Objectives
To enable students:
- To understand socio-economic structure, organization and problems of rural and urban areas.
- To gain insight into policies of development and their impact.
- To be aware of policies of Urbanization and globalization and their impact.

Unit - I
Indian Economy - Structure and Organization Rural, Urban and Tribal Areas
- Land owner, occupational hierarchy and dependence on agriculture.
- Caste, class and institutions.

Unit - II
Socio-economic Structure.
- Poverty, inequality, unemployment and stagnation.
- Impact of industrialization on urban life.
- Socio-economic aspects of metropolitan life.
- Problems of urbanization.

Unit - III
Socio-Economic Changes since Independence
- Economic planning and achievement.
- Growth vs development, develop-per indexes.
- Rural development - concept, objectives, importance and historical overview.
- New economic policies and their impact.

Unit - IV
Employment Scenario and Policies
- Cottage and small-scale industries.
- New economic policies and their impact.
- Co-operatives - philosophy, objectives, types and progress.
Astralia and Agriculture Sector

- Industrial development and diversification.
- Industrial policies, their importance, and new industrial policies.
- Indian agriculture characteristics, reasons for low agriculture, improvement in price and credit policies.
- National agriculture policies.

References:


8. Gulati A: Indian agriculture and Open Economy.


Journals:

1. Economic and Political Weekly.


References:

1. Ward, JI: EXPERIMENTAL DESIGN IN PSYCHOLICAL RESEARCH


3. Kerlinger, FOUNDATION OF EDUCATIONAL RESEARCH

4. Iqbal Gla, G L. 1990: RESEARCH METHODS AND MEASUREMENTS L- neU; VIJU, AND SOCIAL SCIENCE. AGRICOLE PUBLISHING ACADEMY, NEW DELHI.
5. SHANDARKAR, P L., AND MLKINSON, T S., 2000: METHODOLOGY AND TECHNIQUES OF SOCIAL RESEARCH, HIMA-LA YAJI, MUMBAI
7. MT-IRKERJEE, R N, 2000: SOCIAL RESEARCH AND STATISTICS, VTB: PUBLISHERS, NEW DELHI
8. KOTHARI, CR., 1997: RESEARCH METHODOLOGY - METHODS AND TECHNIQUES, WISHWA PRAKASHAN, NEW DELHI
9. GAGGAR, P R., 1997: STATISTICS, RESEARCH PUBLICATION, NEW DELHI
10. NEGL K S., BIOSTATISTICS, A IT B S PUBLISHERS
11. MAHARAJ, B K., METHODS IN BIOSTATISTICS, JA YPPEE PUBLISHERS, NEW DELHI
Department of Higher Education, Govt. of M.P.
Semester wise syllabus for Postgraduates
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M.Sc. Home Sc.
Extension and Communication
Semester- III
Paper-II
Program Design and Evaluation

Objectives:

To enable students-
1. To understand the process of programmed planning.
2. To develop ability in planning extension programmed.
3. To be aware of the overall goals designing programmed.

Unit - I
Concept of programme planning-
1. Meaning and importance of programmed planning in extension.
2. Purpose of programmed planning.
4. Programmed development cycle.

Unit-II
Essentials for programmed planning-
2. Agencies responsible for programmed planning in extension.
3. Abilities needed by planner.
4. Programmed projection, difference between programmer projection and programmer planning.

Unit - III
Plan of work-
1. Developing plan of work-Concept and importance.
2. Format of plan of work.
3. Elements of the plan of work.
4. Pre-Requisites for developing plan.
5. Guideline for developing plan of work.
6. Criteria for judging the plan of work.
Unit - IV
Programme implementation -
• Execute programmed.
• factors responsible for the successful conduct of a programme.
• Role of official & non Official in programmed implementation. Co-ordination in different services in programmed implementation.

Unit - V
Evaluation of programme -
• Meaning, purpose and importance of evaluation.
• Types and phases of evaluation.
• Tools and devices for evaluation - Observation sheet, interview
• Schedule, check list, knowledge test, rating scale, attitude scale.
• Steps of an evaluation study.
• Obstacles in programme evaluation.
• Methods of evaluation - Co-response spot visit, meeting.

Practical work :-

1. Assessing needs and problems of a target group in community (Rural & slum).
2. Studying the role of functionaries in planning programme.
3. Selection of a problem of the rural community and development of a plan of action
4. Evaluation of a development programme
5. Visit to block and district social welfare department to understand on going
6. programme.

