

Semester wise syllabus for Post Graduates  
As recommended by board of studies  
Govt. K.R.G. P.G. Autonomous College Gwalior M.P.

M.Sc. (Home Science)  
RESOURCE MANAGEMENT  
Semester - I  
Paper - I  
THEORY OF MANAGEMENT  
20 -18-19

M.M. 100

OBJECTIVES :

- To understand the significance of management in the micro and macro level organization.
- To know the conceptual, human and scientific aspects of management funds CLS.
- To develop the ability to evaluate the management efficiency and effectiveness in the family and other organizations.
- To enhance the understanding of the similarities among till areas of management education and research, the dissemination of the professional knowledge, skills and attitude.

UNIT - I

- History and development of management in India and elsewhere.
  - Industrial.
  - Farm and agricultural.
  - Institutional
  - House old.
  - Education.

UNIT - II

- Management as system -
  - Definition
  - Elements
  - Types

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- Advantages and limitations of systems approach.
  - Application in family resource management.
3. Management abilities :
- Conceptual
  - Human
  - Technical
4. Decision making
- Meaning
  - Types of decisions.
  - Modes of decision making.
  - Techniques and tools for decision making.
  - Decision tree.
  - Cost benefit analysis.

**UNIT - III**

5. Management Functions and Processes :
- Planning - Objectives, principles, policies, strategies.
  - Organizing - purpose, principles, processes delegation authority, responsibility & accountability.
  - Staffing, purpose, principles, recruitment, appraisal.
  - Guiding, directing, leadership, motivation, communication.
  - Controlling, tools for management control, feedback.
  - Appraisal/evaluation - Tools and techniques.

**UNIT - IV**

6. Human Behaviour in organizations :
- Personality, attitudes, motivating factors.
  - Group behaviour and dynamics.
  - Team management.
  - Stress and Conflict management.

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**UNIT - V**

7. Ends Sought through management :
- Goals - factors affecting, ends.
  - Values - sources of value patterns, status, security.
  - Standards - quality control, total quality management.
  - Harmony, Ethics.

**REFERENCES :**

1. Kapur, S.K. (1996) : Professionals management, S.K. Publishers, New Delhi.
2. Deacon, R.E. and Fire Baugh, F.M. (1975) : Home management context and concept Hougman Miffen, Boston.
3. Deacon, R.E. and Firebaugh, F.M. (1981) : Resource Management Principles and applications, Allyn and Bacon Boston.
4. Shemna, A.W. et al (1988) : Managing Human Resource, South-Western Publication Co. Cincinnati.
5. Ivancevich, J.M. et al (1980) : Managing for performance Business publications INC. Texas.
6. Dwivedi, S.S. (1981) - Dynamics of Human Behaviour of work, Oxford and 9BH. New Delhi.
7. Saiyadain, M.S. (1988) : Human resource management, Tata Mc Graw Hill, New Delhi.
8. Dayal R. (1996) : Dynamics of Human resource development, Mittal publications, New Delhi.

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M.Sc. (Home Science)  
RESOURCE MANAGEMENT

Semester- I  
Paper - II  
ERGONOMICS  
20 -18-19

M.M. 100

UNIT - I

1. What is Ergonomics Importance of Ergonomics.
2. Effect of wrong postures an cardio vascular and muscular skeleton system.
3. Correct techniques of lifting and carrying weights.
4. Work centers.

UNIT - II

1. Indoor Climate
2. Heat
3. Thermal regulation of the body at rest and during work.

UNIT - III

1. Factors responsible for exchange of heat between body and during work.
2. Environments.
3. Effect of noise. general properties o noise.

UNIT - IV

1. Vibration and effects on body parts during work with vibrating tools.
2. Lighting and colours.
3. Safety and circulation
4. Circulation Meaning, need, types
5. Techniques.

UNIT - V

1. Safety-Meaning, importance, types.
2. Causes of accidents
3. Precaution of accidents

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Practical-

1. Postures -
  - Identifying the types of postures assumed by women during work, analysis and interpretation to risks.
2. Determination of Jobs, stress and work by survey of a few selected families,
3. Determination of some selected body dimensional using anthropometry kit, statistical analysis of the data interpretation of findings.
4. Determination the relationship of anthropometrical dimensions of works with space requirements for some selected activates Ex-cooking, chopping, grinding on Plant form.

