

M.Sc. Home Science (Extension and Communication)

Department of Home Science, Banaras Hindu University

DISTRIBUTION OF DIFFERENT COURSES AND CREDITS IN VARIOUS SEMESTERS

<i>Semester - I</i>		
Course Code	Titles	Credits
HEM101	Research Methods and Scientific writing	3
HEM102	Indian Socio-economic Environment perspective	3
HEM103	Development Communication	3
HEM104	Extension Education System	3
HEM105	Rural Development Programme and Administration	3
HEM106	Practicals based on course HEM101	2
HEM107	Practicals based on course HEM103	2
HEM108	Practicals based on course HEM105	2
	Total	21
<i>Semester – II</i>		
HEM201	Statistics	3
HEM202	Training and Development	3
HEM203	Programme Design and Evaluation	3
HEM204	Recent Extension Approaches and Techniques	3
HEM205	Computer Applications	3
HEM207	Practicals based on course HEM202	2
HEM208	Practicals based on course HEM203	2
HEM209	Practicals based on course HEM204	2
	<i>Optional paper</i>	2
	Total	23
<i>Semester – III</i>		
HEM301	Extension Management	3
HEM302	Journalism and Social Marketing	4
HEM303	Development Project Management and Seminar	3
HEM304	Entrepreneurial Education and Development	3
HEM305	Pilot Survey for Dissertation, Synopsis Formulation and Seminar	4
HEM307	Practicals based on course HEM302	2
HEM308	Practicals based on course HEM304	2
	<i>Optional paper</i>	2
	Total	23
<i>Semester – IV</i>		
HEM401	Communication Technology in Extension & media Production and its utility	3
HEM 402	Dissertation	8
HEM403	Practicals based on course HEM401	2
	Total	13
	Grand Total	80

SEMESTER-I

HEM101: RESEARCH METHODS AND SCIENTIFIC WRITING

Credits 3

PART-A RESEARCH METHODS

Science, Scientific Methods, Scientific Approach: Role of Statistics and research in Home Science discipline: objectives of research: explanation, control and prediction.

Types of Research: Historical, survey, experimental, case study, social research, participative research, definition and identification of a research problem, selection of research problem, justification, theory, hypothesis, basic assumptions, limitations and delimitations of the problem.

Types of Variables

Theory of Probability: Population and sample, Probability sampling: systematic random sampling, Two stages and multi stage sampling, Cluster sampling, non-Probability sampling: purposive, quota and volunteer sampling/snowball sampling.

Basic Principles of Research Design and hypotheses: Purposes of research design; Fundamental, applied and action; exploratory and descriptive; experimental, survey and case study; ex-post facto, Longitudinal and cross sectional

Qualitative Research Methods: Theory and design in qualitative research, Definition and types of qualitative research, Methods and techniques of data collection, Informal group discussions, Interviews; Key informants, in-depth interviews, Observations

Data Gathering Instruments: Observation, questionnaire, interview, scaling methods, case study, home visits, Reliability and validity of measuring instruments. Scales of measurement and the appropriate statistical techniques.

Critical analysis of research.

PART – B – SCIENTIFIC WRITING

Scientific writing as a means of communication : Different forms of scientific writing Articles in journals. Research notes and reports. Review articles, Monographs, Dissertations, Bibliographies.

How to formulate outlines : The reasons for preparing outlines, guide for plan of writing, skeleton for the manuscript, Kinds of outline, topic outlines, conceptual outline, sentence outlines, combination of topic and sentence outlines

Drafting Titles, Sub Titles, Tables, Illustrations : Tables as systematic means of presenting data in rows and columns and lucid way of indicating relationships and results, formatting Tables: Title, Body stab, Stab Column, Column Head, Spanner Head, Box Head, appendices; Use and guidelines

The writing process : Getting started, Use outline as a starting device, Drafting, Reflecting, Re-reading, Checking organization, Checking headings, Checking content, Checking clarity,

Checking grammar, Brevity and precision in writing, Drafting and Re-drafting based on critical evaluation

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 objectivity during writing each of the above parts.

Writing for Grants : Clearly state the question to be addressed, Rationale and importance of the question being address, 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 infra-structure and resources, Executive summary

References:-

1. Bandarkar, P.L. and Wilkinson, T.S. (2000): Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai.
2. Bhatnagar, G.L. (1990): Research Methods and Measurements in Behavioural and Social Sciences, Agri. Cole Publishing Academy, New Delhi.
3. Dooley, D. (1995): Strategies for interpreting Qualitative Data; Saga Publications, California.
4. Gay, L.R. (1981, 2nd Ed.): Educational Research, Charles, E. Merrill, Columbus, Ohio.
5. Long, J.S. (Ed.) (1988): Common Problems Proper Solutions: Avoiding Errors in Quantitative Research Beverly Hills, Sage Publications, California.
6. Mukherjee, R. (1989): The Quality of life: Valuation in Social Research, Saga Publications, New Delhi.
7. Strass, A. and Corbin, J. (1990): Basis of Qualitative Research: Grounded Theory Procedures and Techniques, Saga Publications, California.

PRACTICAL

HEM106: PRACTICALS BASED ON COURSE HEM101

Credits 2

- Abstract of different types of research should be given and discussed in the practical classes.
- Students should be asked to collect data from the household of B.H.U. Campus by using different sampling techniques in a group.
- The Student should be given exercises on different kinds of Scientific Report writings.
- Presentation should be made by the students on their field work reports.

