### M.Sc and Ph.D programmes

#### List of courses

<table>
<thead>
<tr>
<th>S.No</th>
<th>Course No.</th>
<th>Title of the courses</th>
<th>Credits</th>
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<tbody>
<tr>
<td>1</td>
<td>HECM501</td>
<td>Global Extension Systems</td>
<td>3(3+0)</td>
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<tr>
<td>2</td>
<td>HECM 502</td>
<td>Training and Human Resource Development</td>
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<td>3</td>
<td>HECM 503</td>
<td>Communication for Development</td>
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<tr>
<td>4</td>
<td>HECM 504</td>
<td>Media Production and Management</td>
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<td>Participatory Programme Management</td>
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<td>6</td>
<td>HECM 506</td>
<td>Gender Sensitization for Empowerment</td>
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<td>7</td>
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<td>8</td>
<td>HECM 508</td>
<td>Corporate Communication and Event Management</td>
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<td>9</td>
<td>HECM 509</td>
<td>Scientific Writing and Reporting for Media</td>
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<td>10</td>
<td>HECM 510</td>
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<td>HECM 511</td>
<td>ICT and New Media</td>
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<td>12</td>
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<td>Recent trends in Extension and Communication</td>
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<td>13</td>
<td>HECM 602</td>
<td>Managerial Skills for Extension Professionals</td>
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<td>14</td>
<td>HECM 603</td>
<td>Advanced Media Management</td>
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<td>HECM 604</td>
<td>Sustainable Livelihood Systems</td>
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<td>17</td>
<td>HECM 606</td>
<td>Monitoring Evaluation and Impact Assessment</td>
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<td>HECM 607</td>
<td>Advertising and Marketing Communication</td>
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<td>HECM 608</td>
<td>Dynamics of Group Behaviour</td>
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<td>HECM 610</td>
<td>Special Project</td>
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<td>21</td>
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#### MINOR COURSES

- Department of Resource Management and Consumer Sciences
- Department of Human Development and Family Studies
- Department of Apparel and Textiles
- Department of Foods and Nutrition
### SUPPORTING COURSES

<table>
<thead>
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<tr>
<td>1</td>
<td>HSC 500</td>
<td>Research Methods in Home Science</td>
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<td>2</td>
<td>STAT 500</td>
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<td>3</td>
<td>HSC-600</td>
<td>Research Project Management</td>
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<td>STAT 600</td>
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### NON-CREDIT COMPULSORY COURSES

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<tbody>
<tr>
<td>1</td>
<td>PGS 501</td>
<td>Library and Information Services</td>
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<tr>
<td>2</td>
<td>PGS 502</td>
<td>Technical Writing and Communication Skills</td>
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<tr>
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<td>PGS 503</td>
<td>Intellectual Property And Its</td>
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<tr>
<td></td>
<td>(e-Course)</td>
<td>Basic Concepts In Laboratory Techniques</td>
<td>1(0+1)</td>
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<tr>
<td>5</td>
<td>PGS 505</td>
<td>Agricultural Research, Research Ethics</td>
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<tr>
<td></td>
<td>(e-Course)</td>
<td>Disaster Management</td>
<td>1(1+0)</td>
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M.Sc: Minor courses - Any one discipline from the list  
Ph.D: Minor courses and seminar-Any one discipline from the list

### M.SC- HOME SCIENCE COMPULSORY COURSES

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<td>7</td>
<td>HECM 591</td>
<td>Master’s Seminar</td>
<td>1(1+0)</td>
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Total 19 (11+8)

HECM 501 GLOBAL EXTENSION SYSTEMS 3+0

**Objective**

To appraise students about historical perspectives of extension education in India and comparative extension system of selected countries.

**Theory**

**UNIT I**

Extension systems in India; Extension efforts after independence - Community Development Programme – Genesis and critical appraisal; Panchayati Raj Institutions; Area and target oriented programme – IAAP, T & V; Special programmes for poor, women and children - IRDP, TRYSEM, DWCRA; JRY, IAY, SGSY.