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M.Sc. (Home Science)  
RESOURCE MANAGEMENT**

Semester - I  
Paper - III  
LANDSCAPING  
20 -18-19

M.M. 100

**OBJECTIVES :**

- To study and to understand and landscape designing and its appropriate application.
- To get familiar with the various materials related to landscaping.

**UNIT - I**

1. Introduction and definition of landscaping from interior space design point of view.
  - Historical references of landscape.
  - Objective of landscape gardening.  
(i) Functionalism      (ii) Esthetic.
  - Division of space according to use -  
For ground area - (i) The side walk      (ii) The drive way
2. Private area or living area.
  - Poarches
  - Terrace or Patio.
  - Pool
  - Play space for children.
3. Service area or utility area
  - Garage
  - Vegetable garden.
  - The drying area.
  - Space for keeping garden foods.
  - Space for dumping garbage.

**UNIT - II**

1. Principles of landscape planning.
2. Location and Orientation.
3. Soil - types.
4. Climate, condition.

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**UNIT - III**

1. Layout of front garden. The landscape Plan -
  - Preparation of Lawn.
  - Flower beds, plantings flowers, Kind of flowers.
2. Tree, Shurbs.
3. Water garden, Rock garden.
4. Hedges.
5. Garden Paths.

**UNIT - IV**

1. Garden Furniture.
  - Importance, Use, Types and selection.
2. General Introduction to garden equipments Types and use.
3. System of irrigation  
 drainage- Type Surface drainage. Under ground drainage.

**UNIT - V**

1. Understanding of various materials for paving walk way etc. (Stone masonry. Brick Masonry).
2. Pargolas, Green house.
3. Indoor and outdoor plants.
4. Kitchen Garden.

**PRACTICAL**

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1. Designing of Partly outdoor landscape garden
2. Designing of terrace/Roof garden
3. Layout of front garden

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**RESOURCE MANAGEMENT**

Semester - I

Paper - IV

**RESEARCH METHODS AND STATISTICS**

20 -18-19

**Objectives :**

- To understand the significance of statistics and research methodology in Home Science Research.
- To understand stand the types tools, methods of research and develop the .... to construct data gathering instrument appropriate to the research design
- To understand and apply the appropriate statistical technique for the measurement and design.

**Contents:**

**UNIT - I**

- Research : Meaning objectives and significance of research.
- Science, scientific methods, scientific approach.
- Role of statics and research in Home Science discipline.
- Types of research: Historical, descriptive, experimental, case study, social research, observation research.

**UNIT - II**

- Definition and identification of a Research Problem.
- Selection, justification and limitation of research problem.
- Hypothesis - meaning, nature, characteristics, types & functions of hypothesis
- Variables : Meaning, nature, types & selection of variables.

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**UNIT - III**

- Sampling methods
- Probability & semi probability sampling - simple random, systematic random sampling, two stages and multi stage sampling, cluster sampling.
- Non - probability sampling : purposive, quota and volunteer sampling.
- Merits & Demerits Sampling.

**UNIT - IV**

Research Design

- Meaning, features concept & purpose of research design.

Qualitative research Method

- Definition Theory design types reliability & validity of :-
  - i. Case study
  - ii. Interview
  - iii. Observation

**UNIT - V**

Quantitative research method

- Definition Theory design types reliability & validity of :-
  - i. Social metric scale
  - ii. Questionnaire
  - iii. Schedule
- Writing a research report
- Experimental Group
- Randomized block design
- Latin square design
- Factorial design

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**M.Sc. (Home Science)  
RESOURCE MANAGEMENT  
Semester - II  
Paper I  
HOUSING FOR FAMILY LIVING  
20 -18-19**

**Objectives :**

- To enable the students to
- Recognize the role of housing for national development
- Be aware of the housing, problems in India and the measures for allocating the problems.
- Understand and apply the principles of design in housing. Contents

**UNIT - I**

- History of housing
- Changes in housing needs and standards.
- Housing in India as affected by trends in Population
- Establishments of households
- Levels of income per households
- Occupation
- Family mobility
- Technological development

**UNIT - II**

- Present housing condition in India
- Rural and urban
  - Cost of housing
- Availability of building material
- Quality of housing available
  - Factors affecting housing
- Social, cultural, demographic, climatic etc.