References :-

1. APA (1984): Publication Manual of American Psychological Association (3rd Edit) Washington, APA
2. Copper, H.M. (1990): Integrating Research : A Guide for Literature Reviews (2nd Edit) California, Sage.
3. Dunn, F.V. & Other (ed.) (1994): Disseminating Research Changing Practice, NY: Sage.

4. Haman, E.& Montagnes, I. (Eds.) (1997): The Thesis and the Book, New Delhi : Vistaar.
5. Locke, L.F. and Others (1987): Proposals that work: A Guide. for Planning Dissertation Grant Proposal (2nd Ed.), Beverly Hills: Sage.
6. Mullins, C.J. (1977): A Guide to Writing and Publishing in Social and Behavioral Science, New York John Wiley & Sons.
7. Richardson, L. (1990): Writing Strategies, Reaching Diverse Audience, California: Sage.
8. Stenberg, R.J. (1991): The Psychologist's Companion: A Guide to Scientific Writing Students and Researchers, Cambridge, OUP.
9. Thyer, B.A. (1994): Successful Publishing in Scholarly journals, California: Sage.
10. Wolcott, H.T. (1990): Writing up Qualitative Research Newbury Park: Sage.

HEM102: INDIAN SOCIO-ECONOMIC ENVIRONMENT PERSPECTIVES Credits 3

Indian economy-structure and organization of rural, urban and tribal areas : Land ownership, occupational hierarchy, dependence on agriculture, Caste, class and institutions Roles and status of women, poverty, inequality, unemployment, stagnation, impact of industrialization on urban life; socio-economic aspects of metropolitan life, Historical overview of tribal welfare.

Socio economic changes since independence : Economic planning and achievements, Growth vs. Development, Development index, PQLI, HDI, CPI, etc., Rural development; concept, objectives, importance and historical overview, Employment policy; cottage and small industries, land reforms; future programmes, Tribal development strategies and policies, National economic policy and its impact.

Industry and agriculture : Industrial development and diversification, industrial policies since 1981, Agriculture price and credit policy, New economic policy and agriculture.

Co-operatives : Philosophy, objectives, types and progress.

References :-

1. Ahluwalia, M.S. (2000): India's Economic Reforms and Development, Oxford University Press.
2. Bhattacharya, B. : Urban Development in India, Shree Publishing House, Delhi.
3. Bose, Ashish : India's Urbanisation, Institute of Economic Growth, Delhi University.
4. Bulasara, J.F. : Patterns of Social Life in Metropolitan Areas.
5. Das, Ram : Socio-economic Transformation of Millions through Rural Development, 21st century Publishers, Meerut.
6. Dreze, J. and Sen, A.K. (1995): India, Economic Development and Social Opportunity, Oxford University Press.
7. Gulati, A : Indian Agriculture and Open Economy.
8. Husain, N. : Tribal Indian Today, Haman Publishing House.

9. Krishan, K.L. Industrial Growth and Diversification.
10. M.B. Nanavati and Anjana, J.J. : Indian Rural Policies.
11. Sen, A.K. : Growth Economics
12. Singh, A.K. : Tribal Development in India, Amar Prakashan, Delhi.
13. Economics and Political Weekly
14. Journal of Rural Development.
15. Kurukshetra, Publication of Development, Govt. of India, New Delhi.
16. Social Change (Council of Social Development, New Delhi)

HEM103: DEVELOPMENT COMMUNICATION

Credit 3

Concept : Development : Definition, basic concept; self reliance, dependency, cultural, identity decentralization, participation, modernization and industrialization, nature; development as a goal, development as a process, Models of Development; Economic Model, Social equity model, Participatory Model, Indicators of Development-Human, development Index, gender empowerment measure, human poverty index etc.

Concept : Development Communication : Definition, prerequisites of development communication, communication links in development communication, development effort, role and significance of development communication, inter-relationship between development and development communication, Models of development communication; independent model, Dependency model, Basic needs model, New paradigm of development, approaches to development communication; Diffusion and Extension approach, Strategies in development communication.

Media in Development Communication : Understanding the role of traditional and modern media in development communication, Use of folk media, puppetry, exhibition, theatre, posters, Print media (newspapers, books, leaflets, IEC material), radio, television and cinema.

Government policies and regulations on mass media in India, Planning, organisation, administration and evaluation of Development communication programmes. Understanding and analysis of the ongoing Government and Non-governmental efforts in development communication. Sustainable development needs and strategies. Participatory approaches in development communication. New avenues for development communication - literacy, women and development, human rights, environment. National projects of development communication - SITE, Jhabna etc, case studies on development communication.

