



UNIVERSITY OF CALCUTTA

GURUPADA SAREN

SECRETARY

COUNCILS FOR UNDERGRADUATE STUDIES,
UNIVERSITY OF CALCUTTA.

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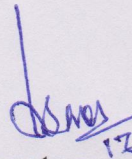
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NOTICE

It is notified for all concerned that the **semester wise draft Syllabus** for “**Home Science Extension Education (General)**” for three-year undergraduate Courses of Studies under **CBCS** has been prepared by the **U.G. Board of Studies in Home Science Extension Education, C.U.** The detail syllabus is enclosed herewith.


Secretary

17.05.18

Proposed syllabus of B.Sc (General)
HOME SCIENCE EXTENSION EDUCATION
Choice Based Credit System
Core Course (CC)

Semester -1

**CC/GE-1/Th: Extension for Development
(CREDITS: THEORY-4)**

Unit I: Concept of Extension

Extension: concept, goals and history

Adult learning components of Extension

Extension systems- types, advantages and disadvantages

Relationship between communication and extension - role of extension in development

Unit II: Extension Methods and Approaches

Stakeholders in development

People's participation and social mobilization in development

Leadership and extension- concept theories styles and types of leadership

Diffusion of innovation and adoption

Extension methods and approaches - classification, characteristics and selection

Unit III: Development Programmes

Development issues and goals- and international perspectives

National Development Programmes – goals, strategies, structure and achievements

Analysis of contemporary national development programmes- objectives, clients, salient features, outcomes and communication support.

Behaviour Change Communication strategies in development programmes.

CC/GE-1/P

(CREDITS: PRACTICAL-2)

1. Analysis of development programmes for women / children in India.
2. Conducting socio-economic diet survey.

RECOMMENDED READINGS

- Mikkelsen, Britha, (2002), Methods for Development Work and Research. New Delhi: Sage Publications
- Dale R, (2004) Evaluating Development Programmes and Projects. New Delhi: Sage Publications.
- Kumar & Hansra, (1997) Extension Education for Human Resource Development. New Delhi: Concept Publishers.

Semester -2

CC/GE-2/Th: Elements of Rural Economics and Rural Sociology

(CREDITS: THEORY-4)

Unit I: Concept of Rural Sociology

Basics structure and nature of rural sociology.

Family and kinship organization.

Social stratification.

Nature of Indian caste system.

Concept of social class.

Unit II: Concept of Rural Economics

Meaning and scope of Rural Economics.

Main features of India's rural sector.

Role of Agriculture in India's Economy.

Role of women in Farm Management and Agriculture.

Types of Farming.

Co-operative Farming and its progress.

Importance of Rural credit.

Unit III: Concept of Poverty

Poverty alleviation programmes and projects.

CC/GE-2/P

(CREDITS: PRACTICAL-2)

1. Visit to NGO/Co-operative/ Mahila Mandal/ Health- Centre
2. Evaluation of Poverty alleviation programmes as adopted by Govt. of India.

Semester -3

CC/GE-3/Th: Home science and Extension Education (CREDITS: THEORY-4)

Unit I: Community Development

Origin, Organization and function of community development.

Growth and Development of Panchayati Raj.

Rural Institutions of India.

Village school, Mahila mahal, Youth clubs

Unit II: Programme planning

Programme Planning Principles and importance in extension.

Evaluation of Programme.

Programme of Community Nutrition in India

Unit III: Home science for Rural Development

Role of Home Science in solving problems of illiteracy, poverty and poor health

Home science extension workers for Rural Development.

CC/GE-3/P

(CREDITS: PRACTICAL-2)

1. Preparation of Simple literature suitable for village.
2. Kitchen garden.

Semester-4

CC/GE-4/Th: Extension work and Communication (CREDITS: THEORY-4)

Unit I: Different method of Extension teaching

Personal contact, Group discussion, Seminars, Symposium, Demonstration, Workshop, Exhibitions, Specimens, Models, Tours, Meetings and Literature (i.e. News paper, Leaflets, Bulletins, Pamphlets) Audio-Visual aid in extension work- Motion pictures, Radio, Slides, Flannel Graphs, Flash cards, Charts.

Unit II: Principles of Learning and Teaching Process

Effective teaching through individual, group and mass media. Meaning of Communication, it's needs, types and problems.

Unit III: Communication

Development communication, Genesis, Charecteristics. Differences between communication and development communication. Behaviour Change Communication (BCC).

CC/GE-4/P

(CREDITS: PRACTICAL-2)

1. Preparation of a suitable Audio-visual aid for community extension work.
2. Steps in preparation of a suitable Visual-aid for communication.

RECOMMENDED READINGS

- Narula, Uma (1994) Development Communication, New Delhi, Hariand Publication
- Rozer, E. & Storey D. (1987) Communication Campaign in C.Burger and S. Sheffe (Eds), Handbook of Communication Sciences (817-846) Newbury Park, C A: Sage

- Servaes, Jan (2008). Communication for Development and Social Change, New Delhi, Sage Publication
- Paulo Mefalopulos. Development Communication Sourcebook- Broadening the boundaries of communication, The World Bank, 2008

Discipline Specific Elective(DSE)

DSE-A/Th :Indian Economic Development (CREDITS: THEORY-4)

Unit I: Concept of Development

Characteristics of developing countries.

Measuring Development.

Indices of measuring Development.

Unit II: Population growth in India

Concept of Population explosion.

Consequences of population explosion.

Programmes to address the problems of population explosion.

Unit III: Unemployment in India

Classification of unemployment.

Womens employment.

Programmes of GOI to address the problems of unemployment.