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UNIT - III**

- Approaches to housing
- Various housing schemes : central and local government programs, industrial housing.
- Housing standards and housing legislation
- Building codes and byelaws.
- Rent control act, Technical aspects of house design with reference to principles of planning -

**UNIT - IV**

- Residential architectural design and housing construction.
- Modern architecture materials for construction - Advantages and disadvantages with respect to suitability to design, availability, durability maintenance, safety convenience and economy.
- Factors influencing cost, sources of financial assistance.

**UNIT - V**

- Essential Services
- Type of services
- Water supply, drainage
- Housing research
- Agencies for research and development
- Methods and techniques

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PRACTICAL

100

**Objectives :**

1. Analysis of floor plans and evaluation.
2. Drawing House plans for various income groups
3. Study of different housing designs
4. Study of housing conditions, building materials and technology
5. Visits.

**Reference :**

1. Ambedkar, V.N. & Modak, N.V. 1971 : Town \* & Country planning & Housing  
orient longman
2. Deshpande, R.S. (1974) : Modern idea homes for India, United book corporation.
3. Faulkner, S. (1979) : Planning a housing, Holt, Rinehart & Winston.
4. George, D. (1981) : How to be your own electrician, Science still book. Harper  
and row.
5. Graham, L. (1982) : Lighting your home, Wills and Boons Ltd.

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**M.Sc. (Home Science)**  
**RESOURCE MANAGEMENT**  
**SEMESTER - II**  
**Paper-II**  
**CONSUMER IN THE MARKET**  
**2017-18**

Marks : 100

**OBJECTIVES**

- To familiarize the students with the changing economic environment and the rising consumerism.
- To enhance the understanding the marketing system and the marketing strategies.
- To have an overview of the consumer behavior and the consumer movement
- To help them to become wise consumers for judicious use of resources in the present market systems and environment.

**CONTENTS:**

**UNIT-I**

1. Consumer and the Indian economic environment.
  - Definition and characteristics of consumers.
  - Definition, role, types and how does an economy function, problem of economy.
  - Back ground of Indian economic environment.
  - Role of consumers in the economy of a nation.

**UNIT-II**

2. Contemporary Economic Environment :
  - Introduction of market : Meanings, definition, characteristics types.
  - Changing business environment - Telemarkets, global, e-business and e-commerce.

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**UNIT-III**

3. Consumer behaviour
- Understanding consumers and their wants.
  - Determinants of consumer behaviour - opinion, leadership, group influence, social class and culture, consumer dissatisfaction.
  - Market strategies influencing consumer behaviour.
  - Guidelines for wise purchasing practices.

**UNIT-IV**

4. Market Practices that exploit consumers.
- Types of exploitation - Adulteration, packaging, label, weights & measures, advertising and sale gimmicks.
  - Causes of exploitation.
  - Consumer problems and their solutions.

**UNIT-V**

5. Consumer protection : Need and Rationale.
- History of consumer movement in India- Origin, growth, causes for slow growth.
  - Role of consumer organisations - National, regional and international.
  - Role of government agencies, legislation
  - Empowerment of consumers
  - Ways of promoting consumerism.

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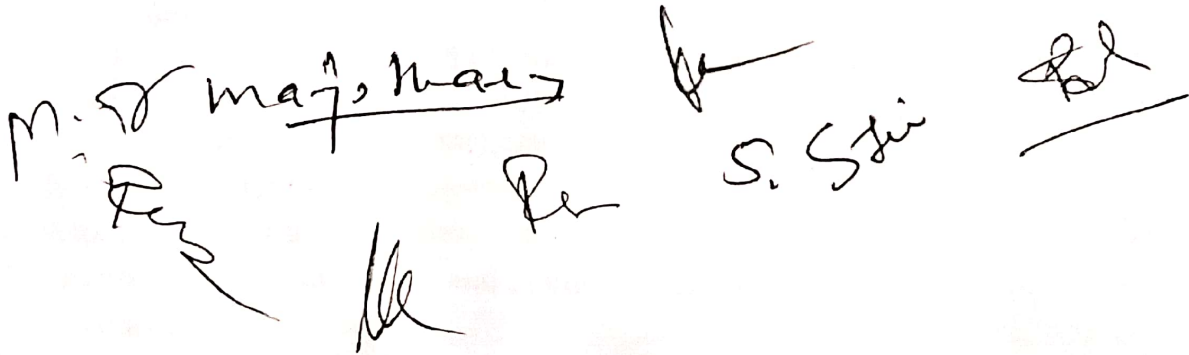
Practical Survey

