me Science @ Food Science technology better and Dietitics & Elithia home Science.

CORE COURSES

CORE COURSE 1: COMMUNICATION AND EXTENSION

(CREDITS: THEORY-4, PRACTICAL-2)

CLUSTER UNIVERSITY

Unit 1 Communication: Concepts

· Breif background, concept and nature

• Functions of Communication

• Types of Communication - communication transactions; Formal and informal communication; Verbal and Non-verbal Communication

 Scope of Communication: the educational, organizational, cultural, social and entertainment dimension

 Communication and mainstream media- newspaper, radio, television and Cinema and web based communication

Unit 2 Understanding Human Communication

- Culture and communication- Signs, symbols and codes in communication
- Postulates/Principles of Communication
- Elements of Communication and their characteristics
- Models of Communication
- · Barriers to Communication

Unit 3 Communicating Effectively

Concept, nature and relevance to communication process:

- Empathy
- Persuasion
- · Perception
- · Listening

Communication fidelity

Communication gap

Time lag in communication

## Unit 4 Communication for Extension

- Concept, nature and philosophy of Extension
- Principles of Extension
- Methods and Media of community outreach; Audio-Visual aids- concept, classification, characteristics and scope.
- Relationship between, Communication, Extension and Development

PRACTICAL

- 1. Developing skills in planning and conducting small group communication.
- 1. Review of media on selected issues
- 3. Design and use of graphic media

#3 What Da

#### RECOMMENDED READINGS

- Barker, L. (1990). "Communication", New Jersey: Prentice Hall, Inc; 171.
- Devito, J. (1998) Human Communication. New York: Harper & Row.
- Patri and Patri (2002); Essentials of Communication. Greenspan Publications

## CORE COURSE 2: RESOURCE MANAGEMENT (CREDITS: THEORY-4, PRACTICAL-2)

## Unit 1 Introduction to Resource Management

- Concept, universality and scope of management
- · Approaches to management
- · Ethics in management
- Motivation Theory

## Unit 2 Resources

- Understanding meaning, classification and characteristics of resources, factors affecting utilization of resources.
- Maximizing use of resources and resource conservation.

# Unit 3 Availability of specific resources

- Availability and management of specific resources by an individual/ family
- Money
- Time
- Energy
- Space
- Application of Management Process in:
  - Event Planning & Execution

# Unit 4 Functions of Management: An overview

- Decision Making
- Planning
- Supervising
- Controlling
- Organizing



#### Evaluation

#### PRACTICAL

- 1. Resource conservation and optimization/green technologies (natural resources): Portfolio
- 2. Identification and development of self as a resource.
- SWOT analysis-who am I and Micro lab
- Building Decision Making abilities through management games
- 3. Preparation of time plans for self and family
- 4. Time and Motion Study
- 5. Event planning, management and evaluation-with reference to
- Managerial process
- Resource optimization time, money, products, space, human capital

## RECOMMENDED READINGS

- Koontz.H. and O'Donnel C., 2005, Management A systems and contingency analysis
- of managerial functions. New York: McGraw-Hill Book Company
- Kreitner. 2009, Management Theory and Applications, Cengage Learning:
- Rao V.S. and Narayana P.S., Principles and Practices of Management, 2007, Konark Publishers Pvt. Ltd.

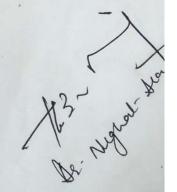
## **CORE COURSE 3: FASHION STUDIES** (CREDITS: THEORY-4, PRACTICAL-2)

## Unit 1 Importance of clothing

- Clothing functions and theories of origin
- Clothing terminology
- Individuality and conformity, conspicuous consumption and emulation
- Selection of clothes for self
- Selection and Evaluation of ready-made garments

## Unit 2 Fashion

Terminology



- · Fashion cycle
- · Sources of fashion
- Factors favouring and retarding fashion
- Fashion Forecasting-Seasons, sources, steps in forecasting

#### Unit 3 Adoption of fashion

- Consumer groups- fashion leaders, followers
- Adoption process- Trickle-down theory, bottom up theory
  & trickle across theory
- Fashion centres and leading designers

#### Unit 4 Design

- Role of designer
- Elements and principles of design
- Structural and applied design

#### PRACTICAL

- 1. Flat sketching of garments
- 2. Fashion forecast study and development of mood boards and theme boards
- 3. Analysis of fabric and trims sourced from various fashion retail stores
- 4. Study of collections of famous designers

### RECOMMENDED READINGS

- Brown, Patty, Rice J., 1998, Ready to Wear Apparel Analysis. Prentice Hall.
- Marshall S G, Jackson H O, Stanley MS, Kefgen M & Specht T, 2009, Individuality in Clothing & Personal

Appearance, 6th Edition, Pearson Education, USA.

• Tate S.L., Edwards M.S., 1982, The Complete Book of Fashion Design, Harper and Row Publications, New York.

