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Department of Higher Education, Govt. of M.P.

Semester wise Syllabus Single Paper System for Postgraduate As Recommended by Central Board of Studies and Approved by HE

FOR COLLEGE ONLY

the Governor of M.P.  
2014 - 2015  
M.Sc. Home Sc.

Extension and Communication

Semester -II

Paper -I

EXTENSION MANAGEMENT

Objective:-

To enable student-

To understand the concept and process of management realize the impoliance of

management for achieving organizational goals.

Apply the principals of management to the management of extension organization/services.

Contents:-

Unit-1

Concept of extension management-

Definition, nature & need of extension management.

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Step of extension management process.

**Planning-** Meaning, types of plan, elements of planning, process of planning.

Decision making and forecasting.

### Unit-II

#### Organization on-

Meaning, importance and principles of organization.

Meaning and forms of Organizational structure.

**dedication of authority** – Meaning and Principles.

**Authority and responsibility-** Centralization and decentralization . Co-ordination- Meaning and objectives.

**Staffing** – Management and selection.

**Training** . Meaning and types.

**appraisal-** Meaning and methods

### Unit-III

#### Directing & controlling-

**Directing-** Meaning and importance.

**Motivation:** Meaning, importance and techniques **Communication** – importance, types and

barriers.

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Leadership- <sup>importance theories & style, Quality of Good</sup> Meaning, Objectives, technique and principles control. <sup>Leades</sup>

Unit-IV

Evaluation-

Meaning, purpose and types of evaluation.

Steps in Evaluation.

Tools of Evaluation.

Recruitment of workers.

classification of position.

Unit-V

Efficiency of worker

Methods for improvement

- A. Orientation
- B. Training
- C. Stimulus and incentives.
- D. Supervision and guidance.
- E. Qualities of a good extension worker
- F. Role of extension worker.

Reference book:-

Harpalani B.D. - Extension Education, apna ghar Nagina Road  
Dhampur

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Dahama, O.P. and bhatnagar- Education and Communication for development

Sharma D.K. - Krishi Prasar, V.K. Prakashan, Badot.

Koontz O' Dnell - Management

Sudha G.S. - General Management

Chaudan J.S.- Concept and Strategies of Management, Vikas Pub. House, New Delhi.

Prasad M.L.- Principles and Practice of management, Sultan chand & Sons, New Delhi.

Ramasajilly T. - Principles of management, Himalaya pub. House, Mumbai.

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