Total marks :50

**CONSUMER IN THE MARKET**

**REFERENCES :**

1. Bedekar, S.J. (1991) Marketing - Concepts and strategies, Oxford University Press, Mumbai.
2. Chadha, R. (1995) : The Emerging Consumer, New Age International Publishers Limited and Wiley Eastern Limited, New Delhi. .
3. Sherlekar, S.A. SJS, Victor and K.N. Prasad (1994) : Principles of Marketing, Himalaya Publishers, Mumbai.
4. S. George Getz (1991), The Consumer and the law, Wiley Eastern Limited.
5. Varkey, V.Q. Handbook of Marketing, Everest Publishing House.
6. Seth J.M. and seethuraman, P. (1994) Consumerism : A growing concept Phoenic Publishers, New Delhi.


  
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**M.Sc. (Home Science)**  
**RESOURCE MANAGEMENT**  
 Semester - II  
 Paper - III  
**ENVIRONMENTAL MANAGEMENT**  
 2017-18

M.M. 100

**OBJECTIVES :**

- To be aware of the holistic ecological approaches to environment.
- To be aware of the environmental problem, hazard and risks.
- To understand the aspects of environmental pollution and waste management.
- To be aware of the environmental policies, movements and ethics.

**UNIT - I**

1. Fundamental of environment :
  - Definition of environment, scope of environment studies.
  - Components of environment - Atmosphere, Lithosphere, Hydrosphere.
  - Physio - chemical factors in environment.
2. Ecosystem - Earth, Man & Environment :
  - Concept of Ecosystem.
  - Structure of Ecosystem- Abiotic (non living and Biotic living) components.

**UNIT - II**

3. Population and Environment
  - Population growth.
  - Impact of population growth on economic development and environment.
4. Environment management :
  - Concept of environment management
  - Need for environment management.
  - Aspects of environment management.
  - Environment consciousness and public awareness.
  - Environment education.
  - Improvement of production technology.
  - Development of scientific and intellectual efficiency.
  - Regulation of socio-cultural aspects.
  - Resource management.

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**UNIT - III**

5. Air pollution -
  - Definition, sources and effects of air pollution.
  - Measure to control air pollution
6. Water pollution
  - Definition and sources of water pollution.
  - Harmful effects of water pollution.
  - Remedies to control water pollution.
7. Noise pollution -
  - Sources of noise pollution.
  - Harmful effects of noise pollution.
  - Control of noise pollution.

**UNIT - IV**

1. Forest conservation :
  - Importance of forests.
  - Deforestation and bad effects of deforestation.
  - Poorest conservation.
  - Chipko Aandolan.
2. Wildlife conservation -
  - Importance of wildlife.
  - Importance of biodiversity.
  - Conservation of wildlife.

**UNIT - V**

1. Waste management -
  - Sources and types of-solid wastes.
  - Effects of solid waste pollution and its management.
2. Environmental Legislation (in brief) -
  - The water (prevention and control of pollution) Act, 1974.
  - The Air (prevention and control of pollution) Act, 1981.
  - The Environment Act, 1986.

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**M.Sc. (Home Science)**

**RESOURCE MANAGEMENT**  
**SEMESTER - II**  
**PAPER - IV**  
**STATISTICS & COMPUTER APPLICATION**  
**2017-18**

Marks : 100

**OBJECTIVES**

- To understand the role of statistics and computer applications in research.
- To apply statistical techniques to research data for analyzing 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, 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. Differences in proportion for means and difference in means - Critical ratio.

**UNIT-IV**

- Correlation - Meaning, types.
- Coefficient of correlation by Scatter diagram, rank correlation, product movement method.
- Analysis of variance - nature use & basic concept one and two-way.

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**UNIT-V**

- Experimental designs - nature, types - single group-two group, control & experimental group.
- Randomized block design.
- Latin square design.
- Factorial design.

**Practical**

Statistics and complication application 50

**Total Marks: 50**

**PRACTICAL**

**STATISTICS & COMPUTER APPLICATION**

1. Tabulation
2. Graphic Presentation, Frequency curve, Histogram, Frequency, Polygons, Ogive.
3. Calculation of Mean, Median, Mode
4. Calculation of Standard Deviation.
5. Correlation

**Note:** Student should be given hand on experience to use appropriate software packages for selected statistical analyses.

**Reference :**

- Garrett, Henery 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.