**UNIT II**

Extension Approaches to rural development; Adult literacy
programme - Need, Importance and Objective, National Literacy mission, Post literacy activities; Support structures and their functions – DRDA, NREGP, Central Social Welfare Board, State Social Welfare Board, NABARD; National Level Voluntary Agencies – CAPART and KVIC; ICAR extension systems- KVK, NATP, IVLP, ATIC, NAIP, AICRP.

UNIT III
Role of SAUs in rural development; role of international organizations in rural development; Review of five year plans in India; privatization of extension services - scope and limitations.

UNIT IV
Comparative extension system of selected developed and developing countries: USA, UK, Israel, China, Pakistan, Japan and Brazil with brief history, approaches, organizational structure, linkage with research and extension methods used; its comparative analysis with Indian extension system.

Suggested Readings


**HECM 502 TRAININGANDHUMANRESOURCEDEVELOPMENT 1+2**

**Objective**

To acquire knowledge and skill on various aspects of trainings, human resource development and develop expertise as training professionals.

**Theory**

**UNIT I**
Training – concept and importance in Human Resource Development (HRD) and rural development; types of training; conceptual models of training process.

**UNIT II**
Participatory training methods - lecturette , interactive demonstration, brain storming, case studies, syndicate method, simulation exercises, role –play, business game, in-basket exercise; sensitivity training, T-group, transactional analysis and fish bowl exercise.

**UNIT III**
Experiential Learning Cycle (ELC)- concept and types; designing, management and delivery of training programme; monitoring, evaluation and impact assessment.

**UNIT IV**
Human resource – concepts, importance and types; HRD- concept, dimensions and importance in rural development; strategic interventions; HRD policies of Government, ICAR and NGOs; facilitators of HRD- motivations, stress management; techniques of HRD.

**Practical**

Visiting and studying the nature and functioning of training institute; practice of selected training methods, planning, organizing and evaluation of training programmes for different clientele.

**Suggested Readings**


Objective

To acquaint students about communication process, recent advances in communication and diffusion and help students acquire necessary communication skills.

Theory

UNIT I
Communication - concept, meaning, importance, models, theories and types; communication approaches - individual, group and mass, factors affecting their selection and use; communication fidelity, credibility, empathy, feedback and factors affecting communication process; barriers in communication.

UNIT II
Communication skills; Role of ICT in communication, soft skills; effective oral communication, public speaking; non-verbal communication, writing skills; soft skills; role of ICT in communication.

UNIT III
Participative communication - meaning, importance, process and determinants; development communication - concept, nature and significance; recent advances in communication-print and electronic, internet, e-mail, fax, mobile, interactive video and teleconferencing, computer and computer networking (PAN, LAN, CAN, MAN, WAN); AGRINET, e-Governance.

UNIT IV
Concept and element of diffusion; concept and stages of Innovation – decision process, attributes and consequences of Innovations; adopter categories and innovativeness.

Practical

Practical exercises on oral and written communication; planning and use of different communication approaches; Practical hands on experience in recent advances in print, electronic and new media.

Suggested Readings


Deep & Deep Publ.


**HECM 504 MEDIA PRODUCTION AND MANAGEMENT 1+2**

**Objective**
To develop competency in production and management of different media.

**Theory**

**UNIT I**
Production technology, process and skills; process of producing newspaper, magazine and other printed literature (leaflets, brochures, newsletters, bulletins, booklets, posters etc.).

**UNIT II**
Concept of media and role in changing communication scenario; multi- media – concept and evolution of multimedia; fundamentals of making a multi media programme-text; graphics, audio, etc; process of producing radio, television and multi media programmes; different programme formats for radio and television; hardware and gadgetry requirements; use of radio, television, and multimedia in extension; planning and production of selected media products-print and electronic.

**UNIT III**
Paper-kinds of paper, sizes; colour theory for print and multi media; software for production-basics of photoshop, pagemaker, coral draw, quarkxpress; use of graphics, illustrations and diagrams in production; animation.

**UNIT IV**
Ownership patterns of various media; economics of media organizations; organizational structures; different departments; production planning; lay out consideration; marketing planning; registration; liaison with government departments; understanding regulatory mechanisms for newspapers; radio and television; co-ordination; motivation; decision making and control.