Reference Books:-
Chaubey B.K. - A hand book of Extension Education, jyoti-Prakash -n, Allahabad
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M.Sc. Home Sc.
Extension and Communication
Semester- III
Paper-III
Social Advertising and marketing

M.M. 50

Objectives
- To make the student aware of different market organizations in our country.
- To understand market functioning and distribution system in our country.
- To understand the process of social marketing and social advertising.
- To cable the students to COM save with commercial and marketing a produces.
- To understand the theory of marketing and approaches of social marketing.
- To understand the role of advertising is sale promotion.

Unit I

Advertising:-
1. Definition & Meaning of advertising
2. Nature and role of advertising
3. Objective of advertising
4. Characteristics of advertising
5. Social Advertising - need and scope and approaches.
6. Ethics of advertising
7. Advertising Agencies.
8. Legislation

Unit II

(1) Classification of Advertising
a) Product Advertising
b) Institutional Advertising
c) Primary demand Advertising
d) Selective
e) Comparative
(II)
  a) Press media
  b) Direct Mail
  c) Out door media
  d) E advertising

(III)
  a) Shortage
  b) Co-operative
  c) Commercial
  d) Non-commercial
  e) Direct Action Advertising

(2) Nature Of Advertising.

Unit III
(1) Significance or (Importance) Advertising
   a. Benefit to Manufacturey.s
   b. Benefits to wholesalers and Retailers
   c. Benefit to Consumer
   d. Benefit to Salesmen
   e. Benefit to community (society)

(2) limitation of Advertising
(3) Criticism of Advertisement

Unit IV
Marketing:-
  1. Meaning and Nature of marketing
  2. Importance and Scope of Marketing
  3. Concept of Marketing Benefit, Evaluations
  4. Classifications Marketing
     i) Functions of exchange -
     ii) Function of Physical supply
     iii) Facilitating functions
  4 Modern Marketing -Concept, Approaches Evolution.
  5 Marketing Mix- Elements of Marketing Mix.
  6 Marketing Variable, and Determining marketing mix, Market Segmentation.

Unit V
  1. Social Marketing Meaning definitions importance concept and approaches
  2. Understanding social marketing 3p, 4p, 5p models in terms of social marketing and advertising commercial marketing Meaning
  3. Similarities and difference between social and commercial marketing.
  4. Marketing Research procedure method and teachings of marketing research. 5.
    Consumer Behaviour:
       a. Need, Significance and determinants.
       b. Consumer Decision Behaviour, Buying decision process.
       c. Consumer Education
d. Consumer Protection.

REFERENCE:


Practicals III Semester M.M. 50
1) Collect samples of social and commercial advertisement across different media and study the differences and similarities in terms of strategy appeal, content, presentation treatment and media.
2) Study the trends in social advertising on different mass media-Print, T.V., Radio, Video in terms of issues covered repeat value, content presentation target group advisories etc.
3) Preparation of visual Non projected materials:
   a) Booklets
   b) Pamphlet/leaflets
   c) Invitations
   d) Posters
   e) Manuals
1) Cover pages for text and other books.
4) Design and advertising material by using computer
5) Visit to premier Institution.

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M.Sc. Home Sc.
Extension and Communication
Semester- III
Paper-IV
ENTREPRENEURSHIP MANAGEMENT

UNIT – I - CONCEPTUAL FRAMEWORK
Function of Entrepreneurship. Types of Entrepreneurship.
(a) Concept need and process in Entrepreneurship development.
(b) Growth of function of Entrepreneurship in India.

UNIT – II - ECONOMIC DEVELOPMENT
(a) Role of V in Economic Development.
(b) Characteristics of an Entrepreneurship factors affecting
Entrepreneurship.
(c) Entrepreneurship mobility.

UNIT – III – THE ENTREPRENEUR
(a) Entrepreneurial motivation – dynamics of motivation.
(b) Entrepreneurial competency – concepts.
(e) Entrepreneurship social & Psychological context.

UNIT – IV – LAUNCHING AND ORGANISING AN ENTERPRISE
(a) Environment scanning – information, sources, schemes of assistance: problems.
(b) Govt. policy for Enterprises.

UNIT – V – ENTERPRISES & GROWTH STRATEGIES
(a) Enterprise selection, market assessment, enterprise feasibility study.
(b) Accounting for enterprise.
(c) Performance appraisal and assessment.