PRACTICAL

HEM107: PRACTICALS BASED ON HEM103

Credits 2

- Analysis of indices of development
- Preparation of IEC material on various topics for different target audience
- Dealing with various issues in development communication through the use of folk media puppetry, radio scripts, leaflets, newspaper stories and reports, exhibitions, computer aide technologies.
- Project preparation on specific area in development communicating

- Case studies in development communication
- Visit/Excretion to famous communication and media centers in India

References :-

1. Capila, A. (2001); Images of Women in the Folk Songs of Garhwal Himalayas; Concept Publishers, New Delhi.
2. Communicatin for Development in the Third World Theory and Practice (1991), Sage Publication, New Delhi.
3. Honolulu (1976): Communication and Change: The Last Ten Years and Next, University of Hawai Press.
4. Ithiel Pool, Frey, F.W. and Schramm Wilbur (1973): Handbook of Communication.
5. Joshi, Uma (2001); Understanding Development Communications: Domincent Publishers; New Delhi.
6. Journal of Communication
7. Media Asia (1979): Popular Participation through Communication
8. Mehta, SR. (1992): Communication and Development: Issues end Perspectives, Rawat Publications, Jaipur.
9. Modi, B.: Designing Messages for Development; Sage Publications, New Delhi.
10. Nair, R. (1993): Perspective in Development Communication, Sage Publications, New Delhi.
11. Nair, K.S, and White, Shirley (1993); Perspectives on Development communication, Sage Publications, New Delhi.
12. Narula, U. (1994): Development Communication, Haranand Publications.
13. Sandlio. K. Problems of Communication in Developing Countries - Vision Books.

HEM104: EXTENSION EDUCATION SYSTEMS

Credits 3

Conceptual analysis: Extension; Meaning, changing concept of extension, philosophy, objectives, principles, functions, components of extension and dimension of extension. Extension education; meaning, process and principles of learning in extension.

Extension model and approaches: Models Technology-Innovation transfer model, Social education model, indigenization model, social action/conscientization models, empowerment participation model, combination models. Approaches; Agricultural extension, commodity specialized, training and visit, participatory, project, faming systems development, cost sharing, educational institution, integrated area, cluster, and target approach.

National Extension Systems in India and Abroad: Early extension efforts, Community development programme; genesis and growth, objectives, principles, critical appraisal of the community development programme. ICAR extension system, Agricultural Universities, KVK, TTCs. Extension systems of Ministry of Rural Development, Department of Science and Technology, Department of Industries and Department of Women and Child Development, Development work by NGOs, Government-NGO collaboration.

References :-

1. Albrechts, H. E. (1989): Rural Development Series, Agricultural Extension Vol I & II, Basic concepts and methods, Wiley Eastern Limited, New Delhi.
2. Extension Education in Community Development (1981): Ministry of Food and Agriculture, Government of India, New Delhi.
3. Pankajam, C. (2000): Extension - Third Dimension of Education, Gyan Publishing House, New Delhi.
4. Reddy, A. (1999): Extension Education, Sree Lakshmi Press, Bapatla.
5. Waghmare, S.K. (1989): Exploring of Extension Excellence, Multi Tech. Pub. Company.

HEM105: RURAL DEVELOPMENT PROGRAMME AND ADMINISTRATION Credits 3

Community Development Programmes : Meaning, principles and philosophy of Community Development, Evolution of the Community Development Programme in India, Set up and functions of the programme at various levels.

Panchayati Raj : Democratic decentralization, Evolution of Panchyati Raj, Set up and functions of the Panchyati Raj at the Central, State, District, Block and Village levels, Panchyati Raj Administration; three tier system, 73rd and 74th amendments in the Constitution, Functioning of the Panchyati Raj, women in Panchyati Raj.

Recent Five Year Plans : Community/Rural Development through the Five year plans, Programmes for the women.

Rural Development Programmes : Concept and genesis of integrated Rural Development, Current programmes of rural development.

Concept of Rural Development Administration : Nature and purpose of administration in extension, Meaning and definition of administration, Principles of administration, Public and Private Administration.

Voluntary Organizations in Rural Development :

Need for Volunteerism in Rural Development, Role of NGO's, Assistance available to Voluntary agencies from different ministries/Departments of Govt. of India, Details of function of Central/State Social Welfare Board and CAPART.

References :-

1. Upadhyaya, H.C. Modernisation and Rural Development, Anmol Publications, New Delhi, 1991.
2. Voluntary Action Coordination Cell, Planning Commission, Directory of Schemes for Voluntary Agencies, Compiled and Prepared by National Information Centre, New Delhi, 1987.
3. Shobhan, V., Rural Women and Development, Mittal Publications, Delhi, 1987.
4. Rural Development Statistics, NRD, Rajendra Nagar, Hyderabad, 1991.

5. Mishra, B.N., Participative Management and Rural Development K.M. Raj Mittal for Mittal Publications. NewDeihi, 1992.
6. Vidya Sagar, G., Chakrapani, K., Sateesh Reddy, K.I., Rural Development and Local Participation, Anmol Publications, New Delhi, 1992.
7. Bose. P.C. jam. H.C. Information Management of Rural Development, Shipra Publication, NewDeihi, 1994.
8. Ray, C.M., Politics of Rural Development, Rawat Publishers, New Delhi,

PRACTICAL

HEM108: PRACTICALS BASED ON HEM105

Credits 2

- Visit/excursion to the famous Rural Development Institute in the country
- Visit to Panchayat and discussion with Panchayat officers on the role of Panchayats in rural Development.
- Visit to Panchayat and discussion with Panchayat members and villagers.
- Visit to training centers of different personnel's involved in rural Development
- Visit to various N.G.O.s

References :-

1. Kusukshetra
2. Rural India
3. Journal of Rural Development
4. Gramin Vikas Newsletter
5. Indian Journal of Extension Education

SEMESTER - II

HEM 201: STATISTICS

Credits 3

Nature and Scope of Statistics: Methods of data representation - text, tabular and diagrammatic representations. Frequency distributions and their constructions: graphical representation of frequency distributions - histogram, frequency polygon and ogives. Measures of central tendency and their properties, partition values and their uses. Measures of dispersion with their properties. Concept of skewness and kurtosis and their measures. Bivariate data, scatter diagram coefficient of correlation and its properties, rank correlation, regression lines and their uses. Basic concepts of probability and random variable and its probability distributions, binomial and normal distributions. Elements of testing of hypotheses, null and alternative hypotheses, simple and composite hypotheses, type I and type II errors, level of significance, critical region.