DSE-A/P

(CREDITS: PRACTICAL-2)

- 1.Preparation of a material of economic value for generating income
(Specifically for economically backward rural women)
- 2.Evaluation of employment generating programmes of GOI.

DSE-B /Th : Non-formal and adult education.

(CREDITS: THEORY-4)

Unit I: Concept of Education

Formal, Informal and Non-formal education.

Significance of non-formal education in India.

Unit II: Adult education

Meaning, concept and scope of adult education.

Characteristics of adult learners.

Differences between child and adult learning.

Motivating and sustaining adult learners.

Unit III: Adult education programmes in India

Adult education programmes in India.

The concept and importance of functional literacy in India.

DSE-B /P

(CREDITS: PRACTICAL-2)

1. Reporting of literacy news, events from periodicals and news paper.

2. Evaluation of life long programmes for adult education.

RECOMMENDED READINGS

- Mishra. L., Adult Education, A study of the trials, APH Publishing Corporation, New Delhi.
- Chandra A., Shah A. 1987, Non Formal Education for All, Sterling Publishers, New Delhi.
- Singh M., 2007, New Companion to Adult Educators, International Institute of Adult and Life Long Education, New Delhi.
- Singh N. K, 2010, Adult Education, Saurabh Publishing House, New Delhi.

- Khajuria D. P., New Trends in Indian Education, Narendra Publishing House, Jalandhar.

Skill Enhancement Course (SEC)

SEC 1: PARTICIPATORY TRAINING AND DEVELOPMENT (CREDITS-2)

I: Training: Concepts and types

- Training and learning, role of training and capacity building in HRD
- Concept and level of participation
- Types of training

II: Essentials for effective Training: Methods and Techniques

- Tools and techniques for training; participatory training tools
- Designing and evaluation of Training Programs for different stakeholders (Grassroot functionaries, managers, policy makers)

III: Application of Training Methods and Techniques

- Develop training modules for specific target groups and learning goals.
- Agencies involved in training and development- NGOs, GOs and Corporate

RECOMMENDED READINGS

- Lyton R and Pareek U. (1990). Training for Development. New Delhi, Vistaar Publications.
- Subedi, N R, (2008). Advocacy Strategies and Approaches: A Training of Trainers Manual. International
- PRIA (2014), Training of Trainers Manual, Society for Participatory Research in Asia.
- Agochiya D, (2009) Every trainers handbook, Second Edition, Sage Publication

SEC 2: BEHAVIOUR CHANGE COMMUNICATION AND ADVOCACY (CREDITS: 2)

I: Behaviour Change Communication: Concept & Approaches

- Concept and types and approaches of BCC
- Processes of Behaviour Change Communication
- Strategic issues and BCC (Health/ Environment/ Consumption)
- Analysis BCC campaigns for social mobilization and policy change
- BCC campaigns in core areas for stakeholders

II: Advocacy

- Meaning, purpose and types of Advocacy
- Tools, techniques and approaches of advocacy
- Elements of an advocacy strategy
- Advocacy Planning Cycle - planning advocacy campaigns for different
- Stakeholders
- Relationship between advocacy, programme communication and social mobilization

RECOMMENDED READINGS

- Subedi, N R, (2008). Advocacy Strategies and Approaches: A Training of Trainers Manual.

SEC 3: ADVERTISING AND SOCIAL MARKETING

(CREDITS: 2)

I: Advertising

- Concept, types appeals and role of advertisements
- Analysis of advertisements in media- print, audio and video
- Designing advertisements for media- print, audio and video
- Audience segmentation and its importance in advertising
- Laws, Standards & Regulations and Ethics

II: Social Marketing

- Concept of social marketing
- Social marketing and advertising
- Innovative strategies in Social Marketing

RECOMMENDED READINGS

- Aggarwal, B.V., Gupta, V.S. (2002) *Handbook of Journalism and Mass Communication*.

Concept Publishing Company, New Delhi

- Kotler Philip, Roberto Eduardo L .(1989). *Social marketing: Strategies for Changing*

Public Behaviour. Free Press , New York, 1989

- Kotler, Philip, Andreasen Alan (1987). *R Strategic Marketing for non-profit*

Organizations. Englewood cliffs, New Jersey, Prentice Hall Inc.

- Jena, B., Pati R.(1986) *Health and family Welfare Services in India*.

Ashish, New Delhi

- Maitra, T., (1985). *Public Services in India*. Mittal , New Delhi

SEC 4: SOCIAL ENTREPRENEURSHIP (CREDITS: 2)

I: Entrepreneurship Development

- Entrepreneurship- concept, definition, need and significance of entrepreneurship development in India, entrepreneurship growth process, barriers, entrepreneurship education model.
- Entrepreneur-their characteristics, types, gender issues, role demands
- Entrepreneurial Motivation and challenges
- Types of enterprises classification based on capital, product, location, ownership pattern and process

II: Understanding Social Entrepreneurship

- Social Entrepreneurship- concepts and approaches
- Comparison between business and social entrepreneurship
- Personality traits of social entrepreneur
- Innovations and social entrepreneurship
- Financing Social Enterprises
- Case studies
- Development of business model for a social enterprise

RECOMMENDED READINGS

- Akhouri, M.M.P. (1990) *Entrepreneurship for Women in India*. New Delhi: NIESBUD.
- Bedi, G. ; Shiva, V. (2002) *Sustainable Agriculture and .*
- Chakravarty, S. (2000) *Development Planning*. New Delhi: Oxford Publishers.
- Kundu, A.; Sharma, A.N. (2001) *Informal Sector in India-Perspectives and Policies*. New Delhi: Institute for Human Development