

**M.A SEM-I P-I**

**COURSE CODE:6.301**

## **Home Science (Extension & Communication)**

### **COURSE DETAILS**

**Name of the Department:** Extension Education and Communication I Sem.

**Name of the Course (PAPER):** Extension Education System I Paper

**Course Objective:** (2 or 3 lines) To help students there are changing concepts of extension; different trends in extension approaches and models.

**Course Outcome:** (Minimum 5 points)

1. To impart knowledge of small industries.
2. To impart knowledge of extension & rural development welfare.
3. It contributes towards national development such as SHG, DRDA.
4. There are multiple innovative technology which will also create employment.
5. It makes good communication better and Progressive.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Debate
2. Class-test
3. Project
4. Exams.

**Text Book:**

1. ग्रह विज्ञान प्रसार एवं सम्प्रेषण -प्रो. वी के दुबे, डॉ. अर्चना श्रीवास्तव
2. प्रसार शिक्षा एवं संचार -डॉ. मंजु पाटनी, डॉ. वी. डी हरपलानी

**Reference Book:**

1. Extension and Rural Welfare –O.P. Dhama
2. Extension Communication and management –Ray. G.L.
3. A hand book of Education Extension –Chaubey B.K.

**Revision / Remarks:** (Optional, if in last 5 years)

No changes in last five years.

**USE Additional sheets if required.**

**M.A SEM-I P-II**

**COURSE CODE:6.302**

## **M.A. /M.Sc. Semester-I**

### **COURSE DETAILS**

**Name of the Department:** Home Science (Extension & Communication)

**Name of the Course (PAPER):** Paper-II (Community organisation and development Theories.)

**Course Objective:** (2 or 3 lines) To enable students-

1. To understand the concept, structure and organisation of different types of Communication.
2. To understand the factors Contributing to changes in Community.

**Course Outcome:** (Minimum 5 points)

- 1) Studying about organisation, analysing and Preparations of the report.
- 2) Field visit to Community to media.
- 3) Exposure of rural community to media.
- 4) Leadership theories and characteristics in different Communities.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Class-test
2. Field Visit to community
3. Project

**Text Book:**

1. गृहविज्ञान प्रभारसिखा -डॉ. प्रमिला वर्मा, डॉ. कान्ति पाण्डेय
2. कृषि प्रभार, प्रशिक्षड एवं प्रबन्ध-डॉ.उम्मेद सिंह

**Reference Book:**

1. Edwards M and Hulme D (1992) making a difference; NGO's and Development in changing world.
2. Kapadia K.M (1996) Marriage & family in India.
3. Oxford University Press Calcutta, Third Edition.

**Revision / Remarks:** (Optional, if in last 5 years)

No changes in last five years.

**USE Additional sheets if required.**

**M.A SEM-I P-III**

**COURSE CODE:6.303**

## **M.A. /M.Sc. Semester-I**

### **COURSE DETAILS**

<b>Name of the Department:</b>	Home Science (Extension & Communication)
<b>Name of the Course (PAPER):</b>	Paper-III (Indian Socio-Economic Environment & Policies.)

**Course Objective:** (2 or 3 lines) To understand Socio-Economic structure, organisation and Problems of Rural, Urban & Tribal areas.

**Course Outcome:** (Minimum 5 points)

1. Knowledge increased about economic, employment & Industrial policies.
2. Increase knowledge about the status of women in Urban & Rural area.
3. They know about the Impact of Industrialization or urban life.
4. Aware about the policies and Liberalization and globalization and their impact.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Class-test
2. Survey
3. Project
4. Debate
5. Exams.

**Text Book:**

1. Indian Economy (भारतीय अर्थव्यवस्था) जे.पी.मिश्रा
2. भारतीय अर्थव्यवस्था, विकास एवं आयोजन, ए.एन. अग्रवाल

**Reference Book:**

1. भारत में समाज, डॉ.गजेन्द्र मोहन ESO-02,For IGNOU.
2. भारतीय आर्थिक समस्याएं, एस एन गुप्ता
3. भारतीय अर्थव्यवस्था, (सर्वक्षण तथा विश्लेषण) प्रो.एस.एन.लाल
4. India's Economic Reforms and Development. डॉ.एस.के.लाल, M.S. Ahhawalia

**Revision / Remarks:** (Optional, if in last 5 years)

No changes in last five years.