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 M.Sc. (Home Science)  
**RESOURCE MANAGEMENT**  
*Semester I* SEMESTER - III & I  
 PAPER - I  
**ENTERPRENEUSHIP MANAGEMENT**  
 20 -18 -19

Marks : 100

**OBJECTIVES**

- To provide conceptual in outs regarding entrepreneurship management.
- To sensitive and motivate the students towards entrepreneurship management.
- To Orient and impact knowledge towards identify and implementing entrepreneurship opportunities.
- To develop management skill for entrepreneurship management.

**CONTENTS:**

**UNIT-I**

**Entrepreneurship -**

1. Meaning and definition of Entrepreneurship
  - Various concepts of Entrepreneurship.
  - Nature (Characteristics of Entrepreneurship).
  - Need and importance of Entrepreneurship.
  - Difference between Entrepreneurship and Self employment.
  - Difference between Entrepreneurship and Income Generation.
  - Unemployment in India & career options.

**UNIT-II**

**Entrepreneur-**

2. Meaning and definition of Entrepreneur
  - Emergence of entrepreneurial class.
  - Characteristics of Entrepreneur.
  - Types and functions of Entrepreneurs.
  - Pre-requisites of Entrepreneurs.
  - Entrepreneur Vs Managers.

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**UNIT-III**

**Theoretical Concepts of Entrepreneurship Development-**

3. Theories or Model of Entrepreneurship-

- Economic Models.
- Sociological models.
- Psychological Modes.
- Integrated Model.

**Entrepreneurship and Role of Socio Economic Environment -**

- Role of Business environment in Entrepreneurship development.
- Role of economic environment in Entrepreneurship development.
- Role of social environment in Entrepreneurship development.
- Role of Political and other environment.

**UNIT-IV**

**Entrepreneurship Development Programme (EDPs)**

- Definition characteristics and need and objective of EDP's
- Relevance of EDP's.
- Course contents of EDP and stages of EDPs.
- Problems faced by EDPs and suggestion for EDP's.
- Basic features or process of EDP.
- Achievement of Entrepreneurial Development Programme.
- Critical Evaluation of Entrepreneurial Development Programme.
- Role of Government in EDPs.

**UNIT-V**

**Entrepreneurial Development in India -**

- History and Development in India (in five years plant).
- Major obstacles in the entrepreneur development in India.
- Factors affected. The growth of Entrepreneurship.
- Supporting organization of Entrepreneurship Development.

**Practical**

100

Study of various schemes organised by SADMAP.

Preparation of Phinile Liquid Soap Detergent Herbal Shampoo etc.

Survey of Industrial Center.

Prepare a Project for establishment and financing of small Scale Industry.

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M.Sc. (Home Science)  
**RESOURCE MANAGEMENT**  
 Semester I SEMESTER - III & I  
 PAPER - II  
**HOSPITALITY ADMINISTRATION**  
 2017-18

Marks : 100

**OBJECTIVES**

- To orient the students with the functions of front office department in the hospitality industry.
- To acquaint the students with the housekeeping department and its administration.
- To enable the students to manage resources in the housekeeping department of fulfill the hospitality function.

**UNIT-I**

1. Types of institutions offering hospitality services.
2. Functions/Services of the front office.
3. Various sections of the front office.

**UNIT-II**

1. Front office organization and the duties of the front office staff.
2. The role and the essential qualities of the front office staff.
3. Personal hygiene of the front office staff.

**UNIT-III**

1. Role of housekeeping in the hospitality industry.
2. Layout of a housekeeping department.
3. Organisation of a housekeeping department.
4. Qualities of the housekeeping staff.
5. Departments that housekeeping co-ordinates with..

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**UNIT-IV**

1. Personal management - recruitment, selection, training, job analysis, job description, job evaluation.
2. Housekeeping procedures of rooms and floors.
3. Housekeeping procedures of linen and uniform room.

**UNIT-V**

1. Safety and security, fire prevention, sanitation, pest control, control of odours, first aid.
2. Flower arrangement.
3. The basic styles/types of food services - self services, tray service waiter service.
4. Top of table items - table linen, dinnerware, tableware, glassware.
5. Table setting.

**PRACTICAL**

**Total marks 50**

1. Folding of napkins.
2. Flower arrangement for dining rooms and dining tables.
3. Salad decoration.
4. Table setting for various meals.
5. Menu planning for various groups of people for various occasions.
6. A short duration training in planning and organization a catering project.
7. Market survey of different food commodities and their cost.
8. Models of records to be maintained in a food services institution.
9. Maintenance of a work book on the above mentioned topics.
10. Viva.