**Practical**
Visit to media industries and marketing agencies; Planning and production of selected media products – print and electronic; Study of one multimedia enterprise in detail; Preparing a project proposal for submitting to a funding agency.

**Suggested Readings**
Akhauri MMP. 1990 *Entrepreneurship for Women in India*. NIESBUD, New Dehli.
To develop understanding regarding the principles, procedure and approaches of extension programme planning, implementation, evaluation of extension programme and participatory management techniques.

Theory

UNIT I
Conceptual framework of extension programme planning – key concepts and importance in planned change.

UNIT II
Participatory planning – concept, importance, process; techniques of participatory planning- RRA, PRA and PLA and their application in extension; approaches of participatory planning – cooperative, democratic, bottom up and down.

UNIT III
Project management techniques – PERT, CPM, SWOT analysis; obtaining technical and monetary support from GOs and NGOs; importance and ways of people’s participation in programme planning, concept and formation of women SHGs.

UNIT IV
Implementation and evaluation - concept, importance and techniques.

Practical
Application of PRA methods; critical review of evaluation studies related with women and rural development programmes; critical analysis of monitoring and evaluation of developmental programmes; preparation and implementation of home improvement work plans; critical evaluation of work plan with specific evaluation techniques; organize and evaluate programmes related to women and children at village level.

Suggested Readings

HECM 506 GENDER SENSITIZATION FOR EMPOWERMENT 2+0

Objective

To sensitize students about various dimensions of gender and development, legal rights and using gender tools and methodologies.

Theory

UNIT I
Gender and empowerment: meaning, gender related definitions and importance for empowering women; need and focus on gender sensitization
- gender in community diversity and its implication for empowerment.

UNIT II
Gender perspectives in development of women, social characteristics, roles, responsibilities, resources, constraints, legal issues and opportunities; economical, educational and other parameters.

UNIT III
Gender tools and methodologies: Dimensions and methodologies for empowerment; gender budgeting; gender analysis framework-context, activities, resources and programme action profile; technologies and empowerment - gender specific technologies, household technology interface, socio-cultural interface and women as consumer of technologies. UNIT IV
Gender issues and development: health and nutrition, violence, governance, education and media.

Suggested Readings


**HECM 507 EXTENSION MANAGEMENT 2+0**

**Objective**

To familiarize students with basic concept, importance, elements, functions and principles of extension management and to sensitize them about problems and issues of extension management and appraisal of management of various extension organizations.
Theory

UNIT I
Concept of administration and management; principles and theories of administration and management, schools of management thoughts; meaning, nature and scope of extension management; scientific management movement.

UNIT II
Process of management; Planning, Organizing, Staffing-meaning definition of staffing, Directing, Communicating, co-ordination, controlling, monitoring and evaluation.

UNIT III
Organizational climate, behaviour, development; Management by Objective (MBO).

UNIT IV
Qualities and functions of extension personnel; extension system of ICAR, SAUs and state departments; problems and issues of extension management in India; critical appraisal of management of various extension organizations, community conflicts and its resolution.

Suggested Readings


HECM 508 CORPORATE COMMUNICATION & EVENT MANAGEMENT

Objective
To develop understanding about concept, goals and strategies of corporate communication, public relation and event management and also develop skill in planning and managing an event.

Theory
UNIT I
Corporate communication – concept& importance with special reference to Indian Electronic Media context; Identification and understanding corporate goals; corporate policy, strategy and corporate niche, branding; corporate planning, implementation and evaluation.

UNIT II
Corporate public relations-community, customer, investors, media relations; communication campaigns, managing corporate crises, change management conflict and communication, communication audit, managing diversity, issues management; new media and corporate communication.

UNIT III
Strategic communication support during mergers/acquisitions, litigations; corporate social responsibility, monitoring blogs for PR activity, environmental analysis; rural public relations; social marketing.

UNIT IV
Event management – concept, objective, need, types and structures of event; priority of event management; process of organizing and event; effective use of resources in context to vision, mission and roles; effective goal planning strategies; planning events– press meets/conferences/ exhibitions, organizing media tours; evaluating public opinion.

Practical
Visit to different corporate organizations related to media, organizing discussion with corporate personnel; planning and organizing an event for effective communication with corporate sector.

