

Shri Agrasen Kanya P.G. College, Varanasi
(An Autonomous Institution)

Syllabus Scheme
M.A. Home Science
(Credit & Grading System)

SEMESTER WISE P.G. PROGRAMME
STRUCTURE – HOME SCIENCE
(Family Resource Management)

Major Course Code	Paper / Course	Paper Title	Internal + External = Total Marks	Load Allocation (L.T.P.)	Credit
Year – I					
P.G. Semester – I					
FRMA130701T	Core	Theory of Management	25+ 75= 100	L-3, T-2, P-0	4
FRMA130702T	Core	Financial Management	25+ 75= 100	L-3, T-2, P-0	4
FRMA130703T	Core	Consumer in the Market	25+ 75= 100	L-3, T-2, P-0	4
H.Sc.A130704T	Core	Research Methods & Statistics	25+ 75= 100	L-3, T-2, P-0	4
FRMA130705P	Practical	Practical Related to Theory Papers	25+ 75= 100	L-0, T-0, P-8	4
FRMA130706R	Research Proposal	Project Work		L-0, T-4, P-4	4

P.G. Semester – II					
FRMA130801T	Core	Environment Management	25+ 75= 100	L-3, T-2, P-0	4
FRMA130802T	Core	Advertisement & Communication Technology	25+ 75= 100	L-3, T-2, P-0	4
FRMA130803T	Core	Housing for Family Living	25+ 75= 100	L-3, T-2, P-0	4
H.Sc.A130804T	Core	Scientific Writing	25+ 75= 100	L-3, T-2, P-0	4
FRMA130805P	Practical	Practical Related to Theory Papers	25+ 75= 100	L-0, T-0, P-8	4
FRMA130806R	Research Proposal	Project Report	100 (T+IT, Sen)	L-0, T-4, P-4	4
C010806M A010806M A060806M	Open Elective Minor	e-commerce OR Prayojanmoolak Hindi OR Nation Building	25+ 75= 100	L-3, T-2, P-0	4
Total Credit (Year – I)					52

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Major Course Code	Paper / Course	Paper Title	Internal + External = Total Marks	Load Allocation (L.T.P.)	Credit
Year - II					
P.G. Semester - III					
FRMA130901T	Core	Consumer Economics	25+ 75= 100	L-3, T-2, P-0	4
FRMA130902T	Core	Interior Design & Decoration	25+ 75= 100	L-3, T-2, P-0	4
FRMA130903T-A	Elective	Entrepreneurship Management	25+ 75= 100	L-3, T-2, P-0	4
FRMA130903T-B		Ergonomics			
FRMA130904T-A	Elective	Consumer Information & Redressal	25+ 75= 100	L-3, T-2, P-0	4
FRMA130904T-B		Consumer Safety Testing			
FRMA130905P	Practical	Practical Related to Theory Papers	25+ 75= 100	L-0, T-0, P-8	4
FRMA130906R	Research Project	Research Analysis & Report Writing		L-0, T-4, P-4	4

P.G. Semester - IV					
FRMA130001T	Core	Marketing Management	25+ 75= 100	L-3, T-2, P-0	4
FRMA130002T	Core	Landscape	25+ 75= 100	L-3, T-2, P-0	4
FRMA130003T-A	Elective	Advance Resource Management & Interior Design	25+ 75= 100	L-3, T-2, P-0	4
FRMA130003T-B		Community Health Management			
FRMA130004T-A	Elective	Consumer Information & Consumer Education	25+ 75= 100	L-3, T-2, P-0	4
FRMA130004T-B		House hold Equipment			
FRMA130005P	Practical	Practical Related to Theory Papers	25+ 75= 100	L-0, T-0, P-8	4
FRMA130906R	Research Project	Dissertation	25+ 75= 100 (III - IV Sem)	L-0, T-4, P-4	4
Total Credit (Year - I)					48
Grand Total for all 4 Semester					100

Note : Students have to opt the minor elective paper from other facilities.

Students will opt any one of the subject electives (optional) based on area of specialization.

L = lecture , T= Tutorial , P = Practical

MAPPING of each course objective at the end of course.

Internal Assessment to be done by department level out of 25 marks (Including mid Semester Exam, Assignment and attendance).

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Guidelines for the Evaluation of Dissertation

Internal Assessments					
Departmental Presentation	Communication and Presentation		Response to queries	Maximum Marks	Evaluated
	5		5	10	
Dissertation	Plagiarism	Subject Matter Usage of Language	Publication/ Presentation in Conference	15	Committee Member : 1. Head 2. Supervisor 3. One of Faculty Member
	5	5	5		
				25	
External Assessments					
External Examiner	Subject Matter		25	75	Committee Member : 1. Head 2. External Expert 3. Supervisor
Viva-Voce	Communication and Presentation	Reponses to queries			
	25	25			
				100	

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**M.A. Ist Semester
Home Science
Paper – I : Theory of Management**

Course Code - FRMA130701T
Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To understand the significance of management in the micro label organization.
- (ii) To know the conceptual, human and scientific aspects of management and functions.
- (iii) To develop the ability to evaluate the management efficient and effectiveness and the family and other organization.
- (iv) To enhance the understanding of the similarities among a areas of management education and research and dissemination of the professional knowledge, skills.

Unit – I

Management as a system :

- (i) Definition
- (ii) Elements
- (iii) Types
- (iv) Advantages and limitation of systems approach.
- (v) Application in Family Resource Management.

Unit – II

Decision - Making :

- (i) Meaning of Management.
- (ii) Types of decisions making.
- (iii) Techniques and tools for decision making : decision tree benefit analysis.