Chi - square test for independence of attributes for 2x2 and mxn contingency tables, test of goodness of fit, normal tests for significance of population mean and population proportion for one sample and two sample problems; application of - test for small samples in testing significance of mean and equality of two population means.

References :-

1. Coon, A.M., Gupta, M.K. and Dasgupta, B. : Fundamentals of Statistics, Vol. I
2. Garrett, H.E.: Statistics in Psychology and Education.

HEM202: TRAINING AND DEVELOPMENT

Credits 3

Training and Learning: Concept of learning and types of learning, factors affecting learning among adults, Types and methods of learning, learning paradigms: learning knowledge, attitudes, skills, practices, experiential learning, reflective learning, Concept of Training: Goals of training; self-development, action learning, transformation and organisational development, enhancing organisational effectiveness, team spirit.

Training Methodologies: Current trends in training methodologies, organisational development approach, competency based training, participatory training methodologies; aspects, advantages, limitations etc. Training, Policies, needs, feature and importance.

Trainer & Trainee Interface: Roles of trainer, counsellor, coach, partner, facilitator, teacher advisor, model, expert, Competencies of a trainer; attitudes, behaviour traits; combining competencies of trainers.

Training Process: Different phases of training, models of training, system approach to training: inputs, process, outputs, stages of training, Training need assessment; advantages of training need assessment, approaches to training assessment. Training methods and interaction styles; classification of training methods, their importance, uses and limitations; selecting appropriate methods to suit situations and circumstances. Case study, role play, psychodrama, sensitivity, buzz group, group discussion, transactional analysis, process work, micro-lab business games, etc.,

Training Programme Evaluation: meaning, purpose, elements of evaluation, approaches to evaluation; types of evaluation and tips of making evaluation work, Tools for evaluation, quantities and qualitative evaluation. evaluation for guiding, checking and monitoring for action, Evaluation process; components, process methods and techniques.

Training Strategy and Designs: concept, type of strategies, need and importance of training strategy, e-training.

Training and Human Resource Development (HRD): concept of Human Resource Development, training and HRD in extension, training of extension personnel, content, areas-training of extension personnel, training of farmers, training needs of women, infrastructure for extension training, farmers' training in India: A brief History.

References :-

1. Berger, M.L. and Berger, P.J.. (1973): Group Training Technologies, Lowe and Bryalone Pvt. Ltd., Haver Hill; Britain.
2. Bhatnagar, O.P. (1989): Evaluation Methodology for Training Theory and Practical, Oxfordand IBH Publishing Company, New Delhi.
3. Easterby Smith, Mark (1986): Evaluation Management, Training and Development, Growers Publishing Co., England.
4. Flippo Edwin, B. (1972): Principles of Personal Management, McGraw Hill Co., New York.
5. Hackett, P. (1997), Introduction to Training, Universities Press, Hyderabad.
6. Kolb, P. (1984): Experimental Learning - Experiences as the Source of Learning and Development, Prentice Hall Inc., New Jersey.
7. Lyton, R. and Pareek, U. (1990), Training for Development, Vistar Publications, New Delhi.
8. Lyton, R. and Pareek, U. (1992): Facilitating Development, Saga Publications, New Delhi.
9. Moss Geoffrey (1988): New Directions in Extension Training. Directorate of Extension, Ministry of Agriculture, Government of India, New Delh.
10. Pateek, U. (1989). Behavioural Process in Organisation, Oxford and IBH, New Delhi.
11. Priot, J. (1994) Hand Book of Training and Development, Jaico Publishing House, Bombay.
12. Singh, P.N. (1989). Training for Management Development, Forum of Asian Management, Bombay.
13. Spathawk, S. (1998): Identifying Targeted Training Needs. Wheeler Publishing, New Delhi.
14. Stephen, R. (1989): Organizational Behaviour; Concept, controversies and Application, Prentice Hall of India, New Delhi.
15. Truelove, S. (1997) : Hand book of Training and development, Beacon Books, A Blackwell Asia Imprint, New Delhi.
16. Vanments Mony (1983) : The Effective Role Play- A Handbook for Teachers and Trainers, Kogan Page Ltd., London

17. Virman and Seth, P. (1989) : Evaluation Management in Training and Development, Vision, New Delhi.
18. Vork, A. (1989) : The System Approach to Training royal Institute of Public Administration Studies, London.

PRACTICAL

HEM207: PRACTICALS BASED ON HEM202

Credits 2

- Designing training programmes for different development goals.
- Developing skills in selection and use of different training methods - case play, role play, psychodrama, buzz group, group discussion, transactional analysis, process work, micro labs, business games, etc.
- Organizing and conducting training programmes.
- Evaluating training programmes.

HEM203: PROGRAMME DESIGN AND EVALUATION

Credits 3

Programme Planning : Meaning and importance of programme planning in extension, Principles of programme planning, programme development cycle and its components, programme projection: difference between programme projection and planning, identifying felt needs of people, collection of base line data.