**M.A SEM-I P-IV**

**COURSE CODE:6.304**

**M.A. /M.Sc. Semester-I**

**Home Science (Extension & Communication)**

**COURSE DETAILS**

**Name of the Department:** Home Science (Extension & Communication)

**Name of the Course (PAPER):** Research methods and statistics (IV paper)

**Course Objective:** (2 or 3 lines) To understand the significance of Statics and research mythology in Home-Science.

**Course Outcome:** (Minimum 5 points)

1. To develop the capacity to understand the daily life issues and to study it throughly by research mythology.
2. Able to follow the exact research techniques step by step in assessment of daily issues.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Class-test
2. Survey
3. Project
4. Debate
5. Exams.

**Text Book:**

1. Social Research and Statistics –ravindra nath mukherjee.
2. Research & Statistics in psychology –D.N. Srivastava & Preeti Verma.

**Reference Book:**

1. Research mythology –H.K. Kapil

**Revision / Remarks:** (Optional, if in last 5 years)

No changes in last five years.

**USE Additional sheets if required.**

**M.A SEM-II P-I**

**COURSE CODE:6.306**

## **Home Science (Extension & Communication)**

### **COURSE DETAILS**

**Name of the Department:** (Extension Education & Communication)

**Name of the Course (PAPER):** Extension training management (I paper)

**Course Objective:** (2 or 3 lines) To help student understand the concept of management to achieve organizational goals and to apply the principles of management & services.

**Course Outcome:** (Minimum 5 points)

1. It contributes towards the overall development of the nation.
2. It helps eradicate unemployment.
3. To impart to knowledge to students regarding management of extensions.
4. There are multiple innovative technology such as –SWOT,PERT
5. It contributes towards the activities for social welfare like –N.G.O. etc.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Class-test
2. Project
3. Debate
4. Exams.

**Text Book:**

1. प्रबन्ध के सिद्धांत -डॉ.एस.सी.सक्सेना
2. गृहविज्ञान प्रसार शिक्षा -डॉ.प्रमिला वर्मा,डॉ.क्रांति.वर्मा.

**Reference Book:**

1. Organisation and management –Basu C.R.
2. Principles of management –Tripathi P.C. and Reddy P.N.
3. Concepts and Strategies –Chandan J.S.

**Revision / Remarks:** (Optional, if in last 5 years)

Paper title is same but minor change in content.

**USE Additional sheets if required.**



**M.A SEM-II P-II**

**COURSE CODE:6.307**

### **COURSE DETAILS**

**Name of the Department:** Home Science (Extension & Communication)

**Name of the Course (PAPER):** (II paper) General Studies and Women  
Empowerment

**Course Objective:** (2 or 3 lines) To enable students to-

1. To enable to understand the concept need relevance and dimensions of gender empowerment.
2. To understand the effort at disparities/imbalance and Problems of women.
3. To know the support system in the country for women's development.

**Course Outcome:** (Minimum 5 points)

1. Empowering Women and achieving gender equality.
2. Women's empowerment for better health, employment, education etc.
3. Elimination of all forms of discrimination.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Identification of women's Problems in a Community.
2. Preparation of an album on women's issues.
3. Assessment of self-concept with reference to identify and power.

**Text Book:**

1. लिंग और समाज -प्रो.अमित सिंह
2. भारतीय महिलाओं का समाजशास्त्र -डॉ. एम.एम.लवानिया, सशी के.जैन

**Reference Book:**

1. Yadav,C.P(2000): Empowerment of Women, Vol I&II, Laxmi Shikshan Sansthan and Anmol Publications Pvt. Ltd., New Delhi.
2. National Perspective Plan for Women(1988): Department of Women and child Development, New Delhi.