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Unit – III

Management Function and Process :

- (i) Planning – Objectives, principles, Philosophy, strategies.
- (ii) Organizing – Purpose, principles, processes delegation, authority, responsibility & accountability.
- (iii) Staffing, purpose, principles, recruitment, appraisal.
- (iv) Guiding directing, leadership, motivation, communication.
- (v) Controlling tools for management control, feedback.

Unit – IV

Ends Sought through Management :

- (i) Goals – factor affecting, ends.
- (ii) Values – sources of value patterns, status, security.
- (iii) Standards – Quality Control, Total Quality Management Harmony, Ethics.

References –

1. Kanpur, S.K. (1996) : Professional Management, S.K. Publishers, New Delhi.
2. Deacon, R.E. and Fire Baugh, F.M. (1975) : Home Management context and concept, Houghton, Miffen Boston.
3. Sherman, A.W. et. Al (1998) : Managing Human Resources, South – Western Publication Co. Cincinnati.
4. Lavancerich. J.M.. et al. (1998) : Managing for Performance Business Publications New Delhi.
5. Dwivedi, R.S. (1981) : Dynamics of Human Behaviors of work. Oxford and 9BH, New Delhi.
6. Dayal R. (1996) Dynamics of Human Resource Development, Mittal Publication, New Delhi.

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**M.A. Ist Semester
Home Science
Paper – II : Financial Management**

Course Code - FRMA130702T
Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To become aware of aspects of financial management of the family.
- (ii) To become familiar with the techniques of financial management.
- (iii) To understand some of the problems and objectives in involved in accumulation, control and use of saving.

Unit – I

Financial Planning and implementations Budgeting.

- (i) Importance of Budged
- (ii) Advantages of Budged
- (iii) Budged for purchase
- (iv) Budged for a family

Unit – II

Saving :

- (i) Importance of Saving Components
- (ii) Types of saving.
- (iii) Advantages of saving for the family.

Unit – III

Investment:

- (i) Importance of Investment.
- (ii) Type of Investment.
- (iii) Opportunities of Investment

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- (iv) Tax Planning
 - a. Types of Taxes
 - b. Principles of Tax
 - c. Procedure of Income Tax

- (v) Record Keeping and Accounting.
 - a. Fundamental and Principles of Account.
 - b. Income and Expenditure Account.

References :-

1. Sundaram, K.P. and Varsha, N.G. (1975) : Principles of Economics, Agra.
2. Prophalia et. al. (1997) : Financial Management : Theory and Practice, Tata Mcgraw Hill Published, New Delhi.
3. Kulshareshtha, R.S. : Financial Management : Sahitya Bhawan, Agra.
4. Pandey, I.M. (1988) : Elements Financial Management, Vikas Publishing House, New Delhi.
5. Kuchal, S.C. (1982) : Financial Management : an Analytical and Conceptual Approach, Chaitanya Publisher.

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**M.A. Ist Semester
Home Science
Paper – III : Consumer in the Market**

Course Code - FRMA130703T
Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To familiarize the students with the changing economic environment and rising consumerism.
- (ii) To enhance the understanding of the marketing system and the marketing strategies.
- (iii) To help them to become wise consumers of judicious use of resources in the present market system and environment.

Unit – I

Consumer and Indian Economic Environment.

- (i) Definition and characteristics of consumers.
- (ii) Definition, role, types and how does an economic function problem of economy.
- (iii) Background of Indian economic environment.
- (iv) Role of consumers in the economy of a nation.

Unit – II

Contemporary Economy Environment :

- (i) Introduction of Market: Meaning definition, characteristics, types.

Unit – III

Consumer Behaviour :

- (i) Understanding consumer and their wants.
- (ii) Demand : Determinants, Elasticity

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Unit – IV**Market practices that exploit consumers.**

- (i) Types of exploitation : Adulteration, Packing, Label weights & measures advertising and saligimmicks.

Unit – V**Marketing**

- (i) Functions and organization of market.
 (ii) Meaning and importance of market
 (iii) Types of market.
 (iv) Channels of distribution – Retail market – general stores,
 Department – Departmental Store
 Whole sale marketing.

Practicals:

1. Study of market devices : Labelling Packaging ; Guarantee and Brands.
2. Determinants : Elasticity of Demands.
3. A comparison of standards of living of low income group consumers with those of middle income group & high income group & high income group consumers.

References :-

1. Fred D. Reynolds and Collienan D. Wells (1977) : Consumer behaviour, McGraw – Hill Series in Marketing, New York.
2. London, D.L. & Bitta, A.J.D, (1986): Consumer behaviour, McGraw – Hill Book Company, New York.
3. Engle, J.F. and Black Well R.D (1990) : Consumer behaviour, 4th Edition, Hold Sanders International Editions.
4. East Robert (1990) : Changing consumer behavior, cassel educational limited, Artillery House, Artillery Row, London.
5. Margery K. Schiller (1989) : A guidebook for Teaching Consumer Credit, Inc., Boston Allyn and Bacon.

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6. Garman and Thomas et. al. (1974) : The Consumer's World Buying, Money Management and Issues. Mc. Graw Hill Book Co., New York.
7. Seetharaman, P. and Sethi. M. (2001) : Consumerism : Strategies and Tactics, CBS Publishers and Distributions, New Delhi.

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M.A. Ist Semester

Home Science

Paper IV: Research Methodology and Statistics

Course Code – H.Sc.A130704T

M.M.- 25+75 =100

Credits – 4

Objectives :

- (I) To understand the significance of statistics and research methodology in Home Science research
 (II) To understand the types, tools and methods of research and develop the ability to construct data gathering instruments appropriate to the research design.

Contents

Unit 1:

- (a) **Research :-** meaning, objective, role and scope of research in the discipline of Home Science.
 (b) **Statistics:-** introduction, definition, meaning, scope, uses and importance of statistics.

