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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-I 20/3-15
~~20/3-15~~
Paper-I
Extension Education System

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Objectives:-

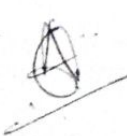

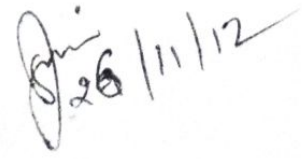
- To enable students -
- To understand the meaning concept of extension education
- To get acquainted with the trends in extension approaches.
- To understand the support system development for extension education.

Content and Extension education-

1. Aims, philosophy, objectives, functions and components of Extension Education.
2. Process and principles of learning in extension education.

Unit 1:-

- 1.1. History of Extension Education
- 1.2. Role of Extension Education.
- 1.3. Role of Extension Education in development.



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M.Sc. Home Sc.
Extension and Communication
Semester-I
Paper-II
Development Communication

M.M. 50

Objectives:

Students may able to understand:

Concept of communication and its relevance to fastening development.

Skills and knowledge about the relevance, potential and use of various

media in development communication.

Emphasis: On design of communication strategy involved in development communication.

Unit -I

Communication

Definition and process of communication

Communication and Media.

Use and use of communication process in media.

Various types of media for communication.

Intra and interpersonal communication.

Communication and society personal vis social communication.

Communication Models of mass.

Development

Definition, basic concept, nature, elevation, significance, function and disfunction of development.

Dimensions of development.

Indicator of development: HDI (Human development Indicator)

Gender empowerment, measurement of HPI (Human Poverty Index), GDI (Growth Development Index)

Models of development-

a) -Economic growth model.

b) -Social equity model

c) -Participatory model

Media and development.

Directions in development.

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Semester wise syllabus for Postgraduates
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M.Sc. Home Sc.
Extension and Communication
Semester-I
Paper-III
Community Health Management

M.M.50

Objectives:-

- To Understand the concept of health & health indices popularly used.
- To realize the health problems of the community and the scientific intervention.
- To know the supportive services and programme for community & health management.
- To get sensitized to management information system in health.

Unit-I

(A) Concept of Health and Health care

Concept of health and positive health, definitions of health. Health, disease continuum, factor affecting health, health as a human right. Concept of community health and global health, health for all. Primary health care, definitions, principles, components, comprehensive health care, levels of prevention, , concept of reproductive health-ICPD declaration.

(B) Health and Development Indices

Health indices and related indices in community health, fertility indicators, vital statistics mortality, morbidity indicators, demographic indicators-sex ratio, indicators for social and mental health, Human Development Index, Disability Adjusted Life years (DALY) Reproductive Health index.

Unit-II

(A) Assessment of Nutritional Status

1. Nutritional assessment as a tool for in improving the quality of life of various segments of the population including hospitalized patients.

2. Current methodologies of assessment of nutritional status. Their interpretation and comparative application of the following:

- -food consumption
- -Anthropometry
- -Rapid assessment & PRA

3. Nutritional surveillance -basic concepts used and setting up of surveillance systems.

4. Monitoring & Evaluation

(B) Health needs of special groups-

Women, Infants, Children, Health of adolescents, geriatric health needs and problems, tribal population urban and rural poor, Migrant & refuge populations, Major Health problems in

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Communicable and non-communicable disease. Population problems and its impact, issues of malnutrition, reproductive health problems.

III

Health Care Services- Health administrative set-up, peripheral, state, national- urban & Role of NGOs, National Health Programmes.
Survival and safe motherhood reproductive and child health programme.

Regional and International health agencies.

sectoral co-ordination in health and development.
Information, education, communication.

IV

Management Information System in Health

Basic epidemiology, health screening, health regulations and act, health legislations international health regulations.
Census, sample registration system, national family health surveys.
Evaluation of health services, health system research.

Planning an Adaption, Principles of adaptability Audience Response & Cost of Malnutrition, Cost of Malnutrition, cost effectiveness, affordability and measuring benefits.

Community

Definition concept and characteristics of a community.
Structure and organization of different types of communities tribal, and urban: nature and interrelationship of socio-economic and influences in different communities.
Norms, Mores and customs of different communities.

Groups and organizations

Concept, types, characteristics of different social group, interests, attitudes and motivations for affiliation.
Dynamics of social group interactions in different types of communities-family and friendship groups, class and class based groups, interest groups and associations.