Suggested Readings

HECM 509 SCIENTIFICWRITINGANDREPORTINGFORMEDIA 1+2

Objective
To acquaint and develop writing and reporting skills among students about science and Technology in various formats for different clientele to media.

Theory
UNIT I
Concept and various formats of scientific communication, need and importance of scientific communication in changing communication scenario.

UNIT II
Concept of reporting, types of reporting, reporting skills; Reporting - Field reporting, coverage of Science and Technology events (conference / speeches / seminars and conventions / exhibitions / natural
phenomena etc.); Role & responsibilities of a reporter, classification and qualities of a reporter; techniques of reporting.

UNIT III
Writing: Writing for special target groups like – children, women, farmers and rural folks. Writing in various format for newspaper, science columns, magazines and books.

UNIT IV
Editing: Its principles and process, proof reading, editing of articles, stories and newspaper etc.

Practical
Field reporting, coverage of Science and Technology events – conference, speeches, seminars, conventions, exhibitions, natural phenomena, Writing for different clientele, editing.

Compulsory Industrial Training for Extension Students.

Suggested Readings


HECM 510  EDUCATIONAL TECHNOLOGY  2+1

Objective
To develop ability among students in handling of different educational technologies and build competency as a teacher and public speaker.

Theory
UNIT I
Teaching learning process: meaning and characteristics of teaching and learning; teaching learning process, maxims of teaching which facilitate teaching learning process, stages, forms and levels of teaching and learning. Motivation- concept, importance and techniques.

UNIT II
Meaning and scope of educational technology; curriculum design and development; lesson planning: concept and methodology; teaching learning strategies: microteaching, programmed instruction, simulation role-play, team teaching, experiential learning, traditional media, ICT, video ‘production and multimedia presentations etc.

UNIT III
Genesis and trends in modern education; management of formal and non formal education in India; vocationalization of education; distance education; guidance and counseling.

UNIT IV
Evaluation of instructions effectiveness: competence based question paper; reliability and validity of question papers.

Practical
Designing a course curriculum, preparation of lesson plans of selected topics; preparation and use of different instructional material; conducting selected, teaching lessons; exercises on teaching learning strategies; reading and speech exercises; construction of competency based question paper and seminar organization.

Suggested Readings

HECM 511 ICT AND NEW MEDIA 0+2

Objective
To familiarize students with the ICT and new media technologies and provide hands on training.

Practical
Multi media and emerging technologies. Video-on demand, internet radio and web television, impact of new media on traditional media. Writing for general interest sites, online and net newspapers and editions, blogs, search engines, video logs, citizen journalism, unique features of web language, web pages, home pages, design and layout. Writing on specialized area on the web. Evaluation of e-journals- advantages and disadvantages. Web site designing concept, HTML, interative, web animation, animated graphics, designing interactive elements, sound addition, web visual editor, creation and editing.

Suggested Readings

HECM 601 RECENT TRENDS IN EXTENSION AND COMMUNICATION 3+0

Objective
To develop understanding about concept, approaches, models and theories of extension and recent advances in communication.

Theory
UNIT I
Changing concepts and emerging issues in extension – Rational and realities; recent Extension strategies for rural upliftment; future scenario of extension.

UNIT II
Recent trends in technology transfer – Need of Identification and documentation of appropriate homestead technologies, Assessment and refinement of technologies; Importance and relevance of indigenous technical knowledge system, Integration of ITK with formal research.

UNIT III
Emerging issues in communication- understanding communication in global perspective; Role of Mass Media for rural audience with special emphasis on women.

UNIT IV
New communication technologies ; computer Assisted
Instruction; Latest in print technology; Enhancing learning through communication intervention; Visual communication – A psychological perspective; Distance learning; Cyber extension-definition, scope, advantage, limitations, application in Home Science.

Suggested Readings


HECM 602 MANAGERIAL SKILLS FOR EXTENSION PROFESSIONALS 3+0

Objective
To develop expertise on management problems of extension organizations and learn techniques of management in extension organizations.

Theory
UNIT I
Conceptualization of management process and its major functions; Management problems in extension organizations; Managerial skill - Nature and importance for extension professionals; Skills in effective management of extension and rural development organizations.