Unit 2: Elements of research

- (a) **Variables-** meaning, nature and types.
 (b) **Hypothesis-** meaning, attributes of a sound hypothesis, stating the hypothesis and types of hypothesis, null hypothesis.
 (c) **Research Design-**
- Quantitative and Qualitative Research
 - Descriptive Research Design
 - Correlation Research Design
 - Experimental Research Design
 - Diagnostic Research Design
 - Explanatory Research Design
- (d) **Sampling -**
- Meaning, characteristics, concept of population and sample
 - Types of sampling and generalizability of results
 - Probability sampling- simple random, systematic random sample, stratified random sampling etc.
 - Non probability sampling – purposive sample, incidental samples, quota samples, snow ball samples.
 - General consideration in determination of sample size.

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Unit 3: Source, tools and methods of Data Collection

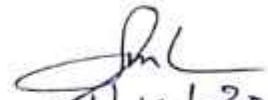
- (a) **Source-** Primary and Secondary field and documentary.
- (b) **Tools-** Interview guide, Interview Schedule, observation and questionnaire.
- (c) **Methods-** Interview, Questionnaire, observation, case study and projective techniques.

Unit 4: Statistical Analysis

- (a) Measurement of Central Tendency.
- (b) Parametric test (t test, f test-ANOVA)
- (c) Non Parametric test (Chi square test)

References:

1. Bhandarkar, P. L. and Wilkinson T.S. Methodology and Techniques of Social Research, Himalaya Publishing House Mumbai.
2. C.R. Kothari, Research Methodology
3. C.R. Kothari, Shodha Paddyati
4. Manju Patni: Anusandhan Vidhiyan, Star Publications, Agra
5. Mukherjee, R., The Quality of Life, Valuation in Social Research, Saga Publications, New Delhi
6. Jain, Gopal, Research Methodology, Methods, tools and techniques, Mangal Deep Publication, Jaipur (1998)
7. Srivastava, D. N., Anusandhaan Vidhiya, Sahitya Prakashan, Agra
8. Paras Nath Rao, Anusandhaan Parichay.
9. Anita Singh, Dr., Statistics and Computer Application, Star Publication, Agra.


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M.A Ist Semester
Home Science
Paper – V : Practical Related to Theory Papers

Course Code - FRMA130705P
Credits - 4

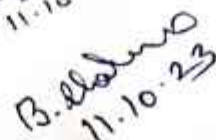
M.M. – 25+75=100

- (i) Study of internal management of an institution providing Home Science Education.
- (ii) Internal decoration of a house of high income group family.
- (iii) Planning a budget for family.
- (iv) Preparation of statement of Income.
- (v) Elasticity of Demand.
- (vi) Customer's buying problems.
- (vii) Prepare a Data gathering Instrument.
- (viii) A case study on anyone topic related to Home Science.


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**M.A. IInd Semester
Home Science
Paper – I : Environment Management**

Course Code - FRMA130801T
Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To be aware of the holistic ecologic approaches to environment.
- (ii) To be aware of the environmental problems, hazards and risks.
- (iii) To understand the aspects of environmental pollution and waste management.
- (iv) To be aware of the environmental policies, movements and ethics.

Unit – I

Population and Environment :

- (i) Definition and types
- (ii) Population growth and natural resources.
- (iii) Impact of population growth on economic development and environment.

Unit – II

Population and Environment with reference to air, water, soil, noise.

- (i) Sources of pollution.
- (ii) Effects of pollution.
- (iii) Remedies to control pollution

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Unit – III**Environment to Public Health :**

- (i) Environmental Pollution and Community Health.
- (ii) Water born disease
- (iii) Air born disease

Unit – IV**Waste Management :**

- (i) Type of waste
- (ii) Methods of waste management.\
- (iii) Water pollution and treatment to waste.

References –

- (i) Banerjee (eds) (1985) Culture and Communication, Paroit Publishers, Delhi.
- (ii) Ruloof, M.E. and Miller, G.R. (eds) (1987) Interpersonal; Process New Directions in Communication Research, Sage, USA.
- (iii) Chatterjee, P.C. (1988) Broadcasting in India, New Delhi, Sage Publications.
- (iv) Berger, C.R. and Chattec, S. (eds) (1987) Handbook of Communication Science, Sage Publications, New Delhi.
- (v) Brown, J. Lewis. R. and Harclerod, F (1985) All Instruction Techonology Media and Methods, McGraw Hill, New Delhi.
- (vi) Ellington, H, (1985) A Handbook of Educational Techology, Kogan Page, London.

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M.A. IInd Semester
Home Science
Paper – II : Advertisement & Communication Technology

Course Code - FRMA130802T
 Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To undirected the role of Advertising in Sales plomotion.
- (ii) To ccleuely undirecting ingesating the new communication technologies and their use for adeversting.
- (iii) To deveog underelanding regarding the vital aspects of communication and values audio and visual media and their live.

Unit – I

Advertising and sales plamstion Adverting.

- (i) Objective, Functions and benefits.
- (ii) Types of Advertisements
- (iii) Impact of population growth on economic development and environment.
- (iv) Budget of Adverting and cost of sales promotion.
- (v) Evaluialing of Adverting effective now.

Unit – II

Communication for Advertisements

- (i) Concept, Scope and Process and appolonaches.
- (ii) Different types of media a live characteristics and used for Advertisement.

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Unit – III

Uses of video projector slide/ film strep projected computer for Advertisement.

Unit – IV

Chart, Models, Booklets, cover pages / poster.

References –

- (i) Cutran, J. et al (1977) : Mass Communication and Society, London.
- (ii) Banrjee (eds) (1965) : Culture and Communication Paratopt Publishers, Delhi.
- (iii) Chatterjee, P.C. (1968) Broadcasting in India. New Delhi, sage publication.
- (iv) Kotier, Philip (1963) Marketing management Analysis, Planning and control, Plenticetion Ltd. New Delhi.
- (v) No2, M., Parkhar Monterios (1994) Adverting (4th Edition) Vishal Prakashan Publication.