**Revision / Remarks:** (Optional, if in last 5 years)

No Change.

**USE Additional sheets if required.**

**M.A SEM-II P-III**

**COURSE CODE:6.308**

**M.A. /M.Sc. Semester-II, Paper-III**

**COURSE DETAILS**

**Name of the Department:** Home Science (Extension & Communication)

**Name of the Course (PAPER):** Program Design and Evaluation

**Course Objective:** (2 or 3 lines) To develop ability in planning extensions Programmes and also learn how to implement and evaluate the programmes.

**Course Outcome:** (Minimum 5 points)

1. Develop ability in planning extensions programmes.
2. Studying the role of functionaries in planning programmes.
3. Conducting the planned programme.
4. Knowledge increased about Evaluation, Reporting & Documentation.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Class-test
2. Project
3. Exams.
4. Discussion

**Text Book:**

1. Extension & Communication, G.L.Ray
2. गृह विज्ञान प्रसार शिक्षा, डॉ.प्रमिला वर्मा,डॉ.कान्ति पाण्डेय

**Reference Book:**

1. Dahama, O.P. and Bhatnagar, O.P. (1987) Education and communication for development.
2. Supe, S.V. (1982) Introduction to Extension Education.
3. Extension Education in Community Development Ministry of food & agriculture GOI.
4. Sandhu, A.S.(1994) Extensions Programme Planning.

**Revision / Remarks:** (Optional, if in last 5 years)

No Change in syllabus.

**USE Additional sheets if required.**

**M.A SEM-II P-IV**

**COURSE CODE:6.309**

## **M.A. /M.Sc. Semester-II**

### **COURSE DETAILS**

**Name of the Department:** Home Science (Extension & Communication)

**Name of the Course (PAPER):** Statics and Computer Application(IV Paper)

**Course Objective:** (2 or 3 lines) To know concepts of computing with statistical data.

**Course Outcome:** (Minimum 5 points)

1. Create Computer awareness.
2. Using the statistical techniques with computer.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Class-test
2. Project
3. Exams.
4. Discussion

**Text Book:**

1. Research & Statistics –D.N. Srivastava & Preeti Verma
2. Research & Statistics –L.B. Tripathi.

**Reference Book:**

1. Experimental Design in Psychological research Edwards.

**Revision / Remarks:** (Optional, if in last 5 years)

**USE Additional sheets if required.**

**M.A SEM-III P-I**

**COURSE CODE:6.311**

### **M.A. /M.Sc. Semester-III**

#### **COURSE DETAILS**

**Name of the Department:** Home Science (Extension & Communication)

**Name of the Course (PAPER):** (I Paper) (Communication Technologies in  
Extension)

**Course Objective:** (2 or 3 lines)

1. To impart knowledge and understanding of various communication systems.
2. To provide basic knowledge of concepts of advertising and use of media.
3. To impart skill in preparation of various computer aided media messages.

**Course Outcome:** (Minimum 5 points)

1. Awareness about designing Communication strategies as part of the project.
2. Analysing the use of different media at different level/groups.
3. Preparing effective advertisements.
4. Planning development and evaluation of communication headlines, slogans etc.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Designing a visual composition –Folder, Book cover etc.
2. Evaluation of advertising –newspaper story, radio Programme & Television Broadcast.

**Text Book:**

1. Extension Education & Communication –Prof V.K. Dubey & Prof Indira Bishnoi.
2. संचार के मुलसिद्धंत -ओमप्रकाश सिंह

**Reference Book:**

1. Mass communication in India –fourth Completely Revised Edition Veval J. Kumar
2. Understanding Computer-based education by- Martin A, Sigel & Dennis M.Davis.
3. Barker, Phillip(Ed)(1989): multi-media Computer Assisted learning, kogan Page London.

**Revision / Remarks:** (Optional, if in last 5 years)

No changes in last five years.