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**As recommended by board of studies**  
**Govt. K.R.G. P.G. Autonomous College Gwalior M.P.**  
**M.Sc. (Home Science)**

**RESOURCE MANAGEMENT**  
**Semester I SEMESTER - III & I**  
**PAPER - III**  
**ADVERTISING AND MARKETING**  
**2017-18**

Marks : 100

**OBJECTIVES**

- To become aware of different market organization in our Economy.
- To understand the different marketing-functions and the distribution system in our economy.
- The familiarcis with the marketing strategies and market research.
- To understand the role of advertising in sales promotion.

**UNIT-I**

**Market Economy -**

Types of market, importance of marketing, marketing environment.

**Strategic planning and marketing information steps in marketing process.**

**Marketing information system**

- Need and characteristics of marketing information system.
- Marketing strategy.
- Role and type of marketing research.

**UNIT-II**

**Market segmentation -**

Criteria, requirement advantage, segmentation marketing strategy.

**Product development and product related strategies -**

- Product concept.
- Product planning and development strategy.
- Product planning and development process.
- Product stages.
- Product strategy - packing, branding, labeling.

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**Semester wise syllabus for Post Graduates  
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**UNIT-III**

**Advertising and sales promotion -**

- Advertising objectives, functions, benefits.
- Advertising budget.
- Decision areas in advertising.
- Types of advertising.
- Evaluating of advertising effectiveness.
- Advantage and disadvantage and criticism of advertising.

**UNIT-IV**

**Personal selling and sales management**

- Characteristics and importance.
- Creative selling process.
- Sales organizing meaning, importance, objective, function, factor.
- Affecting sales organizing and training personal.
- Motivation evaluation and control of sales force.

**Sales promotion public relation -**

- Meaning, objective, function, characteristics. NT.
- Type of sales promotion.

**UNIT-V**

**Evaluating and controlling market**

- Process of marketing control.
- Techniques of marketing control.
- International marketing.

**Service marketing**

- Marketing concepts in service marketing
- Growth of service markets.
- Classification of service.
- Peculiar features of service.

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**RESOURCE MANAGEMENT**  
**Semester I SEMESTER - III & I**  
**PAPER - IV**  
**SCIENTIFIC WRITING & COMMUNICATION TECHNOLOGY**  
**2017-18**

Marks : 100

**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.

**UNIT-I**

**1. Scientific writing as a means of communication.**

- different forms of Scientific writing.  
Articles in journals, Research notes monographs, bibliographies

**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 outlines  
Sentence outline, combination of topic and sentence outlines.

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**References:**

1. Barotia, G.R. nad Sharma N.K. (1998) effective/sales, advertising/inacacccw-c  
Mangaldeep publication Jaipur.
2. Dhar PK (1991); Indian Economy its growing dimensions, Kalyan Publishers,  
New Delhi.
3. Hawking D.I. best R.J. Coney K.A. (1983) Consumer behaviours Revised Ed  
New J.Q. Motivation Research and marketing management prentice Hall.
4. Kotier, Phillip (1983) Marketing management, Analysis. Planning and control.  
Prentice Hall, New Delhi.
5. Schiffman G. Jeon, Kauk Lazer leslie (1992) Consumer behaviour Prentice Hall  
new Delhi.
6. Zikmund G. William & Micheal d;unico (1996) basic Marketing West  
publishing company.
7. Naz. M parahkas V.N. Montesio (1994): Advertising (4th Edition) Vishal PS  
Rakeshan publication.
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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 relationship 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 writing drafting and re-drafting based on critical evaluation

UNIT-IV

5. Parts of dissertation/research report/article
- Introduction
  - Review of literature
  - Method
  - Results and discussion
  - Ask questions related to content, continuity, clarity, validity, internal consistency and objectively during writing each of the above parts.