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M.A. IInd Semester
Home Science
Paper – III : Housing for Family Living

Course Code - FRMA130803T
 Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To enable the students to.
- (ii) Prognise the rile of housing for national development.
- (iii) For auvere of the passing problems in India and the measures for allervaling the publication.
- (iv) Understand and affly the pliraples of design in hosamp.

Unit – I

History of Housing.

- (i) Changes in housing needs and standered.
- (ii) Techonological development of house.

Unit – II

Effect of housing in family life :

- (i) Population
- (ii) Occupation
- (iii) Levels of income for house hold.
- (iv) Occupation

Unit – III

Housing and Health of family:

- (i) Housing condition.
- (ii) Availabliling of building material
- (iii) Factor effecting housing through social culture. Demofaphic Climate etc.

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Unit – IV**Various housing schemes :**

- (i) Central and local sercirement programme, cinduitreal housing.
- (ii) Housing legislation.
- (iii) Rent control Act.
- (iv) House plans and their types

Unit – V**Essential Services.**

- (i) Types of services.
- (ii) Water supply, drainage light.

References –

- (i) Deshpande , R.S. (1974) Modern Ideal House for India Inited Prak Car peration.
- (ii) Faulknor (1979) Planning a house hold richerd & winson.
- (iii) Chudley, R.C. (1985) : Counstrichan Technology Vol. 1 to 5.
- (iv) Azam, T., The House its plan and use.

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M.A. IInd Semester
Home Science
Paper IV: Scientific Writing

Course Code – H.Sc.A130804T

M.M.- 25+75 =100

Credits – 4

Objectives :

- To be able to appreciate and understand importance of writing scientifically.
- To develop competence in writing and abstracting skills.

Contents-

Unit-I: Scientific writing as a means of communication

- Different forms of scientific writing
- Articles in journals
- Research notes and reports
- Review articles
- Monographs
- Dissertation
- Bibliography
- Book chapter and articles

Unit-II: Outlines:

Concept, Importance, objectives, types.

Unit-III: General principle of writing

- Preparing a text for submission and publication
- Drafting
- Proof reading
- Brevity and precision
- Concepts of preface
- Appendix
- Notes (end and footnotes), glossary

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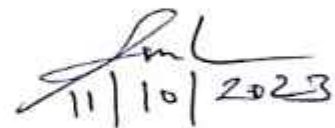
- Prologue and epilogue
- Bibliography (annotated) and references cited
- Review and index

Unit-IV: Dissertation/Research Reports/Thesis

- Introduction
- Review of Literature
- Research design
- Results and discussion
- Summary
- Abstracts
- References/bibliography
- Justification and recommendation

References-

1. Dr. Manju Patni, Vagyanik Lekh, Star Publications, Agra.
2. Prof. M.P. Gupta. Anusandhan Sandarshika, Sharda Pustak Bhavan, Allahabad.
3. Stenberg, R.J.. The Psychologist's companion, A Guide to Scientific Writing for Students & Researchers, Cambridge, Cup.


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M.A IInd Semester
Home Science
Paper – V : Practical Related to Theory Papers

Course Code - FRMA130805P

Credits - 4

M.M. – 25+75=100

- (i) Study of Environment & Public Health.
- (ii) Study of waste Management.
- (iii) Study of communication technology.
- (iv) To study the effect of Advertisement in different family.
- (v) Drawing House Plans for Various income group.
- (vi) Study of Housing Conditions building materials.
- (vii) Review at least five article from five different journals.
- (viii) Write a Research Proposal.


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M.A. IIIrd Semester
Home Science
Paper – I : Consumer Economics

Course Code - FRMA130901T
Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To familiarize the students with the changing economic environment and the rising consumerism.
- (ii) To develop and understanding of the marketing system and marketing strategies keeping in view the consumers.
- (iii) To know the rechniques of consumer decision making and the aids for wise decision making.

Unit – I

Consumer and the Indian economic environment

- (i) Definition of a Consumer.
- (ii) Characteristics of Consumers.
- (iv) Role of Consumers in the economy.

Unit – II

Economic System

- (i) Purpose
- (ii) Type of economic system
- (iii) Indian economy characteristics.

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Unit – III**Markets & Marketing**

- (i) Basic Concept of Markets and Marketing.
- (ii) Classifications and functions of markets.
- (iii) Marketing environment, marketing theories.

Unit – IV**Theories of Consumer Behaviour**

- (i) Utility solution.
- (ii) Indifference curves.

Unit – V**Channels of Distribution**

- (i) Meaning and Types of channels of distribution.
- (ii) Advantages and disadvantages of types of channels.

Unit – VI**Consumer and Institutional Finance**

- (i) Savings and investments.
- (ii) Personal finance management.

References –

1. Fred. D. Reynolds and Coilliean D. Wells (1977) : Consumer Behaviour, Mcgrame – Hill Series in Marketing, New York.
2. London, D.L. and Bitta, A.J.D. (1986) : Consumer behavior, Mcgrance-Hill Book Company, New York.

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3. Engel J.F. and Black Well R.D. (1990) : Consumer behavior, 4th edition, Halt Sanders International Edition.
4. Magery K. Schitler (1989) A guidebook for teaching, consumer credit, loc, Beston Alliy and Bacon.
5. German and Thomas et al (1974) : The consumer's world buying money management and Issues, megrane Hill book Co., New York.
6. East Robert (1990) Changing consumer behaviours, Lassel, Educational Limited, Artilyry House, Artillary Adv., London.
7. Seetharman, P. and Sethi, M., (2001) Consumerism, efrategres and faties, CBS, Publishers and distributors, New Delhi.