UNIT II
Strategic planning: importance, steps and techniques involved; Management by objective as applicable to extension organizations; Techniques of Transactional Analysis for improving interpersonal communication.

UNIT III
Creative problem solving techniques; Stress management practices; Total Quality Management (TQM); Concept of learning organization to improve extension services at various levels; Time management practices; Development of Management Information System for extension organization at various levels.

UNIT IV
Work motivation Organizational climate; Resource management: concepts and methods; Team building: process and strategies at organizational and village levels. Mobilization and empowerment skills: concept and strategies in mobilization, concretisation and empowerment of rural people.

Suggested Readings

HECM 603 ADVANCED MEDIA MANAGEMENT 2+1

Objective
To strengthen the capabilities in media planning and production.

Theory

UNIT I
Principles of management; managing the media organization; managerial functions in the media organization; introduction to media organization.

UNIT II
Editorial and circulation management- Need and importance; marketing- concept and circulation, affecting factors, circulation manager, function of circulation department, difficulties in circulation, promoting circulation.

UNIT III
Need and concept of personnel management; role of personnel management; integration of interests, functions, human resource planning; Advertising management; Financial management- Importance of finance, financial problems, production and printing management.

UNIT IV
Significant issues in the management of broadcast media; organisational structure of radio and television in public and private sectors; Functions of various departments and personnel-production, marketing, financial, managing the station/ channel.

Practical
Visit to print, electronic and new media organisations to understand the designing, media development, organisational management, functions, problems etc.

Suggested Readings


HECM 604  SUSTAINABLE LIVELIHOOD SYSTEMS  2+0

Objective
To develop understanding about resources and livelihood systems, dimensions of sustainable development for livelihood security of rural people.

Theory
UNIT I
Holistic and multidisciplinary exposure to the understanding of concepts, processes and relationships among agro-climatic and natural resources, production systems and livelihoods of rural/urban people; resources – land, soil, climate, water and forests;

UNIT II
The production systems – agriculture, horticulture, sericulture, forestry, animal husbandry and dairying fisheries, non-farm activities, their linkage with the livelihoods of rural people; food security, livelihood security.

UNIT III
Sustainable development concept and challenges; ecological, social and economic dimensions of sustainable development; peoples participation and sustainability, indicators of environmental sustainability; sustainable livelihoods; quality of life.

Suggested Readings


Vyas PR & Somani LL. (Eds.). 1996. Ecological Crises and Environmental Protection (With Special Reference to Agriculture). Agrotech Publ.

HECM 605  PROJECT MANAGEMENT  1+1

Objective
To understand concept importance and strategies of project management and develop skill in planning a project proposal for funding agencies.

Theory
UNIT I
Project management – Concept, process and types; functions of project manager; project life cycle; project appraisal, feasibility analysis, techno-economic analysis, project design and network analysis, input analysis, financial analysis, social cost benefit analysis; project appraisal;

UNIT II
Project planning – criteria for selecting project, planning proposal, project review techniques, project estimation, managerial and other problems related to projects;

UNIT III
Data management, factors influencing efficiency of a project; monitoring and control of a project. evaluation and reporting results.

UNIT IV
Thrust areas of Home Science research; sources and priorities.
of funding agencies for Home Science research; National and International funding agencies for project, research application of Home Science in industry.

Practical
Identifying researchable issues in H.Sc. its analysis and presentation; developing a need based research project, identifying different funding institutions (minimum 4) for project submission; submission of prepared research proposal for funding.

Suggested Readings


**HECM 606**

**MONITORING EVALUATION AND IMPACT ASSESSMENT**

3+0

**Objective**

To help students to acquire knowledge, skill, appreciation in monitoring, evaluation and impact assessment.

**Theory**

**UNIT I**
Monitoring: meaning and theoretical concepts; components of project monitoring; performance appraisal standards and sustainability; approaches to participatory impact monitoring; implementation of monitoring; usefulness of monitoring-projects/reports.

**UNIT II**
Evaluation: meaning and theoretical concepts; criteria, steps and standards of evaluation; using models to focus evaluation; planning evaluation process; design of evaluation studies; methods of data collection.