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UNIT-V**

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

**References:**

1. APA (1984), publication manual of American psychological association (3rd edition), Washington : APA.
2. Cooper, H.M. (1990) integrating research: A guide for literature reviews (2nd edition). California. Sage.
3. Dunn, F.V. & Others (Ed.) (1991). Disseminating research: Changing Practice NY. Sage.
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Practical  
OBJECTIVES

M.M. : 50

- To develop underlining 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 of 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
  - Incorporation the use of video films in presentations i.e. the selected clippings.
  - Slide : making use of slides with Audio Commentaries for presentations.
  - Development and use of transparencies.
  - Digital method of Communication technologies.
  - Computer graphic design.
5. Preparation of graphics for research reports/seminars/other Presentations.
6. Designing - Leaflets / pamphlets / Booldets / Vover pages / Posters.
7. Presentations using power point.

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**M.Sc. (Home Science)**

**RESOURCE MANAGEMENT**  
*Semester II* SEMESTER - IV & II *Code 2891*

PAPER - I

CONSUMER ECONOMICS

20 -18-19

Marks : 100

**OBJECTIVES**

- To familiarize the students with the changing economic environmental and the rising consumerism.
- To develop an understanding of the marketing system and marketing strategies keeping in view of consumers.
- To know the technique of consumer decision making and the aids for wise decision making.

**CONTENTS:**

**UNIT-I**

**Consumer and Theories of consumer behavior**

- Definition, characteristics and types of consumers.
- Utility solution - Meaning & definition of utility & types of utility.
- Law of diminishing marginal utility.
- Law of equi-marginal utility.

**UNIT-II**

**Market and prices**

- Law of demand and law of supply
- Definition and types of Markets - perfect imperfect and monopoly.
- Definition and types of prices.

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## UNIT-III

## Consumers buying habits and buying motives.

- Convenience goods, shopping good and specially goods.
- Buying motives - primary, selective, rational emotional
- Patronage.

## Consumer credits -

- Definitions and types of credit.
- Factors affecting consumer credit decisions.
- Sources of consumer credit.
- Needs & uses of family credit.
- Credit rating agencies.

## UNIT-IV

## Channels of distributions

- Meaning, definition and types of channels of distribution.
- Functions of channels of distribution.
- Factors considered in the selection of the channels.
- Policy of distribution channels and major decision area.
- Distribution practices in India.

## UNIT-V

## Consumer decision making &amp; buyer behaviour

- Meaning and definition of consumer decision.
- Types of consumer decision.
- Process of decision making
- Theories of buyer behaviour.
- Method of buying process of buying wise purchase in market.
- Factors determining and influencing, consumer behaviour - perception, learning, memory, motivation, personality attitude.

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**References:**

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  2. Business environment, Shri S.C.Jain
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  4. Marketing management - S.C. Jain
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  7. East Rober: Changing consumer behaviour, Cassel Educational Limited, Articlery House, London.
  8. Margery K Schiller : A guidebook for teaching consumer Credits Boston Allyn and Baeon
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- /Sectharman & Sethi M. (2201): Consumerisum Strategies and Tacties, CBS, Publishers.

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**M.Sc. (Home Science)**

**RESOURCE MANAGEMENT**  
**SEMESTER - IV**  
**PAPER - II**  
**RESIDENTIAL SPACE DESIGN**  
**2017-18**

Marks : 100

**OBJECTIVES**

- To understand the factors influencing space design organization for optimum comfort and functionalism.
- To provide adequate facility for work, relaxation rest, comfort privacy, care, esthetes etc. through interior space designing.
- To study the fittings and fixtures used in residential interiors
- To develop skills of drawing the working details.

**CONTENTS:****UNIT-I****Understanding of residential interior space design from point of view.**

1. Classification of area and space.
  - Social and recreational area.
  - Service or work area
  - Rest of private area.
2. Factors to be considered while designing
  - Orientation
  - Aspect
  - Prospect
  - Grouping of users area
  - Circulation between and within users area.
  - Light and ventilation
  - Flexibility & privacy
  - Roominess (Spaciousness)
  - Cost and economy
  - Aesthetics and elegance.

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**UNIT-II**

**1. Basics of furniture design:**

- Current trends in interior design
- Furniture arrangement in different rooms.

**2. Kitchen and storage as most important work area**

- Planning of the kitchen
- Type of kitchen
- Work centers
- Activities in work centers, utility

**3. Storage - Need, steps in planning storage.**

**UNIT-III**

1. Consideration of economic in interior design importance of economic in interior design work, worker and work place relationship.
2. Study of different body postures used in different activities and its relation to fatigue types of fatigue.

**UNIT-IV**

1. Study of various types of fixtures and fittings used in interiors.
2. Knowledge of electric symbols for residential wiring.
3. Need of light for interior living.
4. Psychological and emotional effect of colours.
5. Colour schemes.

**UNIT-V**

1. Application of appropriate materials for various uses.  
 (a) Use of timber      (b) Paints and Varnish      (c) Glass
2. Housing needs.
3. Principles of design

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PRACTICAL

Total marks 100

RESIDENTIAL SPACE DESIGN

1. Interior design scheme - Residential space related with furniture.
2. Working drawing construction of various furniture.
3. Analysis rate of certain items table, chair
4. Lettering
5. Study of different colour schemes
6. Model making of interior schemes.
7. Visit and file work.

References:

1. Ball, Victoria K. 1655 (1980): The art of interior design McMillan & Co. New York.
2. Bhatt, RDI Goenka S. (1990) Foundation of Arts Design Lakhani Rock Department Bombay.
3. Encyclopedia of interior design.
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M.Sc. (Home Science)  
**RESOURCE MANAGEMENT**  
**SEMESTER - IV**  
**PAPER - III**  
**FINANCIAL MANAGEMENT**  
 2017-18

Marks : 100

**UNIT-I****1. Socio economics environment**

- National income
- Income distribution, per capita income
- Inequalities of income
- Inflation Vs. deflation
- Wages
- Definition
- Earning principles of wages determination
- Wage differential.

**UNIT-II****1. Financial planning and implementation**

- Budgeting - objectives, types, advantages of budget.
- Purchase, storage, cost reduction.

**2. Planning a budget for a family for fixed income.**

- Restaurant/hostel/any selected organization
- Boutique
- Small industry

**UNIT-III****Record keeping and accounting**

1. Fundamental principles of accounts.
2. Types of accounts
3. Income & expenditure account
4. Balance sheet

**Financing of enterprises / consumer durables**

1. Housing
2. Automobile
3. Education
4. Small scale industry

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**Semester wise syllabus for Post Graduates**  
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**UNIT-IV**

**1. Tax planning**

- Types of taxes
- Principles and procedures of income tax.
- Preparation of statement of income, income and filling of income tax in case of return.

**2. Individual (Salary class)**

- Organization
- Knowledge of various exemptions and deduction.

**UNIT-V****1. Saving and investment**

- Importance of savings
- Ways of selecting investment
- Saving facilities and investment opportunity

**2. Family credit**

- Role of credit in finance
- Source of family credit
- Economic insecurity - unemployment - its nature and causes.

**3. General introduction of income and property rights**

- Legal aspects of wills and trust

**PRACTICAL****Total marks 50****FINANCIAL MANAGEMENT**

1. Socio economic survey
2. To prepare a family budget for different income groups.
3. To prepare hostel budget
4. Calculation of income tax.
5. Survey of saving and investment schemes.

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M.Sc. (Home Science)  
 H.D./F.N./R.M.  
**SEMESTER - IV**  
**OPTIONAL PAPER - IV**  
**MASS COMMUNICATION**  
 2017-18

Max. Theory - 50 Practical - 50 Objectives

- To understand the importance of communication.
- To develop skill for communication ability.
- Importance of audio visual aids in communication.

**Unit - I**

- Concept of communication
- Elements and process of communication
- Functions of communication
- Non verbal communication-sign, gestures, body movement

**Unit - II**

- Types of communication - intra personal, inter personal, group communication and mass communication.
- Feed back in communication
- Characteristics and method of feed back.
- Elements of effective communication
- Barriers to communication

**Unit - III**

- print media origin, development characteristics of news paper.
- News agencies united news of India (UNI). Press Trust of India (PTI) Reuter, pass and etc.
- Magazine format type and organization.
- Concept of news, values, sources of news. Structure of news report.
- Features article, editorial.

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**Unit - IV**

- Radio-origin, development and characteristics of Radio.
- Radio as a mass medium.
- Radio news, radio features.
- Various types of interview.
- Folk media.

**Unit - V**

- Television-origin, development and characteristics of television.
- T.V. News
- Contribution of T.V. in Social development
- Film-origin, Development of India film.
- Socio cultural effects of film as mass medium. Censorship, using film for extension.

**PRACTICAL**

50

## 1. Operation of various projectors

- a) OHP
- b) Slide
- c) Tape recorder
- d) CD player
- e) Computer

## 2. Preparation of

- a) Visual non projected materials.
- b) Booklets
- c) Pamphlets
- d) Invitations
- e) Posters

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