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M.A. IIIrd Semester
Home Science
Paper – II : Interior Design & Decoration

Course Code - FRMA130902T
Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To know the current trends of Interior Design.
- (ii) To Understand the terminology of Interich architecture.

Unit – I

Interior Design

- (i) Concept, Meaning and importance of Interior design.
- (ii) Objectives of interior design principle of design, Elements of Arts.

Unit – II

Interior Design

- (i) Meaning of Decoration
- (ii) Decoration of furnishing
- (iii) Furnishing material the care & use
 - Bed cover
 - Sofa cover
 - Table cover
 - Carpet
 - Curtain
 - Draparies
 - Rugs

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Unit – III**Material & Financial use in interior**

- (i) Wood
- (ii) Glass
- (iii) Plastics
- (iv) Aesthetic
- (v) Materials

Unit – IV**Illuminations**

- (i) Purpose
- (ii) Types of lighting
- (iii) Natural and artificial lighting

Unit – V**Services**

- (i) Services in Relation to interior lighting, drainage, plumbing and electricity

References –

- (i) Alexander, N. I. Mervin (1972) : Designing interior Environment.
- (ii) Bell, Richard & 1655 919600 : The art of interior design. Mc Millan & Co. New York.
- (iii) Batt, P.D. (1990) Foundation of Arts Design, Lakhari Book Depot, Bombay.
- (iv) Encyclopaedia of interior design.
- (v) Loach, Sid Deltior, Techniques of Interior design, Random House and Present editions, Mc Craw till New York.

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M.A. IIIrd Semester
Home Science
Paper – III : Entrepreneurship Management

Elective – ‘A’

Course Code - FRMA130903T

Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To provide conceptual inputs regarding entrepreneurship management.
- (ii) To sensitise and motivate the students towards entrepreneurship management.
- (iii) To orient and impart knowledge towards identifying and implementing entrepreneurship opportunities.
- (iv) To develop management skill for entrepreneurship management.

Unit – I

Conceptual Framework.

- (i) Concept need and process in entrepreneurship development.
- (ii) Role of enterprise in national and global economy.
- (iii) Types of enterprise – Merits and Demerits.
- (iv) Government policies and schemes for enterprise development.
- (v) International Support in enterprise development and management.

Unit – II

The Entrepreneur.

- (i) Entrepreneurial motivation – dynamics of motivation.
- (ii) Entrepreneurial competency – Concepts.
- (iii) Developing Entrepreneurial competencies – requirements and understating the process of entrepreneurship development, self awareness, interpersonal skills, creativity, assertiveness, achievement, factors affecting entrepreneur's role.

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Unit – III**Launching and organizing an enterprise.**

- (i) Environment scanning – information, sources schemes of assistance, problems.
- (ii) Enterprise selection market assessment.
- (iii) Resource mobilization – finance, technology, raw material, site and manpower.
- (iv) Costing and marketing management and quality control.
- (v) Feedback, monitoring and evaluation.

Unit – IV**Growth Strategies.**

- (i) Performance appraisal and assessment.
- (ii) Profitability and control measures, demands and challenges.
- (iii) Need for diversification.
- (iv) Future Growth – Techniques of expansion and diversification.

Unit – V**Enterprise Networking**

- (i) Concept and dynamics.
- (ii) Methods

References : –

- (i) Meredith, G.g. et al (1982) : Practice of Entrepreneurship, H.O. Geneva.
- (ii) Patel, V.C. (1987) : Women Entrepreneurship – Developing New Entrepreneurs, Ahmedabad EDII.
- (iii) Akhauri, M.M.P. (1990) : Entrepreneurship for Women in India, NIESBUD, New Delhi.

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- (iv) Hisrich, R.D. and Petery, M.P. (1995). Entrepreneurship – Starting, Developing and Managing a Enterprise, Richard D., Irwin, INC. USA.
- (v) Hisrich, R.D. and Brush, C.G. (1986) The Women Entrepreneurs, D.C. Health & Co. Toranto.

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M.A. IIIrd Semester
Home Science
Paper – III : Ergonomics

Elective – ‘B’
Course Code -
Credits - 4

M.M. – 25+75=100

Course Objectives:

The Course provides an understanding of the important principles and concepts of ergonomics and its effective use in interior design.

COURSE COMPOSITION

UNIT – I

- Concept of ergonomics – Meaning, importance and factors involved – worker, work, place, tools and equipment, environment, climate.

UNIT – II

- Work environment – Location, space, indoor and outdoor climate, furniture, lighting and ventilation, flooring, noise, storage facilities kitchen layouts.

UNIT – III

- Anthropometry – Anthropometric dimension of workers at work and at rest, normal and maximum vertical and horizontal reaches, work heights when seated and standing worker in relationship with workspace and activities.

UNIT – IV

- Improving work efficiency – Concept of efficiency, principles and work and implication technique, effective use of body mechanics posture involved in difference activities, Mundel’s classes of change.
- Design of work place – Activity analysis – Designing work areas based on ergonomics principles.

Text Books :

1. Barner, R.M. (1980), Motion and Time Study, Design and Measurement of work. John Wiley, New York.
2. Borgert. E. (1982) Housecraft – Principles and Practices, Issac Pitman, London.
3. Chaffin, D.B. and Andersson, G.B.J. (1984) Occupational Biomechanics, John Wiley.
4. Cromwell. L. Weibell, F.J. and Pfeirffer, E.A. (1991) Biomedical Instrumentation and Measurements, Prentice Hall, New Delhi

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M.A. IIIrd Semester
Home Science
Paper – IV : Consumer Information and Redressal

Elective – ‘A’

Course Code - FRMA130904T

Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To equip and impart knowledge on consumer related facts and issues.
- (ii) To provide an understanding of the significance of consumer information.
- (iii) To develop and acquire skills in consumerism and utilizing the provision in redressal mechanism.