**UNIT III**
Designing evaluation instruments; analysis and interpretation of evaluation data; cost effectiveness and cost benefit analysis; managing evaluation projects and writing evaluation reports; reporting and meta- evaluation (evaluation of evaluation); utilization of evaluation results, other issues, trends and course evaluation.

**UNIT IV**
Impact assessment techniques: concepts and process; domains of impacts; levels of impact assessment; approaches in development programme; types, criteria and; indicators of impacts; impact, monitoring, methods 'and designs; impact assessment perception of partners; techniques of analysis of impact assessment; policy implication of impact assessment.

**Suggested Readings**


**HECM 607 ADVERTISING AND MARKETING COMMUNICATION 1+1**

**Objective**

To help the students to know the concept, evaluation, history, classification, various media for advertising, socio-economic effects of advertising, trends in advertising and marketing, govt. policy on advertising and marketing and to develop competency in creating advertisements for mass communication.

**Theory**

**UNIT I**

Evaluation and history of advertising, relevance of advertising in marketing, an overview of the advertising scene in India.
UNIT II
Classification of advertising; various media for advertising, advertising writing process; law and ethics in advertising, socio-economic effects of advertising.

UNIT III
Advertising agency, operations/management, an understanding of key issues, strategies in advertising, govt. policy on advertising and management, apex bodies in advertising.

UNIT IV
Advertising as a tool of marketing and Advertising campaigns and their role in marketing; Marketing communication - concept and functions, consumer behaviour and its various factors; recent trends in advertising and marketing.

Practical
Visit to advertising agencies, advertising layout techniques for newspaper, radio, posters, TV, hoardings, wall paintings, case studies on institutional advertisement, advertisement campaign.

References

HECM 608 DYNAMICS OF GROUP BEHAVIOUR 2+0
Objective
To develop understanding about group behavior and dynamics for effective communication and group management.

Theory
UNIT I
Meaning, characteristics, types and functions of groups; Stages and process of group formation; group norms and structure.

UNIT II
Understanding individual, interpersonal and human behaviour and its different dimensions; recognising points of view; feeling, perception and assumptions that intervene in inter-personal interactions.

UNIT III
Group dynamics: cooperation, competition, communication, group pressure, group cohesiveness, leadership etc.

UNIT IV
Managing group: team building, conflict management, stress management, active listening and feedback, achieving cooperative group structure.

Suggested Readings
HOME SCIENCE EXTENSION & COMMUNICATION MANAGEMENT

List of Journals

- Indian Journal of Adult Education
  - Indian Adult Education Association, New Delhi
- Indian Journal of Home Science
  - Home Science Association of India, Baroda
- Indian Journal of Social Work
  - Tata Institute of Social Science, Deonar, Bombay
- Indian Journal of Training and Development
  - Indian Society for Training and Development, New Delhi.
- Journal of Indian Education
  - NCERT, New Delhi
- Journal of Rural Development
  - National Institute of Rural Development, Rajendranagar, Hyderabad
- Rural India
  - Adarsh Seva Sangh, Ishwardas Mansions, Nana Chowk, Bombay, Maharashtra
- Social Welfare
  - Central Social Welfare Board, New Delhi
- Indian Journal of Social Sciences
  - Academic & Law Series, New Delhi.
- International Journal of Home Science
  - Academic & Law Series, New Delhi
- Journal of Home Science Dairy & Food Science
  - Agricultural Research and Communication Centre, Karnal, Haryana
- Journal of Communication Studies
  - NCDC, Banaras Hindu University, Varanasi
- Communicator
  - IIMC, New Delhi
- Vidura
  - Press Trust of India, New Delhi
- Studies on Home and Community Studies
  - Kamla Raj Enterprise, New Delhi
- Journal of Human Ecology
  - Kamla Raj Enterprise, New Delhi
- Journal of Social Science
  - Kamla Raj Enterprise, New Delhi
- Indian Journal of Extension Education
  - Indian Society of Extension Education, Division of Agricultural Extension, IARI, New Delhi
- Maharashtra Journal of Extension Education
  - Maharashtra Society of Extension Education, Akola
- Rajasthan Journal of Extension Education
  - Rajasthan Society of Extension Education Udaipur.
- Journal of Extension.
  - Extension Building, 432 North Lake Street Madison, Wisconsin.
e-Resources

