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CLUSTER (2017) 1+16

Annexure A

① Home Science ② Food Science Technology
③ Nutrition and Dietetics ④ Electronic home Science.

SEMESTER I

CORE COURSES

CORE COURSE 1: **COMMUNICATION AND EXTENSION**
(CREDITS: THEORY-4, PRACTICAL-2)

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SYLLABUS

(2017)

Unit 1 Communication: Concepts

- Brief 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.
2. Review of media on selected issues
3. Design and use of graphic media

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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

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- 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: India
- 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

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- 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.

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