Plan of work: Meaning, importance, components of a plan of work, developing a plan of work, factors to be considered in preparing the plan of work. Pre-requisites for developing plan, guidelines for developing a written annual plan, criteria for judging the plan of work, Resources for programme planning. Meaning of resource, types of resources, identification and appraisal of resources, resource mapping, computer application for programme planning.

Programme Implementation: Aspects of execution, Factors responsible for the successful conduct of a programme Role of officials and non-officials in programme implementation, Linkages with other agencies, Problems in implementation.

Evaluation and Follow-up: Meaning and purpose of evaluation, types of evaluation, self-evaluation and external evaluation, criteria for evaluation, Phases of evaluation, tools of evaluation, observation sheet, interview schedule, rating scale and checklist, Follow-up: Need for follow-up, methods of follow-up, correspondence, spot visit, meetings

Documentation : Need for reporting and recording, Procedures for recording; aspects to be covered, Records and registers to be maintained in programme, implementing institutions.

References :-

1. Albrechts, H. et al. (1989); Rural Development Series, Agricultural Extension, Vo;. I &II. Basicconcepts and method, Wiley Eastern Limited, New Delhi.
2. Chaubey, B.K. (1979): A Handbook of Extension Education, Jyoti Prakashan, Allahabad.

3. Extension Education in Community Development (1961), Ministry of Food and Agriculture, Government of India, New Delhi.
4. Pankajam, G. (2000): Extension- Third Dimension of Education, Gyan Publishing House, New Delhi.
5. Ray, G.L. (1999): Extension Communication and Management, Naya Prokash, Calcutta.
6. Raddy, A. (1999); Extension Education, Sree Lakshmi press, Bapatta.
7. Sandhu, A.S. (1994): Extension Programme Planning, Oxford & IBH Publishing Company Private Limited New Delhi.
8. Singh, R. (1987): Textbook of Extension Education, Sahitya Kala Prakashan, Ludhiana.
9. Supe, S.V. (1982): Introduction to Extension Education, Oxford Publishers, New Delhi.

PRACTICAL

HEM208: PRACTICALS BASED ON HEM203

Credits 2

- Visit to training and development organizations.
- Assessing needs and problems of a target group in community
- Studying the role of functionaries in planning programme.
- Selection of a problem of the rural community requiring intervention.
- Development of a plan of action for the identified problem.
- Conducting the planned programme.
- Evaluation and reporting.
- Suggestion and follow-up.

HEM 204: RECENT EXTENSION APPROACHES AND TECHNIQUES **Credits 3**

Development of Indicators: Preliminary, exploration, developing logical framework, providing empirical contents, and refinement of indicators.

Rapid and Participatory Rural Appraisal: Principles, methods, techniques and tools, utilization of PRA methods in field studies, use of supportive techniques; secondary sources, direct observation, semi structured interviews, case studies and stories, drama, games, role-plays, scenario workshops, triangulation, continuous analysis and reporting, Ranking and scoring, making maps and diagrams.

Developing Scales for Measuring Qualitative Traits: Social and psychological scale preparation and use; steps in scale preparation, reliability and validity testing, elimination of bias, item analysis test-retest.

Research Reporting: Variations in research reports, needs and styles of presentation, types of organisations, Format of research report; preliminary pages text/body of the report, Supplementary pages, general rules for writing and typing, evaluation of a report.

References :-

1. Bandarkar, P.L. and T.S. (2000): Methodology and Techniques of Social Research, H Publishing House, Mumbai.

2. Bhatnagar, O.P. (1990): Research Methods and Measurements in Behavioural and Sciences, Agri Cole Publishing Academy, New Delhi.
3. Edwards, A.L. (1969): Techniques of Attitude Scale Construction, Vakils, Feffer and Private Limited, Bombay.
4. Haris Raj (1996): Theory and Practice in Social Research, Surjeet Publications, New Delhi.
5. Krishnasamy, O.P. (1999): Methodology of Research in Social Sciences, Himalaya Pub House, Mumbai.
6. Laxmi Devi (1998): Reporting in Social Research, Institute for Sustainable Development, Anmol publications Pvt. Ltd., New Delhi.
7. Mikkelesen, B. (1995): Methods for Development Work and Research -A Guide Practitioner, Sage Publications, New Delhi.
8. Mulay Sumati and Sabarathanam, V.E. (1980): Research Methods in Extension Education, Manasayan, New Delhi.
9. Ray, G.L. and Mondal, S. (1999): Research Methods in Social Sciences and Extension Education, Naya Prokash, Calcutta.
10. Singh, A.K. (1997): Tests, Measurements and Research Methods in Behavioural Science, Bharati Bhawan, Patna

PRACTICAL

HEM 209: PRACTICALS BASED ON HEM204

Credits 2

- Study of a problem relevant to the discipline.
- Preparation of socio-economic indicators of the families in a group.
- Training in PRA.

HEM205: COMPUTER APPLICATION

Credits 3

Overview of a computer system, Software and hardware; Block diagram of computer; CPU, I/O and memory. Basics of operating systems MS-DOS and WINDOWS. Basic use of MS-WORD.

Complications of the following statistical problems:

1. Diagrammatic, graphical and Tabular representation of data
2. Construction of frequency distribution and their graphical representation
3. Calculation of different measurement of central tendency, dispersion, skewness and kurtosis
4. Computations of coefficient of correlation, regression lines and rank correlation
5. Application of chi-square tests, t-test, z-tests and F test on empirical data

SEMESTER-III

HEM 301: EXTENSION MANAGEMENT

Credit 3

Concept of Extension Management: Evaluation of extension management; Definition, process and need, models and principles of extension management, historical management; classical approach, behaviour approach, quantitative approach and approach to management.

