedkar, V.N. & Modak, N.V. (1971): Town & Country Planning & Housing Orient Longman.
2. Deshpande, R.S. (1974): Modern Ideals Homes for India, united Book Corporation..
3. Faulkner, S. (1979): Planning a House, holt, Richard & Willson.
4. George, D. (1981): how to be your own Electrician, Saence Still Book, Harper and Row.
5. Graham, L. (1982): Lighting your Home, Wills and Boons Ltd.
6. Rangwala, S.C. (1974): Town Planning: Charotar Book Stall, Anand
7. Publication of Housing Borads, NBO, ISI, Hucpo etc.
8. Chudley, R. (1985): Construction Tecnhnology, Vol. 1 to 5
9. Chaira, J.D. and Callendar, J.H. (1980): Time Saver Standards for Building types, McGraw Hill, New York.
10. Agan T., The House- Its Plan and Use.
11. Avas; Aantaric and bhyaaayojan Dr. Vina Gandotaraatal Uni. Granth Nirman B Hoard A 'bad.
12. Civil Engineering Drawing V.R. Pandya Atul Prkasan A 'bad.
13. Civil Engineering Drawing B.H. Shukal Popular Prkasan Surat.
14. Alexander, N.J. Mercoust Brace (1972): Designing Environment. Havanovich Inc.
15. Ball, Victoria K. 1655 (1980): Foundation of Arts Design, lakhari Book Depot, Bombay.
16. Bhatt, P.D., Goenka S. (1990): Foundation of Arts Design, Lakhari Book Depot, Bombay.
17. Butler Margaret G.E. Greaks Benyl S. (1980): Fabric Furnishing, E.T. Badsford Ltd., London.
18. Chudley, R. (1987): Construction Technology Vol. 1-21 - IBS Longman Ltd., New York.
19. G.V. Robert (1983): Rendering with Pen + Ink. Thames, Hudson, London
20. Gustafsan Karen and Yes Robert (1983): Corporate Design, Thomas and Hudson, London.
21. Grandheaneffiens (1978) : Ergonomics of the Home, Toylors and Fracis Ltd., London

SEMESTER-III

HSCM516

ADVANCED STUDY IN HUMAN DEVELOPMENT

Credit 4

1. Principal and Concept of Development

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

2. Prenatal Development

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

3. Infancy: (birth-2 years)

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

4. Early childhood (2-6 years)

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

5. Middle Childhood (7-11 years)

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

e. The experience of schooling-academic achievement.

6. Adolescence (11-18 years)

a. Transition from childhood to sexual maturity puberty and its consequences. Emotional changes.

b. Development of formal operations-Adolescent thought. Integration of the self-issues of identity.

c. Role of family, peers, community and ethnic groups.

d. Health, sexuality, mental health, delinquency and conformity.

References:

1. Rice, F.P. (1995). Human Development. New Jersey: Prentice Hall.
2. Berk, L.E. (1995). Child Development, London: Allyn & Hacon.
3. Cole, M. & Cole S. (1993). The development of children, (2nd ed.) New York: Scientific American Book Freeman & Co.
4. Dutt, S. (1998). Moral Values in Child Development, New Delhi.
5. Anmol Santock, J.W. & Yussen, S.R. (1988). Child Development: An introduction. Iowa: Wm. C. Brown Publishers.
6. Bee, H. (1997). The developing Child (VIII ed.) New York: Longman. Clarke-Stewart, A. & Friedman, S. (1987). Child Development: Infancy through adolescence. New York John Wiley.
7. Mussen, P. H.; Conger, J. J. Kagan, J. & Huston, A. C. (1996). Child Development and personality, New York: Harper & Row.

HSCM517

Practical

Credit4

1. Sample Dyeing by Synthetic and Natural Dyes.
2. Sample Printing on Silk, Cotton, Polyester and blends using dyes and pigments.
3. Soapmaking.
4. Stain removal for Cotton, silk, wool and synthetic fabric.
5. Dyeing and Printing of adult garment.
 - a. Casual Wear
 - b. Formal Wear
6. Floor Plan Evaluation
7. Drawing house plans for various income groups.
8. Study of housing conditions, building materials and Technology