- http://www.uwex.edu/ces/pdande
- http://www.extension.missouri.edu/staff/programdev/plm
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- www.thesportjournal.org/article/importance-expectations-participatory-sport- event-satisfaction
- www.psychwww.com/mtsite/smrediomp.html
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- www.skagitwatershed.org/~donclark/leader/leadcom.html
- www.hss.iitb.ac.in/courses/hs490/communication.ppt
- web.cba.neu.edu/~ewertheim/interper/commun.htm
- www.hodu.com/
- humanresources.about.com/od/interpersonalcommunicatio1/Effective_Interpersona_l_Communication.htm
Suggested Broad Topics for Master's and Doctoral Research

- Women empowerment
- Technology assessment, refinement and transfer
- Media development, standardization and effectiveness
- Communication and media studies
- Adoption and diffusion
- Gender perspectives
- Social marketing, advertising and public relation
- Evaluation and impact assessment
- Women in agriculture

COMPULSORY NON-CREDIT COURSES

(Compulsory for Master’s programme in all disciplines; Optional for Ph.D. scholars)

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<td>LIBRARY AND INFORMATION SERVICES</td>
<td>0+1</td>
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<td>PGS 502</td>
<td>TECHNICAL WRITING AND COMMUNICATION SKILLS</td>
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<td>INTELLECTUAL PROPERTY AND ITS MANAGEMENT IN AGRICULTURE</td>
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<td>PGS 504</td>
<td>BASIC CONCEPTS IN LABORATORY TECHNIQUES</td>
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<td>AGRICULTURAL RESEARCH, RESEARCH ETHICS AND RURAL DEVELOPMENT PROGRAMMES</td>
<td>1+0</td>
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<td>DISASTER MANAGEMENT</td>
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Course Contents

PGS 501  LIBRARY AND INFORMATION SERVICES  0+1

Objective

To equip the library users with skills to trace information from libraries efficiently, to apprise them of information and knowledge resources, to carry out literature survey, to formulate information search strategies, and to use modern tools (Internet, OPAC, search engines etc.) of information search.
Practical
Introduction to library and its services; Role of libraries in education, research and technology transfer; Classification systems and organization of library; Sources of information-Primary Sources, Secondary Sources and Tertiary Sources; Intricacies of abstracting and indexing services (Science Citation Index, Biological Abstracts, Chemical Abstracts, CABI Abstracts, etc.); Tracing information from reference sources; Literature survey; Citation techniques/Preparation of bibliography; Use of CD-ROM Databases, Online Public Access Catalogue and other computerized library services; Use of Internet including search engines and its resources; e-resources access methods.

PGS 502 TECHNICAL WRITING AND COMMUNICATION SKILLS 0+1

Objective
To equip the students/scholars with skills to write dissertations, research papers, etc.
To equip the students/scholars with skills to communicate and articulate in English (verbal as well as writing).

Practical
Technical Writing - Various forms of scientific writings- theses, technical papers, reviews, manuals, etc; Various parts of thesis and research communications (title page, authorship contents page, preface, introduction, review of literature, material and methods, experimental results and discussion); Writing of abstracts, summaries, précis, citations etc.; commonly used abbreviations in the theses and research communications; illustrations, photographs and drawings with suitable captions; pagination, numbering of tables and illustrations; Writing of numbers and dates in scientific write-ups; Editing and proof-reading; Writing of a review article. Communication Skills - Grammar (Tenses, parts of speech, clauses, punctuation marks); Error analysis (Common errors); Concord; Collocation; Phonetic symbols and transcription; Accentual pattern: Weak forms in connected speech; Participation in group discussion: Facing an interview; presentation of scientific papers.

Suggested Readings


Objective

The main objective of this course is to equip students and stakeholders with knowledge of intellectual property rights (IPR) related protection systems, their significance and use of IPR as a tool for wealth and value creation in a knowledge-based economy.