Steps in Extension Management: Planning, Meaning and characteristics; elements strategies, procedures, rules, budget; planning process, types of plan; Decision Meaning; forecasting and decision making; decision making under uncertainty, organizing **Organizations structure:** organisational chart organizational relationship; formal and informal organisation; span of management; scalar principle department administration; line staff; functional committee; delegation of authority; principles of delegation; authority and responsibility , centralization and decentralization, **Coordination-** meaning, objectives, Staffing; planning, selection; training and development, needs-methods-performance appraisal , organisational conflict and conflict resolution, grievance handling, **Directing** methods-motivation-theories, **Communication:** importance, types and barriers to communication. **Leadership,** theories and styles, management grid, **Controlling;** meaning and process of control, Management Control Techniques; budgetary and non-budgetary control – Modern techniques; PERT, CPM etc. **Monitoring and evaluation;** meaning, purpose and differences, Types of evaluation, steps in evaluation, reporting.

Personal Management: Recruitment of extension workers, Classification of positions, Application of Extension Management, principles and techniques.

Qualities of a good extension manager: Changing role of extension managers caused by globalization in Agriculture.

References :-

1. Banerjee, S. (1981) Principles and Practice of Management, Oxford and IBH Company, New Delhi.
2. Basu C.R. (1989) : Organisation and Management, Chand & Co. Ltd., New Delhi.
3. Burton, Gene and Hanab Thakar (1997): Management Today: Tata McGraw Hill Pvt. Company, New Delhi.
4. Chandan, J.S. (1997): Management - Concepts and Strategies, Vikas Publishing House, Delhi.
5. Hersey, Paul and Kenneth, H. Blanchard (1996) : Management of Organisational Behaviour, Utilising Human Resources, Prentice Hall of India Private Limited, New Delhi.
6. Koontz and Heinz Weihrich (1990): Essentials of Management, McGraw-Hill, New Delhi.
7. Prasad, M.L. (1999): Principles and Practice of Management, Sultan Chand & Sons, New Delhi
8. Ramasamy, T. Principles of Management Himalaya Publishing House Mumbai.
9. Rao, V.S.P. and Narayan, P.S. (1987): Principles and Practice of Management, Publishers Private Limited, New Delhi.

10. Tripathi, P.C. and Reddy, P.N. (1993): Principles of Management: Tate McGraw Hill, New Delhi.

HEM 302: JOURNALISM AND SOCIAL MARKETING

Credits 4

Development Journalism: Growth, Nature, Scope, Significance: Need for development journalism, social-economic and cultural contexts of India, Issues and problems for media professionals, Global scenario of development journalism in Asia, Europe, America

Development Journalism: Perspective and Approaches, Development issues faced by India: need for clear understanding of problems, inter linkages and holistic perspective, Role of development journalism in furthering the appropriate perspective and the challenges, Approaches to development journalism; short term and long term, isolated, integrated, sensational, Case studies, and others.

Development Journalism in Print Media: Status of development journalism in national and regional dailies, magazines and journals, Challenges ahead, Print media policy with respect to space and quality of reporting for development journalism, Photo journalism and written journalism, principles, techniques of enhancement, Media research and development journalism, Problems of print media, Professionals in development journalism, role of advocacy.

Development Journalism in Radio and TV: Policy perspectives, Available space, time, value and cost, Advocacy to promote value for development journalism, Changing trends in development journalism on Radio and TV as a result of media liberalization and globalization Cast studies; Global national and regional perspectives.

Video for Development: Project design for video journalism, policy perspectives, Challenges ahead; technical, space, financial, others, successful experiments like SEWA video, etc.

Cyber Journalism: Relevance, Scope, Reach, Web designing techniques, Challenge of content, presentation, reach, economics, others, policy perspectives, Challenge ahead, Global and national perspective to cyber journalism

Social Marketing and Advertising: Social advertising and commercial advertising; definitions, need, scope, understanding marketing and social marketing: 3P, 4P and 5P models, terminology of social marketing and social advertising, Similarities and differences between commercial marketing of products, services and social marketing, Approaches of social advertising and marketing, Social advertising as developmental communication model.

HEM 307: PRACTICALS BASED ON HEM302

Credit 2

- To produce development journalism materials for different media: Newspapers, Magazines and journals, Radio, TV, Video, Web sites.
- To integrate the study of issues, problems, approaches and perspectives into each of the projects initiated above for different media.
- To analyse the policy of each media towards development journalism.

- Collect samples of social and commercial advertisements across different media and study the differences and similarities in terms of strategy, appeal, content, presentation, treatment media case.
- Study the media use pattern of some of the ongoing social and campaigns for different target groups- choice of campaigns can be social, economic, cultural ecological, etc.