SEMESER-IV

HSCM519

ENVIRONMENTMANAGEMENT

Credit4

1. Eco-system-Earth,manandEnvironment
 - a. Ecosystems oftheworld
 - b. Forestecology
 - c. Pathwaysinecosystem
 - d. Environmentimplicationsofenergyuse
 - e. Problemsofsustainabilityofecosystems
- 2 LandandWaterResourcesoftheEarth
 - a. Landresourcesoftheearth
 - b. Landuse
 - c. Waterresourceoftheearth
- 3 PollutionandEnvironmentwithreferencetoAir, Water,Soil,Noise
 - a. Sourcesofpollution
 - b. Effectsofpollution
 - c. Remediestocontrolpollution
4. EnvironmentandPublicHealth
 - a. Environmentpollutionandcommunitymean
 - b. Waterbornedisease
 - c. Airbornediseases
 - d. Chemicalinsecticidesanditsimpactionhealth
 - e. Toxicactionsofmetalsandbiologicalsubstances
5. WasteManagement
 - a. Typesofwaste
 - b. Methodofwastemanagement
 - c. Waterpollutionandtreatmentofwaste
 - d. Solidwastemanagement
 - e. Airpollutioncontroltechnology

References:-

1. Basu, R.N. (2000): Environment, University of Calcutta
2. Bhatia, H.S. (1998): A text book of Environment Pollution & control, New Delhi
3. Chauhan, I.S. and Chauhan A. (1988): Environmental Degradation: Socioeconomic Consequences, Rawat Publishers, Jaipur.
4. Chitkara, M.G. (1998): Encyclopedia of Ecology, Environment and Pollution, Vol. I to XIV: APH, New Delhi.
5. Goel, P.K. and Sharma, K.P. (1996): Environmental Guidelines and Standards in India, Jaipur; Techno-Science.
6. Gupta, Stunt and Gupta, Mukta (1997): Water and Basic Environmental Technology: Resource management and pollution Control, Anomol, New Delhi.
7. Jadhav, H.V. (1997): Energy and Environment: Himalaya Publishers, Mumbai.
8. Joshi, Y.G. and Verma, D.K. (1998): Social Environment for Sustainable Development: Rawat Publishers, Jaipur.
9. Karapagam, M. (1993): Environmental Economics: A Textbook, Sterling Publishers, New Delhi.
10. Katiyar, V./S. (1997): Environmental Concerns, Depleting Resources and Sustainable Development, Pointer Publishers Jaipur.
11. Pal, C. (1999): Environmental Pollution and Development: Environmental Law, Policy and Role of Judiciary, Mittal Publisher, New Delhi.
12. Diwan Paras and Diwan Parag (1998): Environment management, Law and Administration Reading and Cases; Vanity Books International, New Delhi.
13. Pawar, S.N. and Patil, R.B. (1998): Sociology of Environment, Rawat Publishers, Jaipur.
14. Ramanan, P. (1998): Society Environment and Engineering, New Delhi, New Age International
15. Ghanta R. and Rao, B.D. (1998) Environmental education Problems and Prospects, Discovery, New Delhi.
16. Saxena, M.M. (1998): Environment Analysis: Water, Soil and Air, Agro-Bisnic: Bikaner.
17. Trivedi, R. K. (1996) : Handbook of Environment Laws, Acts, Rules, Guidelines, Compliances and Standards: EnviroMedia, Karad.
18. Trivedi, R.K. and Arvind Kumar (1998): Eco-technology for Pollution Control and Environmental Management: EnviroMedia, Karad_

SEMESER-IV

HSCM520 COMMUNICATION TECHNIQUES IN EXTENSION EDUCATION

Credit 4

UNIT:1

- (A) Development of indicators: Preliminary exploration, developing logical framework, providing empirical contents and refinement of indicators.
- (B) Social Programme Evaluation: Evaluation strategies and methodologies, cost-benefit analysis and other measures of efficiency evaluation.

UNIT:2

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

UNIT:3

Developing Scales for Measuring Qualitative Traits: Social and Psychological scale preparation and use. Steps in scale preparation, reliability and validity testing, elimination of bias, item analysis, test-retest.

UNIT:4

Research Reporting Variations in research reports needs and styles of presentation of different types of organization. Format of research report – preliminary pages, text of the report, supplementary pages, general rules for writing and typing, evaluation of a report.

References

1. Corner, J. Communication Studies - In Introductory Reader.
2. Definers and Dennis (1994): Understanding Mass Communication.
3. Gupta S.S.: Cases in Advertising and Communication Management in India.
4. Harper and Row (1989): Main Currents in Mass Communication, Agee, A. 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.