Unit – I

Consumer Movement.

- (i) Origin and growth
- (ii) Philosophy, Objective
- (iii) Consumer movement in developed countries and global experience – a brief overview.
- (iv) Future of consumer movement in India. Reasons for slack in consumer movement.

Unit – II

Consumer Protection.

- (i) Legal problems in buying and paying for goods and services.
- (ii) Consumer representation – Govt. Agencies, Consumer Organisations
Legal Cells in industries.
- (iii) Quality control and standardization in.

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Unit – III**Consumer Information.**

- (i) Need and significance
- (ii) Sources
- (iii) Government Policies and Responsibilities.
- (iv) Demand Don'ts towards better consumerism.

Unit – IV**Consumer Redressal.**

- (i) Consumer Protection Act 1986.
- (ii) Definitions of consumer, complaint, complaint service, unfair trade practices as given in C.P.A.
- (iii) Procedure for fill in a complaint appeal to district, state and National Commission.
- (iv) Some tips for ensuring redressal.

Unit – V**Alternatives Redressal Mechanism for Consumer Grievances.**

- (i) Verbal and written complaints.
- (ii) Third party assistance – arbitrator, Ombudsman.
- (iii) Lok Adalats.

Unit – VI**Project and Research in Consumer Affairs.**

- (i) Visit to consumer redressal forums.


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References : -

- (i) D.N. Saraj (1990) : Law of Consumer Protection in India, Tripathy Private Limited, N.M. , New Delhi.
- (ii) Gurjeet Singh (1996) The Law of Consumer Protection in India, Deep and Deep Publications, New Delhi.
- (iii) Jajie Mandana (1977) The Indian Market Place, Guidelines to Consumer Education, Bangalore, Brindawan Publishing House, New Delhi.
- (iv) Garden, R. Fox all (1983) Consumer Choice, Macmillan Press Ltd., New York.
- (v) Mehta, S.C. (1993) Consumer Choice, Macmillan Press Ltd. New York.
- (vi) Himachalam, D. (1998) Consumer Protection and the Law, APH Publishing House, New Delhi.
- (vii) Gulshan, S.S. (1994) Consumer Protection and Satisfaction, Willey Eastern Ltd., Mumbai.
- (viii) Sherkilar, S.A. Trade Practice and Consumer Protection and Satisfaction, Willey Eastern Ltd., Mumbai.
- (ix) Azmi, S.S.H. (1992) Sale goods and consumer protection in India, Deep and Deep Publications, New Delhi.

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M.A. IIIrd Semester
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Paper – IV : Consumer Safety – Testing

Elective – ‘B’

Course Code - FRMA130904T

Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To sensitise the students about consumer safety.
- (ii) To gain experience in conduction consumer research and produce testing.
- (iii) To understand and apply the technique of analyzing consume gods for product safety and performance.

Unit – I

Products and services available to consumer

- (i) Products – Types, design requirements, quality requirement performances appraisals; after sale services.
- (ii) Services – types, qualitatice assessment techniques.
- (iii) Consumer Safety, harzards and liabilities with reference to consumer goods and services.
- (iv) Warrantees, guarantees and sale contracts.

Unit – II

Quality control and Standardization for :

- (i) Food
- (ii) Textile
- (iii) Consumer durable
- (iv) Building materials

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Unit – III**Food Testing :**

- (i) Sensory Evaluation
- (ii) Qualitative tests to detect common adulterations in milk and product.

Unit – IV**Textile Testing :**

- (i) History of textile
- (ii) Different types of Identification of textile

Unit – V**Equipment Testing.**

- (i) Testing for electrical appliances.
- (ii) Testing of consumer items–Comparative study of various bands for performance, fuel efficiency.

Unit – VI**Drugs and medicines.**

- (i) Drug Control Act – provisions and applications.
- (ii) Precautions to be observed during purchase use and storage.

References : –

- (i) Chadha, R.L. (1995) The Emerging Consumer, New age international publishers Ltd. And Willey Eastern Ltd., New Delhi.
- (ii) J.F. Engel, R.D. Blackwell (1990) Consumer Behaviour, 4th Edition, Holt Saunders International Editions Chicago.
- (iii) S. George Getz (1991) The Consumer and the law, Willey Eastern Limited.
- (iv) Test ISI Booklets on Textiles, Appliances and Food materials.

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M.A IIIrd Semester
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Paper – V : Practical Related to Theory Papers

Course Code - FRMA130905P
Credits - 4

M.M. – 25+75=100

- (i) Colour schemes.
- (ii) Construction of Various furniture Units.
- (iii) A Study an Entrepreneurship
- (iv) Write about DP Programme.

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M.A. IVth Semester
Home Science
Paper – I : Marketing Management

Course Code - FRMA130001T
Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To become averse of different market organization in our economy.
- (ii) To understand the different marketing functions and the distribution system in our economy.
- (iii) To familiarize with the marketing strategies and market research.

Unit – I

Marketing Environment

- (i) Types of Markets.
- (ii) Importance of marketing
- (iii) Marketing Process

Unit – II

Product Development and Forecasting

- (i) Product Concept
- (ii) Process and Storage

Unit – III

Market Sgmentation

- (i) Criteria, requirement, market strategy
- (ii) Product planning & development process.
- (iii) Product life cycle stages

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Unit – IV**Personal selling and sales managing**

- (i) Characteristics and importance.
- (ii) Motivation, Evaluation and Control of sales force.