R.P. (1993), Primary Health care Vol-I-3 Gandhigram Institute of Rural Health and family welfare trust Ambathurai.

(2000) Textbook of Preventive & Social Medicine Mis Bansrsidas Bhanot: J

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M.Sc. Home Sc.
Extension and Communication
Semester-I
Paper-IV
Research Methods and Statistics

M.M.50

OBJECTIVES:

To understand the significance of statistics and research methods in home Science

To understand the types, tools and the methods of research and develop the ability to

select the data gathering instruments appropriate to the Research design,

To understand and apply the appropriate statistical teaching for the measurement and

— 1

Meaning of research: meaning objectives and significance of research.

Scientific methods, scientific approach.

Statistics and research in home Science discipline.

Types of Research: Historical, descriptive, experimental, case study, Social research
Evaluation research.

— 2

Formulation and identification of a research problem.

Justification, justification and limitation of research problem

Hypotheses - meaning nature, characteristic, types and function of hypothesis

Variables: meaning, nature, type and selection of variables.

— 3

Sampling methods -

Population and sample

Probability and semi probability sampling - simple random, systematic random sampling,

Multi stage and multi stage sampling, cluster sampling.

Non probability sampling: purposive, quota and volunteer sampling

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M.Sc. Home Sc.
Extension and Communication
Semester-II 2013-15
Paper-I
Extension Management

M.M. 50

Objectives:-

1. To enable students -
2. To understand the concept and process of management realize the importance of management for achieving organizational goals.
3. Apply the principle of management to the management of extension organization / services.

Unit -I

Concept of extension management-

- Definition, nature & need of extension management.
- Steps of extension management process.
- planning-Meaning, types of plan, elements of planning, process of planning.
- Decision making and forecasting.

Unit -II

Organization

- Meaning, importance and principles of organization.
- Meaning and forms of organizational structure.
- Delegation of authority-Meaning and principles.
- Authority and responsibility-Centralization and decentralization,
- Co-ordination- Meaning and objectives.
- Staffing-Meaning and selection.
- Training-Meaning and types.
- Performance 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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Extension and Communication
Semester-II

Paper II-COMMUNICATION TECHNIQUES IN EXTENTION
(COMPUTER GRAPHIC DESIGNING)

M.M. 50

Objectives:

1. To impart knowledge and understanding of various communication systems through computer.
2. To impart skill in preparation of various Computer Aided Media messages.
3. To understand the concept of communication and its relevance to multimedia.
4. To impart knowledge about the processes involved in communication with special emphasis on computer graphic designing.
5. To develop computerized material for different media-newspapers, T.V. websites etc.

UNIT -I

1. Introduction to Basics of Computers.

- (a) Components of computer.
- (b) Memory and storage devices.
- (c) Creation of new document, saving and formatting & editing.
- (d) Creation of pictures, adding picture to document, clipart, word art.

2. Introduction to MS Power point.

- (a) Creating presentation, adding slide to presentation.
- (b) Using clipart, word art and graphic in slide.
- (c) Adding transitions and animation effects, setting time for slide show and preparing hand outs.

UNIT -II

1. Introduction to Multimedia

- (a) Concept, application & Advantages of Multimedia in Business, school, home, Public places, Virtual Reality.
- (b) Multimedia Building Blocks: Text, Sound Images, Animation, Video
- (c) Multimedia and internet, E-mail, Home Page, Websites.

2. Introduction to CD ROM

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11. Visits to computer institutions.

References:

1. Multimedia Course A to Z by Hemant Kumar & Anurag Goyal.
2. Multimedia (Illustrated) by Singh and Singh.
3. Computer Graphics by Pokony
4. Introduction of Computer by Krishasnmurthy
5. Fundamentals of computer P .K. Sinha
6. Computer Application by P. Mohan
7. Computer System Today by Basandra.

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Unit-III

(A) Environment and Public Health

- Environment/Pollution and community health.
- Air borne diseases..
- Chemical insecticides and its impact on health.
- Toxic action of metals and biological substances.

(B) Land and Water Resources of the Earth

- Land resources of the earth
- Water resources of the earth
- Factors affecting changes in ecosystem and environment (Socio-Economic, Cultural & Geographic) .
- Water borne diseases.

Unit - IV

(A) Waste Management.