SEMESTER IV

HSCM521 CARE OF CHILDREN WITH DISABILITIES AND ILLNESS Credit 4

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

References:-

1. Chand, I. (1997). *Climb every mountain*: HarperCollins Publishing India, New Delhi.
2. D. Mitchell & R. I. Brown (Eds.) *Early Intervention studies for young children with special needs* (pp. 19-14) London: Chapman and Hall.
3. Dalw, N. (1996). *Working with families of children with special needs*. London; Routledge.
4. Indira Gandhi National Open University (IGNOU), (1995). In Sen, R. S. (Ed.), *Children with special needs-I* (p. 17) DECE 3 Services and Programmes for Children, New Delhi : IGNOU school of Continuing Education.
5. Kaur, B. & Karanth, P. (1993). Education for young children with special needs. In T. S. Saraswathi & B. Kaur (Eds.), *Human Development and Family Studies in India: An Agenda for research and policy* (pp. 300-314). New Delhi: Sage.
6. Philip, M. & Duckworth, D. (1982). *Children with disabilities and their families: A review of research*, Windsor : NFER – Nelson.
7. Want, M. C. (1987-89). *Handbook of special Education: Research & Practice*. Vol. 3 Oxford: Pergamon..

SEMESTER-IV

HSCM522

DIETETICSANDCOMMUNITYNUTRITION

Credit4

1. Obtainingmedical&dietaryhistoryofpatients.
2. Nutritional support-TechniquesandFeedingsubstrates-tubefeeding, burnvenousfeeding.
3. Etiopathophysiology,metabolicandclinicalaberrations,complications,preventionand recent advances in the medical nutritionalmanagement of:
 - a. Weightimbalances
 - b. Cardiovasculardisorders
 - c. Diabetesmellitusandothermetabolicdisorders
 - d. Liverandgallbladder,Pancreaticdisorders
 - e. RenalDisorders
 - f. Cancer
 - g. InfectionAIDS
 - h. RespiratoryProblems
 - i. Deficiencydisorders
4. ConceptandScopeofcommunitynutrition.
5. NutritionalassessmentandmethodsofidentificationOfnutritionalProblem-
 - a. Anthropometric
 - b. BiochemicalAssessment
 - c. ClinicalMethod
 - d. DietaryMethod
6. Nutritioneducation-need,objectivesandimportance.Nutritioneducation Programme
formulation, implementation and evaluation.
7. Nutritionsurveillianceandmonitoring
8. NationalandInternationalagenciesworkingforcommunityhealth.

References:

1. Dave, Nulambari (2004). Nutrition and Diet Therapy, PEdition, Dr. Nilambari Dave. Head, Dept of Home Science, Saurashtra University. Rajkot.
2. Mahan, L. K. and Escott-stump S. (2000) :Krause's food nutrition and diet therapy, 10th Edition, W.B. Saunders* Lid.
4. Shills, M.E. Olson, J.A. Shilke, M. and Ross. A. C. (1999). Modern in Health and Disease, 9th Edition, Williams and Wilkins.
5. Escott-Stump, S. (1998): Nutrition and Diagnosis Related Care, 4th Edition, Williams and Wilkins.
6. Garrow, J.S./Jamws, W.P.T. and Ralph, A. (2000): Human Nutrition and Dietetics, 10th Edition, Churchill Livingstone.
7. Williams, S. R. (1993): Nutrition and Diet Therapy, 7th Edition. Times Mirror/Mosby College Publishing
8. Davis, J. and Sherer, K. (1994): Approval nutrient in pediatrics, Boston, little, Brown & Co.,
9. Walker, W.A. and Watkins, J.B. (Ed.) (MI5): Nitridon in Pediktrics, Boston, little, Brown & Co.
10. Guyton, A.C. Old Hall, J.E. (1999): Textbook of Medical Physiology, 9th Edition, W.B. Saunders Co.,
11. Ritchie, A.C. (1990): Boyd's textbook of Pathology, 9th Edition, Lea and Febiger, Philadelphia.
12. Fauci, S.A. et al. (1998): Harrisam's Principles of Internal Medicine, 14th Edition, McGraw Hill.

SEMESTER IV

HSCM523 Practical

Credit 4

1. Designing a visual composition-book cover or Folder with the help of computers.
2. Evaluation of advertising, a newspaper story, a radio Programme and a television broadcast.
3. Planning, development and evaluation of communication strategies and techniques for selected traditional print, electronic and outdoor media systems.
4. Preparation of project report of any community problem.
- 5 Planning and working with children and parents.
- 6 Case study of a child with disability and illness.
- 7 Case study of one organization cast for children with Blindness, Deaf and Dumb and mentally recorded with practical reference to its physical and social envelopment.
- 8 Study of Govt. Schemes and policies for Disable children.
9. Market survey of commercial nutritional supplements and nutritional support substrates.
- 10 Preparation of diet counseling aids for Common disorders.
- 11 Planning and preparation of diets for patients with common multiple disorders and complications and discharged diet plans.
- 12 Nutritional assessment of vulnerable groups.