**USE Additional sheets if required.**

**M.A SEM-III P-II**

**COURSE CODE:6.312**

### **COURSE DETAILS**

**Name of the Department:** Extension Education & Communication III Sem.

**Name of the Course (PAPER):** II Paper, Community Health & Environment  
management

**Course Objective:** (2 or 3 lines)

To help children understand various community health problems, different aspects of environmental pollution, waste management and to be aware of the environment policies & movement.

**Course Outcome:** (Minimum 5 points)

1. Students will get more aware regarding environment cleanliness & health.
2. It will create employment in health sector.
3. To impart the knowledge about new technology regarding waste management.
4. There are modern technologies which will also create employment.
5. It helps eradicate unemployment.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Debate
2. Class-test
3. Project
4. Exams.

**Text Book:**

1. सामुदायिक स्वास्थ्य और परिवारिक कल्याण -डॉ.मनजीतविरदा
2. पर्यावरण अध्ययन -दीनानाथ शुक्ला, पी. कुमार, वंदना श्रीवास्तव

**Reference Book:**

1. A Text book of environmental pollution & control –Bhatia H.S.
2. Environmental Analysis, water, soil and air –Saxena M.M.
3. Essentials of community Health Nursing –Park k.

**Revision / Remarks:** (Optional, if in last 5 years)

No changes in last five years.

**USE Additional sheets if required.**

**M.A SEM-III P-III**

**COURSE CODE:6.313**

**M.A. /M.Sc III Sem., Paper-III**

**COURSE DETAILS**

**Name of the Department:** Home Science, Extension & Communication

**Name of the Course (PAPER):** Media Planning and Social Advertising

**Course Objective:** (2 or 3 lines) To understand the media planning in Promoting Social advertising & Social marketing.

**Course Outcome:** (Minimum 5 points)

1. Knowledge about the role of media & their types.
2. Knowledge increased about the term social marketing & commercial marketing.
3. Their knowledge increased in "How to make an advertisement.
4. Increase awareness about Social & commercial advertisement.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Debate
2. Class-test
3. Project
4. Exams.

**Text Book:**

1. आधुनिक विज्ञापन कला एवं व्यवहार, डॉ.अर्जुन तिवारी
2. विज्ञापन तकनीक एवं सिद्धान्त, नरेन्द्र सिंह यादव

**Reference Book:**

1. भारतीय विज्ञापन में नातिकता, डॉ. मधु अग्रवाल
2. Joshi P.C.(1985): An Indian Personality For Television, Vol. I
3. Yadav J.S. & Mohnot, Abhilasha(1993) Advertising and Social responsibility. Vol. I
4. Barry, Lumand & L.Heusel James S.(1973) marketing and social Environment.

**Revision / Remarks:** (Optional, if in last 5 years)

No changes in last five years.

**USE Additional sheets if required.**

**M.A SEM-III P-IV**

**COURSE CODE:6.314**

**M.A. /M.Sc III Sem., Paper-IV**

**COURSE DETAILS**

**Name of the Department:** Home Science, Extension & Communication

**Name of the Course (PAPER):** Development Journalism

**Course Objective:** (2 or 3 lines) To understand development journalism in the context of India's development status.

**Course Outcome:** (Minimum 5 points)

1. Knowledge increased about journalism & Development journalism.
2. Awareness improved in development issues faced by India.
3. Knowledge increased about Print and Mass Media.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

5. Debate
6. Class-test
7. Project
8. Exams.

**Text Book:**

1. पत्रकारिता एवं विकास संचार, डॉ.अनिल कुमार उपाध्याय
2. भारत में जनसंचार और प्रसारण मीडिया,मधुकर लेले

**Reference Book:**

1. जनसंचार (बदले परिपेक्ष्य में) डॉ.बलबीर कुंद्रा
2. फोटो पत्रकारिता, नवल जैसवाल
3. विकास पत्रकारिता, राधेश्याम शर्मा
4. Journalism in India, Rangaswami parthsarathi

**Revision / Remarks:** (Optional, if in last 5 years)

No changes in last five years.