- Types of waste
- Methods of waste management
- Water pollution and treatment of waste.
- Solid Waste Management.

(B). Environment Control .

- Environmental legislations
- Environment policies.
- Human rights issues relating to environment.
- Environmental ethics
- Women & environment.
- Role of local municipal authority, government and non-governmental agencies in promoting better health environment.

Unit-V

(A) Dynamics of change in community

- Social Organisations-family, schools, co-operatives and other organizations and their role in community
- Religion, socio-political ideologies, imperialism, mass media and communication.
- Globalization and their impact on community.
- People's participation, concept, types and barriers to participation in bringing about social change, based on analysis of participation for development.

References :-

1. Amit Khanna De (1998): Sustainable Development and Environment: Vol. 1 Casmo Publishers, New Delhi.
2. Basu, R.N. (2000): Environment, University of Calcutta. ~
3. Bhatia, H.S. (1998): A textbook on Environment Pollution & Control, New Delhi.

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M.Sc. Home Sc.
Extension and Communication
Semester-II
PAPER-IV
STATISTICS & COMPUTER APPLICATION

Marks : 50

OBJECTIVES

- To understand the role of statistics and computer applications in research.
- To apply statistical techniques to research data for analysing and interpreting data meaningfully.

Note : Special instructions should be send to paper setter to set one theoretical question and its option should numerical question.

UNIT-I

- Classification and tabulation of data.
- Graphic presentation, Frequency distribution, Histogram, frequency, polygons, Ogive
- Average of position in individual, discrete and continuous series.

UNIT-II

- Normal distribution - Characteristics, deviation from normality -
- Measures of variability - range quartile deviation, Mean Deviation, Standard Deviation or SD.

UNIT-III

- Testing of hypothesis, Type I and Type II errors.
- Non parametric Methods Chi-square test, Application of student T test for Small samples. Difference in proportion for means and difference in means - Critical ratio.





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Reference:

- Garrett, Henry E. (1971) Statistics in Psychology and education, David Heley and Co.
- Edwards : Experimental Design in Psychological research
- Kerlinger: Foundation of Educational Research.
- SPSS/PC for the IBM PC/Xt. SPSS Inc.
- Goyal Mathematics statistics.
- Levin Statistics for Management.
- Yule An Introductory to the theory of statistics.
- Moud Introduction to the theory of statistics,
- Freund Mathematical statistics.
- Nag Mathematical statistics.
- Patri Statistical Methods.
- Choundan Statistics for Business and Economics
- Singh Principal of Statistics.
- Thamligom research methodology,
- Kothari research methodology.
- Agrawal Basic Statistics.
- Sankhyaki ke mule sidhant (Hind) Or. H.K. Kapil.
Sankhakiya vidhiya wayvhar park vigyano mai by Dr. S.P Gupta.
Fundamental of research Keriliger
- Anusandhan Vidhiya By Parasnath.

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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. AhkJwalia

, MS (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 urbanization. Institute of Economic GrafJih. Delhi University,

4. Bur.ara JF. Patterns of Social Life in Metropolitan Areas.

5. Das Ram: Socio-economic Transformation of Ivllilions Through Rural Development. 2191 Century pubtishers, Meerut.

6. Desai Vasant (1988): Rural Development, Himalayan Pubushing House, Bombay.

7. Dreze J and Sen.AJ((1995). In~i~,economic Developing and Soci;tf Opportunity. Oxford Unive~ityPress.

8. Gulati A: Indian agriculture and Open Economy.

9. Hussain N: TliballIndia Today, Harman Pu~shing House.

10. Krishna KL: Industrial Groolth and Diversification. M 8 Nanavati and Anjna, JJ: Indian Politics.

11. SenAK: GrollJth Economics.

12. SinghAK: Tribal Development in India. Amar Prakashan Delli.

Journals:

1. Economic and Political Weekly.

2. Rural Development Journal.

3. Kurkshetra, PubUcation of Development, Govt of India, Nelt Delhi.

REFERENCES

1. WARD: JI~XPERIMENTAI DESIGN IN PY(HOLOGIG'AI, RESEAR(U

2. GARRETT HENRY E., 1971 : STATISTICS IN PSYCHOLOCY ,AND I'DITC'ATION, DA""JD HALEY & Co.

3. KERJ...INGER; }'OUNDATION Off' EDUCATIONAL RESEARCH t

4. IUJATHI.GAR, G L., 1990; RESEARCH METHODS AND MEASUREMENTS L~ nJI:U;VIOURAI, AND SOCIAL SC'IENCE. AGRI-COLE PUBLISHING ACADEMY, NEW DELHI I

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M.Sc. Home Sc.
Extension and Communication
Semester- III
Paper-II
Program Design and Evaluation

Objectives: -

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To enable students-

- To understand the process of programmed planning.
- To develop ability in planning extension 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.