Theory

Historical perspectives and need for the introduction of Intellectual Property Right regime; TRIPs and various provisions in TRIPS Agreement; Intellectual Property and Intellectual Property Rights (IPR), benefits of securing IPRs; Indian Legislations for the protection of various types of Intellectual Properties; Fundamentals of patents, copyrights, geographical indications, designs and layout, trade secrets and traditional knowledge, trademarks, protection of plant varieties and farmers' rights and bio-diversity protection; Protectable subject matters, protection in biotechnology, protection of other biological materials, ownership and period of protection; National Biodiversity protection initiatives; Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture; Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement.

Suggested Readings


PGS 504 BASIC CONCEPTS IN LABORATORY TECHNIQUES 0+1

Objective
To acquaint the students about the basics of commonly used techniques in laboratory.

Practical
Safety measures while in Lab; Handling of chemical substances; Use of burettes, pipettes, measuring cylinders, flasks, separatory funnel, condensers, micropipettes and vaccupets; washing, drying and sterilization of glassware; Drying of solvents/chemicals. Weighing and preparation of solutions of different strengths and their dilution; Handling techniques of solutions; Preparation of different agro-chemical doses in field and pot applications; Preparation of solutions of acids; Neutralisation of acid and bases; Preparation of buffers of different strengths and pH values. Use and handling of microscope, laminar flow, vacuum pumps, viscometer, thermometer, magnetic stirrer, micro-ovens, incubators, sandbath, waterbath, oilbath; Electric wiring and earthing. Preparation of media and methods of sterilization; Seed viability testing, testing of pollen viability; Tissue culture of crop plants; Description of flowering plants in botanical terms in relation to taxonomy

Suggested Readings

PGS 505 AGRICULTURAL RESEARCH, RESEARCH ETHICS 1+0
(e-Course)

Objective
To enlighten the students about the organization and functioning of agricultural research systems at national and international levels, research ethics, and rural development programmes and policies of Government.

Theory
UNIT I
History of agriculture in brief; Global agricultural research system: need, scope, opportunities; Role in promoting food security, reducing poverty and protecting the environment; National Agricultural Research Systems (NARS) and Regional Agricultural Research Institutions; Consultative Group on International Agricultural Research (CGIAR); International Agricultural Research Centres (IARC), partnership with NARS, role as a partner in the global agricultural research system, strengthening capacities at national and regional levels; International fellowships for scientific mobility.

UNIT II
Research ethics: research integrity, research safety in laboratories, welfare of animals used in research, computer ethics, standards and problems in research ethics.

UNIT III
Concept and connotations of rural development, rural development policies and strategies. Rural development programmes: Community Development Programme, Intensive Agricultural District Programme, Special group – Area Specific Programme, Integrated Rural Development Programme (IRDP) Panchayati Raj Institutions, Co-operatives, Voluntary Agencies/Non-Governmental Organisations. Critical evaluation
of rural development policies and programmes. Constraints in implementation of rural policies and programmes.

**Suggested Readings**


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**PGS 506 (e-Course)**

**DISASTER MANAGEMENT**

**1+0**

**Objectives**

To introduce learners to the key concepts and practices of natural disaster management; to equip them to conduct thorough assessment of hazards, and risks vulnerability; and capacity building.

**Theory**

**UNIT I**

Natural Disasters- Meaning and nature of natural disasters, their types and effects. Floods, Drought, Cyclone, Earthquakes, Landslides, Avalanches,

Volcanic eruptions, Heat and cold Waves, Climatic Change: Global warming, Sea Level rise, Ozone Depletion

**UNIT II**

Man Made Disasters- Nuclear disasters, chemical disasters, biological disasters, building fire, coal fire, forest fire. Oil fire, air pollution, water pollution, deforestation, Industrial wastewater pollution, road accidents, rail accidents, air accidents, sea accidents.

**UNIT III**

Disaster Management- Efforts to mitigate natural disasters at national and global levels. International Strategy for Disaster reduction. Concept of disaster management, national disaster management framework; financial arrangements; role of NGOs, Community-based organizations, and media. Central, State, District and local Administration; Armed forces in Disaster response; Disaster response: Police and other organizations.

**Suggested Readings**