**USE Additional sheets if required.**



**M.A SEM-IV P-I**

**COURSE CODE:6.316**

**M.A. /M.Sc IV Sem.**

**COURSE DETAILS**

**Name of the Department:** Extension Education & Communication

**Name of the Course (PAPER):** I Paper, Entrepreneurship management

**Course Objective:** (2 or 3 lines) To provide conceptual input regarding entrepreneurship management, to sensitize and motivate the students entrepreneurship management.

**Course Outcome:** (Minimum 5 points)

1. To promote the women for entrepreneurship.
2. It create the job opportunities.
3. To impart the knowledge towards different type of entrepreneurship.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Debate
2. Class-test
3. Project
4. Exams.

**Text Book:**

1. उधमिता के मूलाधार -डॉ.आर.सी.अग्रवाल,डॉ. संजय अग्रवाल
2. उधमिता सिधांत एवं वयवहार -डॉ. राजकुमार, डॉ. संतराम सिंह

**Reference Book:**

1. Fundamental of entrepreneurship and small business –Renu Arora & S.K. Sood.
2. उधमिता के आधार मूलतत्व -डॉ.आर.एल.नोलरवा
3. Entrepreneurship -डॉ.राजेश खन्ना
4. Women entrepreneurship –developing new Entrepreneurs – V.C. Patel

**Revision / Remarks:** (Optional, if in last 5 years)

Syllabus changed Media Production to Entrepreneurship Management due to recommendation of expert.

**USE Additional sheets if required.**



**M.A SEM-IV P-II**

**COURSE CODE:6.317**

**M.A. /M.Sc IV Sem.**

**COURSE DETAILS**

**Name of the Department:** Home-Science (Extension & Communication)

**Name of the Course (PAPER):** II Paper, Participatory Rural Appraisal

**Course Objective:** (2 or 3 lines)

1. Meaning Concept, need & method of PRA
2. tools of PRA

**Course Outcome:** (Minimum 5 points)

1. PRA was used to appraise the Socio-economic
2. Participatory training methods.
3. Aware about different techniques of PRA.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Visit to various training Institute to study the use of various Participatory training methods.
2. Class-test

**Text Book:**

1. A text-book of PRA & methods for community Participation –Dr. Neelima Kunwar, Mrs. Priya vashistha.
2. अनुमंथन विधिय -डॉ.डी.एम्.श्रीवास्तव

**Reference Book:**

1. Bhatanagar O.P. (1987) Evaluation mythology for training oxford & IBH Pulishing.co.Pvt.New Delhi.
2. Vanden Ban A.W. and Hawkers H.S. 1998 Agricultural Extension, CBS Publishers.New Delhi.

**Revision / Remarks:** (Optional, if in last 5 years)

No change in last 5 years.

**USE Additional sheets if required.**

**M.A SEM-IV P-III**

**COURSE CODE:6.318**

**M.A. /M.Sc IV Sem. III Paper**

**COURSE DETAILS**

**Name of the Department:** Home-Science (Extension & Communication)

**Name of the Course (PAPER):** Management of Human Science organization

**Course Objective:** (2 or 3 lines) To understand the concept of Human services organization and become aware about its management.

**Course Outcome:** (Minimum 5 points)

1. Identifying and visiting local human services organization.
2. Increases awareness about the NGO's.
3. Increase knowledge to apply the principles of management of human services organization.

**Assessment Method:** (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

1. Discussion
2. Survey
3. Class-test
4. Projects
5. Exams

**Text Book:**

1. भारत में समाज कल्याण प्रशासन.डॉ.डी.आर.सत्वदेव
2. समाज कार्य,डॉ.जी.आर.मदन

**Reference Book:**

1. समाज कार्य दर्शन,तेजस्कर पाण्डेय-ओजस्कर पाण्डेय
2. समाज कल्याण प्रशासन,डॉ. धर्मपाल चौधरी
3. Devi rameshwari and Ravi Prakash(19980 Social Work and Social Welfare Administration, vol. I&II

**Revision / Remarks:** (Optional, if in last 5 years)

No change in last 5 years.

**USE Additional sheets if required.**