References : –

- (i) Fred D. Reynolds and Collian D. Wells (1977) : Consumer Behaviours, McGraw – Hill Series in Marketing, New York.
- (iii) London, D.L. & Bitta, A.J.D. (1986) : Consumer Behaviour, 4th Edition, Holt Sanders International Editions.
- (iv) East Robert (1990) : Changing consumer behaviours, cassel educational limited, Artillery House, Artillery Row, London.

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**M.A. IVth Semester
Home Science
Paper – II : Land Scape**

Course Code - FRMA130002T
Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To study and understand the landscape deigning and in appropriate application.
- (ii) To set familiar with various materials related to landscaping.

Unit – I

Landscaping

- (i) Introduction and definition of landscaping.
- (ii) Historical reference of Landscape
- (iii) Objectives of Landscape
- (iv) Principles of Landscape

Unit – II

Division according the use

- (i) For Land area – side work the drive way.
- (ii) Private area or living area.
 - Porchas
 - Terrace of Patis
 - Pool
 - Play space for Children

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Unit – III**Service area of utility also**

- (i) Laroge
- (ii) Vegetable sarden
- (iii) The drying area
- (iv) Space for keeping garden loods
- (v) Space for dumping garbage

Unit – IV**Complete Plan for landscape**

- (i) Final Plan
- (ii) Heneral Plan
- (iii) Phanting Plan
- (iv) Working Plan
- (v) Gardening Plan
- (vi) Drananage Plan

Unit – V**Garden Furniture.**

- (i) Importance use Types and selection.
- (ii) Garden equipment – Types and use
 - Indoor and outdoor Plants
 - Kitchen Garden
 - Green House

References : –

- (i) Butler margarel G.E. Greaks Benyl S. (1980) : Fabric Finishing, E.T. Badsford Ltd. London.
- (ii) Chudley, R. (1978): Construction Technology Vol. 1-2-IBS Long Man Ltd. New York.

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- (iii) G.V. Robert (1983) Rendering with Pen + Ink. Thames, Hudson London
- (iv) Gustafsan Karen and Yes Rogert (1983) Corporate Design, Thomas and Hudson, London.
- (v) Grandjean Ettiens (1978) Ergonomics of the Home, Taylors and Fracis Ltd. London.
- (vi) Grandjean Ettiens (1979) Human Dimensions ahnd Interiour Space Whitney, New York
- (vii) Loach, Sid Del Har, Techniques of Interior Design, Rendering and Presentation, McGraw Hill, New York .
- (viii) Leinbac (1986) Visualisatin Techniques, McMillan (Prentice Hall), New Jersey.
- (ix) Rangwala N. Building Materials.
- (x) Encyclopaedia of Interior Design.

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**M.A. IVth Semester
Home Science**

Paper – III : Advance Resource Management and Interior Design

Elective : A
Course Code - FRMA130003T
Credits - 4

M.M. – 25+75=100

Objectives:

(i)

Unit – I

Home management :

Definition and Philosophy of home management element involved in management process and decision making. Classification of resources, factors affecting heir uses, Motivation theories maslow’s theory, Harzbeq’s theory.

Unit – II

Waste and natural resource management :

Definition of natural resources, forest, air, water and water harvesting, municipal solid waste management, concept of sustainable development, Sustainable development goals (SDGs) meaning and sources of conventional and non-conventional energy.

Unit – III

Interior design and furnishing :

Elements of art and principles of design with reference to interior designing, colour scheme and psychological effects of coloures.

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Unit – IV**Furniture and Furnishing :**

Furniture – types, construction, selection, purchase and arrangement, Furnishing selection and maintenance of soft furnishing types of curtains and draperies, fixture and lightings.

Reference :

- (i) Grass, I.H. and Crandall, E.H. (1967) Management of Modern Families N. Delhi Sterling Publishers Ltd.
- (ii) Nickell P. and Dorsey, J.M. (2002) Management in Family living New Delhi, C.V.S. Publisher (ISBN13:9788123908519)
- (iii) Patni Manju & Sharma Lalita, Grah Prabandh, Star Publication, Agra.
- (iv) Varma, Pramila : Vastra Vigyan awam Paridhan : Madhay Pradesh Hindi Granth Academy, Bhopal.
- (v) Varghese, M.A. Ogale, N.N. and Srinivasan, K. (2001) Home Management New Delhi, New Age International(P) Ltd.

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M.A. IVth Semester
Home Science
Paper – III : Community Health Management

Elective : B

Course Code - FRMA130003T

Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To understand the concept of health and health indices popularly used.
- (ii) To realize the health problems of the community and the scientific Intervention.
- (iii) To know the supportive services and programs for community health management.
- (iv) To get sensitized to management Information system in health.

Unit – I

Concept of Health and Health Care :

- (i) Concepts of health and positive health, definitions of health.
- (ii) Factors affecting health, health as a human right.
- (iii) Concept of community health and global health, health for all
- (iv) Primary Health Care-definitions, principles components, comprehensive health care.

Unit – II

Community Health Needs and Problems.

- (i) Health need and problems related to sanitation and environment, protected water. Personal hygiene and pollution control.
- (ii) Health needs of special groups women, infants, children Health of adolescents geriatric health needs and problems tribal health, refugees.

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- (iii) Major health problems in India.
- (iv) Communicable and non-communicable diseases, population and its' impact.
- (v) Problems of malnutrition, reproductive health problems.

Unit – III

Health Care Services :

- (i) Health administrative set up, peripheral, state, national – urban, rural.
- (ii) Role of NGOs.
- (iii) National Health programmes
- (iv) National and International Health agencies.
- (v) Health information, education, communication.