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M.Sc. Home Sc.
Extension and Communication
Semester- III
Paper-III
Social Advertising and marketing

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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. Characters of advertising
5. Social Advellising -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

d. Consumer Protection.

REFERENCE:

1. Neural emu (1994) Development communication Harvarl publications.
2. Neelameghar, S (1988) marketing in India. Cases and readings, Vikas publishing house Pvt .Ltd. New Delhi.
3. Barger A.A. (1991) script writing for Radio and Television, Sage publication.
4. Mehta Subhash e (1980) Marketing envirc:ment concepts and cases, Tata Megraw hill publishing co. ltd. New Delhi.
5. Lapinsking Mania Kunjhat willie kim (1998) Health and communication campaigns, Greenwood press, Green wood publication group.
6. Kotlar Philip and Roberto eEduando (1989) social marketing Strategy for ..changing public behaviour the free press Macmil'an Inc. New yourk.
7. Bhasin K. and Aggrwal B. (1984) women Development and Media New Delhi.
8. Golbberg, M (1997) social marketing theoretical and practical perspective, Lawrence Erratum Associates London.
9. Yadav, I.S. and Mohnot Abhilasha (1993) Advertising and social Responsibility: Vol. I content analysis Dept. of communication search, II mc New Delhi.

- Ontakki C.N. (1992) Marketing management, Kalyani Publisheres, Rajender Nagar Ludhiana.
- Gupta C.b & Wair N. Rajan (1996) Marketing Management, sultan chand & sons 23 Daryaganj New Delhi.
12. Saxena S. C. Principles & Practice of Management Sahitya Bhawan : Agra.
 13. Sharma R.K. & Gupta K. Shashi. (2000) Business organization, Kalyani Publishers 8-1/1292, Rajinder Nagar Ludhiana.
 14. Verma K: C. (2001) S. K. Dutta, Associated publishing co. 8798/7, Rani Jhansi Road post Box No. 2679 Karol Bagh New Delhi.

Practicals III Semester

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- 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 adversity etc.
- 3) Preparation of visual Non projected materials.

- a) Booklets
- b) Pamphlet/leaflets
- c) Invitations
- d) Posters
- e) Manuals

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Department of Higher Education Govt. of M.P.
Semester Wise Syllabus for Undergraduates
As Recommended by Central Board of Studies and
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✓ Extension communication
RESOURCE MANAGEMENT

M.Sc. - IIIRD SEMESTER ✓
COURSE - ~~XII~~ IV Paper

✓ SCIENTIFIC WRITING & COMMUNICATION TECHNOLOGY
2014-15

100
Marks 150

OBJECTIVES

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

CONTENTS

UNIT - I

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.

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UNIT - II

3. Drafting titles, sub title, tables, illustrations.

- Tables as systematic means of presenting data in rows and lucid way of indicating relationships and results.
- Formatting tables, title, body stab, stab column, 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

Reflecting, 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

- परिचय

- साहित्य

- methodology

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behavioral sciences Neu York . John Whey & Sons. 7 Richardson L.
Writing strategies . Reaching Diverse Audience , Ca'lifornia: Sage.

PRACTICAL :

Total Marks : 50

OBJECTIVES

- To develop understanding regarding the vital aspects of communication and behaviors Audio and Visual Media and their use.
- The develop understanding regarding the new communication technologies and their use.
- To develop skills in developing using different c communication technology for Various presentations.

CONTENTS :-

1. Concept for communication, scope fo communication, communication process. Approaches of communication.
2. Different media their characteristics and use.
3. Use of Video projector slide/Filmstrip projector computers.
4. Introduction to new communication technology.
 - Satellite distribution Broadcast networking.
 - Developing close circuit television package on (ccTV) Topics
 - Incorporating the use of video films in presentations i.e. the selected clippings.
 - Silde : making use of slides with Audio Commentaries for presentations.
 - Development and use of tranpirancies.
 - Digital method of Communication technologies.
 - Computer graphic design.
5. Preparation of graphics for research reports/se.ninars/other Presentations.
6. Designing - Leaflets / pamphlets / Booldets / Vover pages / Posters.
7. Presentations using power point.

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Semester wise syllabus for Postgraduates
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M.Sc. Home Sc.
Extension and Communication
Semester- IV
Paper-I
Women. And Gender development

Objectives

To enable studiers:

- To understand the concept, need, relevance and dimensions of gender empanelment.
- .To get sensitized to gender disparities! Imbalances and problems of women.
- .To understand the efforts a different levels for ferment of women.
- .To non the support system in the country for women development

Contents

Unit 1 Gender Development

- .Concept of gender, gender role and structure.
- .Gender development index.
- . Changing trends.

.unit-2 Status of women.

- .Status- situational analysis.
- .Education, employment, health , political changing scenario.
- .Portrayal of women in mass media.

Unit - 3

Violence against women.

Dowry, favored, female foticide and infanticide.

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- .Domestic violence, sexual harassment and exploitation.
- .Efforts for elimination of all forms of discrimination.

Unit - 4 Women Empowerment

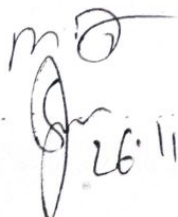
- .Economic, Empowerment poverty eradication, micro-credit, self help groups.
- .Women in agriculture and industry.
- .Social empowerment- education, nutrition, drinking water, housing, sanitation and environment.
- .legal empowerment- legal literacy, family law and family control and legal centers.
- .Political empowerment role of panchayats.

Unit - 5 Policies And Programs For women And Gender Development

- .National policies for empowerment of women.
- .perspective, mainstream.
- .Support system- role and functions of women and child development department.
- .Central and State Social Welfare Boards.
- .National commission for women and women Development Corporation.

References:

1. Black M (1933): Girls and women, A UNICEF Development Priority, UNICEF New York.
- Country Report (1986): Department of woman and child development. Government of India; New Delhi.
- Desai N (1986). Indian Women-Challenge and Change to International Women's Decade.
- Laxmi Devi (1998), Women and Development. Institute for Sustainable and Anmol Publications Pvt Ltd; New Delhi.
- National Perspective Plan for women (1983): Department of Women and Child Development, New Delhi.
- Sahay S (1998): women and Empowerment: Approaches and Strategies. Discovery Publishing House, New Delhi.
- Sharma (ed) Women's Development Problems and Prospects. APH Publishing Corporation, New Delhi.
- Sharma OC (1994). Crime against Women. Sterling Publishers Pvt. Ltd. New Delhi.
- Sibama M (1995). women, Tradition, Culture. Shishu Publishing House, New Delhi.
- Yadav CP (2000). Empowerment of Women. Vol I & II Laxmi Shikshan Sansthan and Anmol Publications Pvt Ltd, New Delhi.


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Unit-III

Training Design.

- Pre-course, planning of training course.
- Job responsibilities of course director.
- Organizing the training programme.
- Factors affecting on successful implementation of training programme.

Unit-IV

Training methods and trainer.

- Importance, uses and limitations of different training methods, case study, role play, group discussion. Buzz, lecture, demonstration. work experience, field visit, etc.
- Selection of suitable training method.
- Training aid-types, uses and limitations.
- Role & competencies of a trainer.
- Responsibilities of a trainer.

Unit-V

Training Evaluation.

- Meaning and purpose of evaluation.
- Elements of evaluation.
- Types of evaluation -pre course & post course evaluation.
- Evaluation process, methods and techniques.
- Area of evaluation.
- Framework for evaluating training programme.

Practical work.

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1. Designing training programmes for developmental goals (any two).
2. Prepare two training aids
3. Prepare two lesson plans for a training programme (2 different training methods).
4. Evaluate training programme conducted by any training institution

Reference Books :-

Berger M.L. and Berger P. J. -Group Training Technologies, Lowe and bryalone Pvt.Ltd. Haver Hill Britain.

Bhatnagar O.P. -Evaluation Methodology for Training theory and practical, Oxford and IBH Pub. Comp., New Delhi.