References :-

1. Communication for Development in Third World: Theory and Practice, Saga Publishing, New Delhi.
2. Lee, W.R. Simple Audio Visual Aids : London
3. Mehta, S. R. (1992) Communication and Development: Issues and Perspectives Rawat Publications, Jaipur.
4. Modi, B. Designing Managers for Development, Saga Publications.
5. Nain, K.S. and White Shirley (1993): Perspectives in Development Communication Publications, New Delhi.
6. Sondhi, K: Problems of Communication in Developing Countries, Vision Books.
7. Bany, Lumand & L. Heusel James, S. (1973): Marketing and Social Environment, A Reading Text Petrocelli Books, N.Y.
8. Koilar Philip & Roberto, Eduardo, L. (1989): Social Marketing Strategy for Changing Behaviour, The Free Press, MacMillan Inc., New York.
9. Seymer, Fine H. : Social Marketing Promoting the Cause Public and Non Profit Agencies, Siman & Schuslar Inc., MA
10. Yadav, J.s. and Mohnot, Abhilasha (1983): Advertising and Social Responsibility Content Analyses, Dept. of Communication Research, IIMC, New Delhi.

Periodicals

1. A&M : Journal of Advertising and Marketing
2. Communicator, Journal of Indian Institute of Mass Communication, New Delhi.
3. Journal of Advertising Research
4. Media Asia
5. Social Change
6. Viduma, Journal of Press Institute of India

HEM 303: DEVELOPMENT PROJECT MANAGEMENT AND SEMINAR Credit 3

Basic Concept of Project Planning : Basic Concept: Need, Problem, project feasibility, project formulation, forecasting, appraisal, PEA, importance and objectives of project formulation, project development cycle and its stages, Project Classification, Identification of project opportunities, government policy, regulations, incentives and restrictions; methods and techniques of project identification, prioritization of projects with people's participation; pre-feasibility study, project formulation; feasibility study and opportunities study, techno-economic analysis; project design and network analysis; input analysis; financial analysis; social cost-benefit analysis, Project Appraisal; comprehensive appraisal of the key components of the project; project appraisal techniques; decision matrix, systems analysis and risk analysis,

break even point analysis, pay back period analysis, rate of return. NPV profitability and I.R.R. analysis risk analysis and social cost benefit analysis, Project Format; Common format of a project proposal - basic and supportive information required for a project; rules governing the preparation of project proposal writing up a project proposal.

Related Experiences

1. Getting familiar with the proposal formats of different funding agencies.
2. Need identification and planning of a project for funding by appropriate agencies and developing project proposal.

References :-

1. Bhargava. B.S. et al. (1977): Project Identification, Formulation and Appraisal, Metropolitan Book House. New Delhi.
2. Chandra, P. (1992): Project Preparation, Appraisal, Budgeting and Implementations, Tata McGraw Hill, New Delhi.
3. Eaberger et.al. (1990): Case Studies of Project Sustainability, Implications for Policy and Operations from Asian Experience, World Bank.
4. Goel, E.B. (1991): Project Management, Tata McGraw Hill, New Delhi.
5. Gupta. R.C. (1990): Management Information Systems, CDS Publishers, New Delhi.
6. Little I.M.D. Mirrieness, J.A. (1974: Project Appraisal and Planning for developing Countries, Educational Book Company, New Delhi.
7. Mukherjee. A. (1991): Methodology and Database for Centralised Planning with Special Reference to Decentralised Planning in India, Vol.I,II& III.

HEM304: ENTREPRENEURIAL EDUCATION AND DEVELOPMENT Credits 3

Human Resources and Economic Development: Population growth in relation to economic Development, employment trends in the organised and unorganised sectors, Need for self-employment.

Origin and Development of Entrepreneurship: Definition, Concept of Entrepreneurial development, Theory of Entrepreneurial origin.

Training for Entrepreneurial Development: Qualities of entrepreneurs Need for training, Phases of EDP, contents of training, Programmes for entrepreneurial development, Institutions conducting training.

Methods of Building entrepreneurship: Development of achievement motivation, Development of achievement, Projective techniques, Business games, exercise, self- rating exercise.

Gender issues in Entrepreneurship: Meaning and concept of empowerment, Parameters of empowerment. Measures and ways of empowering women through entrepreneurship, Entrepreneurship as means of economic empowerment and enhancement.

Project Formulation: Meaning, of Project, Project identification, Project classification, Internal and external constraints, Project objectives, Need, concept, significance and elements of project formulation, feasibility analysis, Project selection and project planning, Selection of the trade factors to be considered, 6 Ms of an industry Management, money, man power, material, machines and marketing, steps to start a small industry, constraints and problems.

Enterprise Networking: Concept and dynamics, Methods, Joint venture, co-ordination and feasibility study.

Project Work: Planning, resource mobilisation and implementation.

PRACTICAL

HEM 308 : PRACTICALS BASED ON HEM304

Credits 2

- Visit to famous enterprises in India and discussion with famous male or female entrepreneurs.
- Visit to unit of any famous women entrepreneur.
- Formulation of a Project.
- Arranging a training programme for the students for the duration of 10-15 days through small scale industries/other organization.
- Visit to cottage industry located in rural area.
- Preparing project proposal to start on new enterprise

References :-

1. Saravanavel, P., Entrepreneurial Development, Principles, policies and programmes, Ess Pee key Publishing House, Madras, 1991.
2. Desai Vasani, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, Bombay, 1996.
3. Shah, H. and Pathak, G.M. Group Entrepreneurship for Rural Women, Trainer Manual Marun Communication, Ahmadabad, 1995.
4. Sharma, P. K., Development Banks and Entrepreneurship Promotion in India, Mittal Publications, New Delhi, 1995
5. Lalitha Rani, D. Women Entrepreneurs, A.P.H. Publishing Corporation, New Delhi, 1996.
6. Maharana, S. and Dash, C.R., Entrepreneurship Development and Management, RES. Publishers, Jaipur, 1996.
7. Desai, Vasanth, Dynamics of Entrepreneurial Development and Management, Mumbai, Himalaya Publishing House, 1996.
8. Desai, Vasanth, Entrepreneurial Development, Vol. I, II, III, Bombay, Himalaya Publishing House, 1996.
9. Young, L.Travor, Implementing Projects, Sterling Publishers Pvt. Ltd., New Delhi, 1996.
10. Hannagam, T. Management Concept & Practices, Macmillan India, 1997.
11. Akhauri, N.M.P. (1990) : Entrepreneurship for Women in India, NIESBUD, New Delhi.

