Department of Higher Education, Govt. of M.P.
Semester wise syllabus for Postgraduates
As recommended by Central Board of Studies and
Approved by HE the Governor of M.P.
M.Sc. Home Sc.
Extension and Communication 2015 - 2016
Semester - III
Paper - I
INDIAN SOCIO-ECONOMIC ENVIRONMENT

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 was development, developer 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.

Unit-V
Industrial 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.

Reference:
1. Ahikjwalia
   MS (2000): India's economic reforms and development, oxford university press.
8. Gulati A: Indian agriculture and Open Economy.

Journals:
Department of Higher Education, Govt. of M.P.
Semester wise syllabus for Postgraduates
As recommended by Central board of Studies and
Approved by HIE the Governor of M.P.
M.Sc. Home Sc.
Extension and Communication
Semester- III
Paper-IV
Program Design and Evaluation

Objectives:

To enable students:

- To understand the process of programmed planning.
- To develop ability in planning extension i.e. programmed.
- To be aware of the overall goals designing programmed.

Unit-I
Concept of programme planning:

- Meaning and importance of programmed planning in extension.
- Purpose of programmed planning.
- Principle of programmed planning.
- Programmed development cycle.

Unit-II
Essentials for programmed planning:

- Components of programmed planning. Characteristics of a good programmed.
- Agencies responsible for programmed planning in extension.
- Abilities needed by planner.
- Programmed projection, difference between programmer projection and programmer planning.
Unit -III
Plan of work-
• Developing plan of work-Concept and importance.
• Format of plan of work.
• Elements of the plan of work.
• Pre-Requisites for 'developing plan.
• Guideline for developing plan of Work.
• '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. Coordination 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: -

Marks- 100

1. Assessing needs and problems of a target group in community (Rural &slam).
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 ongoing.
6. programme.

Reference Books:-
Choubey,B.K. -A hand book of Extension Educationjyoti-Prakash-n, Allahabad
Department of Higher Education, Govt. of M.P.  
Semester wise syllabus for Postgraduates  
As recommended by Central board of Studies and  
Approved by HE the Governor of M.P.  
M.Sc. Home Sc.  
Extension and Communication  
Semester-III  
Paper-III  
Program Design and Evaluation  

Social Advertising & Marketing  

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 in sale promotion.  

Unit I  
Advertising :-  
1. Definition & Meaning of advertising  
2. Nature and role of advertising  
3. objective of advertising  
4. Characters of advertising  
5. Social Advertising - need and scope and approaches.  
6. Ethic 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) Outdoor 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 Manufacturers
   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
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
OBJECTIVES.

- To be able to appreciate and understand importance of writing scientifically.
- To develop competence in writing and abstracting skills. b. write either a draft research proposal or a chapter of dissertation.

COMTENITS

UNIT 1

1. **Scientific writing as a means of communication.**
   - different forms of Scientific writing.
     - Articles in journals, Research notes Monographs,
     - bibliographies.

2. **How to formulate outlines**
   - The reasons for preparing outlines.
   - As a guide for plan of writing.
   - As skeleton for the manuscript.
   - Kinds of outline
     - Topic outlines
     - Conceptual outline
     - Sentence outline, Combination of topic and sentence outlines.
UNIT- II

3. Drafting titles, sub title, tables, Illustrations.
   - Tables as systematic means of presenting data in rows and luiced way of indicating relationships and results.
   - FormattipojaPles, tiltic, body stab, stab coulum, column head, spanner head
   - Box, Head
   - Appendices: Use and guidelines.

UNIT III

4. The writing process Getting started.

Use outline as a starting device.

Drafting

Reflicitirig, Re-recording,

Checking Organization.

Checking headings

Checking content

Checking clarity

Checking grammar

Brevity, and precision in writing Drafting and re-drafting based on critical evaluation,

UNIT IV

5. Parts of dissertation /research report /article

- Introduction
- Review of Literature
- Method.
Results and discussion
Ask questions related to content, continuity, Clarity, validity, internal consistency and objectively during writing each of the above parts.

UNIT-V
Clearly state the question to be addressed
Rationale and importance of the question being addressed
Empirical and theoretical conceptualization
Presenting pilot study / data
Research proposal and time frame
Clarity, specificity of method
Clear organization
Outcome of study and its implications
Budgeting
Available infra structure and resources
Executive summary.

References: