

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~~ SEMESTER - III & I

PAPER - I

ENTERPRENEUSHIP MANAGEMENT

20-18-19 2021-22

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 plan).
- Major obstacles in the entrepreneur development in India.
- Factors affected. The growth of Entrepreneurship.
- Supporting organization of Entrepreneurship Development.

Practical

Study of various schemes organised by **SADMAP**, **1 M.P. Govt. & G.O. 100**.
Preparation of Phenile 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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Semester I SEMESTER - III & I
PAPER - II
HOSPITALITY ADMINISTRATION
2017-18 2021-22

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.
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RESOURCE MANAGEMENT

Semester I SEMESTER - III & I
 PAPER - III
 ADVERTISING AND MARKETING
 2017-18 2021-22

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 familiaris 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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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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Semester I SEMESTER - III & I
PAPER - IV

SCIENTIFIC WRITING & COMMUNICATION TECHNOLOGY
2017-18 2021-22

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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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

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