12. Hisrich, R.D. and Brush C.G. (1986): The Women Entrepreneurs, D.C. Health & Co., Toronto.
13. Hisrich, R.D. and Peters: M.p. (1995): Entrepreneurship - Starting, Developing and Managing a New Enterprise, Richard D., Inwin, INC, USA.
14. Meredith,G.G. et.al. (1982): Practice of Entrepreneurship, ILO, Geneva.
15. Patel, V.C. (1987): Women Entrepreneurship.- Developing New Entrepreneur,

**HEM 305: PILOT SURVEY FOR DISSERTATION, SYNOPSIS FORMULATION
AND SEMINAR Credits 4**

For this paper students are required to do the following:

Conduct pilot survey for collecting the data and formulate the synopsis for the dissertation.
Deliver a seminar for their above work.

SEMESTER - IV

HEM 401: COMMUNICATION TECHNOLOGIES IN EXTENSION & MEDIA PRODUCTION AND ITS UTILITY Credits 3

Communication Systems: Types of communication systems; concept, functions, significance, Interpersonal, organizational, public and mass communication, Element, characteristics and scope of mass communication, Mass communication; models and theories, role of gatekeepers and opinion leaders, Visual communication elements of visual design, color, line, form, texture and space, Principles of visual design; rhythm, harmony, proportion balance and emphasis, Visual composition and editing. Various types of media communication, various constraints in the use of media, criteria in selection and use of various media.

Media Systems: Trends and Techniques: Concept, scope and relevance of media in society. Functions, reach and influence of media, Media scene in India, issues in reaching out to target groups, Contemporary issues in media, women and media, human rights and media consumerism and media. Historical background, nature, characteristics, advantages & limitations and future prospects of media, Traditional media; role in enhancing culture heritage, co-existence with modern media systems and applicability in education and entertainment, puppetry, folk songs, folk theatre, fairs, Print media; books, newspapers, magazine leaflets and Pamphlets, Electronic media; radio, television video, computer based technologies, outdoor media, exhibition, fairs and kiosks, Media planning and scheduling, Selection of media on the basis of suitability, reach impact, frequency and cost, introduction to ethics in mass media, freedom of speech, expression and social responsibility, Political and Government control on the media.

Computer Graphic Designing: Introduction to Basics of Computers, Concepts of multimedia, Multimedia Applications, Advantages of Digital Multimedia, Multimedia System, Animation, Graphics using 3D Studio or such other packages. Introduction to Graphics, Drawing object, shaping, transforming, stretching, mirror and scaling, making curves, lines rectangle, circle and ellipses Creating special effects, adding perspective to an object, editing it, extruding object and using blends, Introduction to Scanning, Scanning and developing Color Ways. Introduction to Animation using 3D Studio, Key framing and motion control, basics of 3D modeling, transition from 2D space to 3D space, 3D shaping and rendering, International media; email, internet, teleconferencing, video conferencing video displayer, CD ROM Microphone, LCD Projector, video disc technology, virtual reality.

PRACTICAL

HEM403: PRACTICALS BASED ON HEM401 Credits 2

- Designing a visual composition-book cover or Folder with the help of computers.
- Evaluation of advertising, a newspaper story, a radio programme and a television broadcast.
- Planning, development and evaluation of Communication strategies and techniques for selected traditional print electronic and outdoor media systems.
- Preparing effective advertisements keeping in consideration headlines, illustration, slogan, logo, seal of approval and colour effectiveness with the help of computer.

- Individual Project on 3D Studio max. (animation)
- Multimedia Project

References :-

1. Corner, J. : Communication Studies- in Introductory Reader.
2. Definers and Dennis (1994); Understanding Mass Communication.
3. Gupta, S.S.: Cases in Advertising and Communication Management in India.
4. Harper and Row (1989): Main Currents in Mass Communication, Agee, Adult and Emery.
5. Joseph, D. (1993): The Dynamic of Mass Communication.
6. McQuail, D. (1994): Introduction to Mass Communication, 3rd Edition, Sage Publication.
7. Ravindran, R.K. (1999): Media and Society.
8. Ravindran, R.K. (2000): Media in Development Area.
9. Schramm, W. (1988): The Story of Human Communication, from cave painting to the Microchip.
10. Vivian, J.(1991): Media of Mass Communication.
11. Wright, Winters and Zeiger: Mcraw Hill, Advertising Management.
12. Zachariab, A. (1999): Media Power, People, Politics and Public Interest

HEM402: DISSERTATION

Credit 8

For this paper students are required to do the following:

Students are required to conduct final survey for collecting the data from all respondents (as mentioned in previously given synopsis work) and writing the dissertation. Deliver a seminar for their above work.