Unit – IV

Health need of special groups :

- (i) Infants young children and adolescents.
- (ii) Women
- (iii) Elderly

Reference :

- (i) Dutt P.R. (1993) : Primary Health Care, Vol 1-3, Gandhigram Institute of Rural Health and family welfare trust Ambathural.
- (ii) Manelkar R.K. (1997) A Textbook of Community Health for nurse, Vora Medical publication Mumbai.
- (iii) Park K. (2000) Essentials of Community Health Nursing, M/S Banarsidas Bhanot Jabalpur.
- (iv) Park K. (2000) : Textbook of Preventive and Social Medicin, M/S Banarsidas Bhanot Jabalpur.

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M.A. IVth Semester
Home Science

Paper – IV : Consumer Information & Consumer Education

Elective : A

Course Code - FRMA130003T

Credits - 4

M.M. – 25+75=100

Objectives:

- (v) To equip and impart knowledge on consumer related facts and issues.
- (vi) To Provide our understanding of the Significance of Consumer information.
- (vii) To sensitize ----- students with the need for consumer educations.
- (viii) To strengthen the consumer knowledge and to equip them to face challenges in the market literature

Unit – I

Consumer Movement

- (i) Origine and glowth
- (ii) Objectives
- (iii) Consumer Movement in developed countries and global exphience
- (iv) Futures for consumer movement in India.
- (v) Research for stack in consumer movement.

Unit – II

Consumer Protection

- (i) Legal problems in buying and paying for goods and services.
- (ii) \consumer representation. Govt. Agencies Consumer organisations legal cell cells in industries.
- (iii) Quality control and Standardization.

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Unit – III**Consumer Information.**

- (i) Need Significance \
- (ii) Source
- (iii) Consumer Services – Public and Private
- (iv) Government Policies and Responsibilities

Unit – IV**Consumer Education**

- (i) Brief history, Concept, Objectives and significance / need

Unit – V**Action line for Consumer situation.**

- (i) Action line for Consumer Education

Unit – VI**Methods for imparting education**

- (i) Plays and games, Audio visual Education regarding Government agencies, Consumers organization..
- (ii) Problem faced and remedial measure
- (iii) Plans for teaching better consumer practices.
- (iv) Consumer aids meaning classification.
- (v) Consumer rights and responsibilities.

References :

- (i) Chadha, R.L. (1995) : The Emerging Consumer, New age international publishers Ltd. And Willey Eastern Ltd. New Delhi.
- (ii) J.F. Engel, R.D. Blackwell (1990) : Consumer Behaviour, 4th Edition, Holt Saunders International Editions Chicago.
- (iii) S. George Getz (1991): The Consumer and the law, Willey Eastern Limited.
- (iv) Test ISI Booklets of Textiles, Appliances and Food materials.

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M.A. IVth Semester
Home Science
Paper – IV : House hold Equipments

Elective : B

Course Code - FRMA130004T

Credits - 4

M.M. – 25+75=100

Objectives:

- (i) To understand the recent developments in house hold equipment design and technology.
- (ii) To understand the installation operating serving and replacement of parts of various equipment.
- (iii) To acquire the proficiency in testing of various equipment (Electrical and non-electrical)

Unit – I

A Basic of Electricity

- (a)
 - (i) Power Sources
 - (ii) Voltage, Resistance
 - (iii) Current, Series / for parallel circuits
 - (iv) A.C. and D.C.
- (b) **Electrical Materials**
 - (i) Conductor
 - (ii) Semi-conductor
 - (iii) Insulator

Unit – II

Different types of electrical appliances and their classification.

Electric Iron, Electric Food Mixer, Domestic Washing Machine and their structure work system, electric components and care.

Batteries -

Primary and secondary cell, Alkaline, Lead acid

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Unit – III

Safety against household equipment appliances

- What is and electrical shock
- Causes of electrical shock
- Protection against electrical shock

Unit – IV

Product and services available to customer

- Products - Types, Design, Requirement after sales service.
- Customer safety regarding, customer goods and services.
- Warrantee Guarantee and sale service.

Unit – V

Quality control and standardization for food testing.

- Food testing – sensory evaluation, textile testing, textile different types of identification of textile.

Unit – VI

Equipment Testing for electrical appliances.

- Testing of Consumer items.

Reference :

- (i) Avery, M (1995) House hold Physics MacMillan Co. New York
- (ii) Allison, A. (1966) Running your home and Equipment Design for living series, No. 6 Mills And Boon Ltd.
- (iii) Beveredge, E. (1965) Choosing and using your Home Equipment Iowa State University Press Ames.
- (iv) Wilson, P. (1981) House hold Equipment Selection And Management, Houghton Millan Co. Boston.
- (v) Adams J.T. (1981) How to buy and maintain systems and Applications, Arco Publication inc, New York.

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- (vi) NCERT, (1987) Exemprore Instructional Material for Pro Vocational Course under work experiences on repair and Maintenance of Household electrical appliances – Instructional Cum Practical Manual Classes ix & x NCERT, New Delhi.

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M.A. ~~III~~ Semester
Home Science
Paper – V : Practical Related to Theory Papers

Course Code - FRMA130005P
Credits - 4

M.M. – 25+75=100

- (i) A survey on different types of market.
- (ii) Write labeling & Packaging.
- (iii) Designing of Terrace Garden
- (iv) Designing of Proty outdoor & indoor landscaping.
- (v) A study on consumer protection.
- (vi) Evaluation on some common consumer durable for performance.
- (vii) Study of labels on consumer goods for safety.

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M.A. IVth Semester
Home Science
Paper - VI : Dissertation

FRM
Course Code - A130006R

M.M. - 100

The M.A. Home Science dissertation have to be submitted at the end of the final year. The research project exposure helps students to gain some real time experience on what they're doing or learning and how to do that. Some of the popular M.A. Home Science dissertation topics are:

- (i) Family resource management.
- (ii) Food & Nutrition
- (iii) Human Development
- (iv) Clothing and Textile
- (v) Home Science Extension and Communication Management.

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