Easter By Smith Mark -Evaluation Management, Training and Development, growers "Pub. Comp.England.

W. :-

Hackett P. -Introduction to Training, university Press, Hyderabad.

Lyton R. and Pareek U. -training for Development, Vi star Pub., New Delhi.

Myshra D.c. -New Direction in Extension Training, Directret of Extension, Ministry of agriculture, Govt. of India, New Delhi.

Prior J. -Hand Book of Training and Development, Jaico Pub. House, Bombay.

Singh P. N. -Training for Management Development, Forum of Asian Managers, Bombay.

Virmani and Seth P. -Evaluation Management in Training and Development, Vision Pub., New Delhi.

York A. -The System approach to Training, Royal Institute of Public Administration, London.

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Unit IV

Messages and Media

1. Developing messages and Media
2. Method of data Collection to develop messages
 - a. Graphic design and its process.
 - b. Types of graphic products.
 - c. Converting message into media.
3. New Media Technologies for Research
4. Planning Media Activities.

Unit V

Audio Visual Aids.

1. Basic Principles and Guidelines
2. Types of aids and their uses.
3. Structure and functioning of various Audio Visual Aids.
 - a. Overhead Projector.
 - b. Movies film Projector.
 - c. Film strip and slide projector.
 - d. Video Type.
 - Recorder of Audio Tape Recorder.
 - f. Models.
 - g. LCD projector.
 - h. Epidiascope.

Practicals IV Semester

Max Marks 50

- 1) Study the media use pattern of some of the ongoing social ad campaigns for different target groups, choice of campaign can be economic, social, culture ecological etc.
- 2) Operation of various Audio-Visual Aids (any two)
 - a) OHP
 - b) Slide projector
 - c) Tape recorder
 - d) Video recorder
 - e) LCD projector
- 3) Video films
 - a) Essential preliminaries preplanning
 - b) Script Writing for radio and television.
- 4) Use of Computer for the above given; Audio Visual aids.
- 5) Visit to premier Institutions.

M.A.
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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- IV
Paper-IV

Entrepreneurship & Project Planning

Unit I – Project Planning :

Function of Entrepreneurship. Types of Entrepreneurship.

- (a) Basic concepts : Need, Problem, Project feasibility, planning

Unit –II Project Identification :

- (a) Identification of project opportunities. Government Policy. Regulations. Incentives and restrictions.
(b) Methods and techniques of project identification.
(c) Pre feasibility study.

Unit – III - Project formulation :

- (a) Feasibility study and opportunity study.
(b) Techno-economic analysis.
(c) Project design and network analysis-input analysis, financial analysis, social costbenefit analysis.

Unit-IV- Project Appraisal :

- (a) Comprehensive appraisal of the key components of the project appraisal techniques.
(b) Decision matrix, system analysis, urgency and risk analysis.

Unit- V

- (a) Break even point analysis, pay back period analysis, rate of return.
(b) NPV profitability and I.R.R. analysis, risk analysis and social cost benefit analysis.
(c) Rules governing the preparation of project proposal.
(d) Writing up a project proposal.

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Unit IV

Messages and Media

1. Developing messages and Media
2. Method of data Collection to develop messages
 - a. Graphic design and its process.
 - b. Types of graphic products.
 - c. Converting message into media.
3. New Media Technologies for Research
4. Planning Media Activities.

Unit V

Audio Visual Aids.

1. Basic Principles and Guidelines
2. Types of aids and their uses.
3. Structure and functioning of various Audio Visual Aids.
 - a. Overhead Projector.
 - b. Movies film Projector.
 - c. Film strip and slide projector.
 - d. Video Type.
 - Recorder of Audio Tape Recorder.
 - f. Models.
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Practicals IV Semester

Max Marks 50

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- 5) Visit to premier Institutions.

M.D.

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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 Science)
H.D./F.N./T.C./R.M./Ext. Edu.

SEMESTER-IV
PAPER-IV
Dissertation (Optional)

Marks: 50

CHAPTER - I

Introduction

CHAPTER - II

Review of Literature

CHAPTER - III

Methodology


CHAPTER - IV

Analysis and Discussion

CHAPTER - V

Conclusion and Recommendations

Bibliography


PRINCIPAL
V.R. Govt. Girls P.G. College
Morat, Gwalior