


### THIRD SEMESTER

S. No.	Subject Code	Course title	Category	Credit	Contact Hours per week			EOSE Duration (Hours)	
					L	T	P	Th.	P
1	DCE 901	Extension Management	CCC	4	4	0	0	3	0
2	DCE 902	Developmental Goals & Strategies	CCC	4	4	0	0	3	0
3	DCE 903	Mass media for Development	CCC	4	4	0	0	3	0
4	DCE 911	Mass Media for Development	CCC	6	0	0	9	0	4
5	DCE C01	Psychology of Human Behaviour	ECC	4	4	0	0	3	0
6	DCE C02	Scientific Writing	ECC	4	4	0	0	3	0
7	DCE C11	Contemporary Developmental Issues in Home Science	SSECC	4	0	0	6	0	4
8	DCE C12	Dissertation-I	ECC	6	0	0	9	0	4

CCC=18, ECC=18  
Total=36

  
**Dy. Registrar**  
 (Academic)  
 University of Rajasthan  
 JAIPUR

## EXTENSION MANAGEMENT (THEORY)

Paper Code: DCE901

Credits: 4

Max. Marks: 100

Teaching Hours: 4hours /week

Total Teaching Workload: 60 hours /semester

### Objectives:

To enable students to :

1. understand the principles and characteristics of extension management
2. understand management of human resources in extension organization

### Contents :

UNIT-I		Hours
1.	Extension Management- meaning, nature, characteristics and scope	4
2.	Principles of extension management	3
3.	Competencies required by extension managers	3
4.	Planning- meaning, elements, characteristics and types. decision making- meaning and process	8
UNIT-II		
6.	Organizing- meaning, types of organizations, forms of organization structure and process, delegation of authority- meaning, need, principles, centralization and decentralization in organization	7
7.	Coordination- meaning, ways of achieving coordination in organization	5
8.	Staffing- Meaning, staff selection and orientation of staff, manpower planning	5
9.	Directing- meaning, motivation of extension personals, Maslows theory of motivation	5
UNIT-III		
10.	Controlling- meaning and techniques of controlling – budgetary and non budgetary control and modern techniques- PERT and CPM	6
11.	Reporting and budgeting- concept, procedure of writing report	6
12.	<b>Managing human resources within extension</b> - job analysis and performance appraisal, recruitment of the extension personal, training of the workers, stress management, stimulus and incentives , supervision, ways to achieving effective human relations	8
References:		
1. Banerjee, S. (1981): Principles and Practice of Management, Oxford and IBH Publishing Company, New Delhi.		
2. Ahuja, KK. (1983): <i>Personnel Management</i> . Kalyani		
3. Tripathi, PC & Reddy RN. 1983. <i>Principles of Management</i> . Tata McGraw Publ		
4. Basu, C.R. (1989): Organisation and Management, S. Chand & Co. Ltd., New Delhi.		

5. Burton, Gene and Harab Thakar (1997): Management Today: Tata McGraw Hill Publishing Company, New Delhi.
6. Dhama, O.P & Bhatnagar O.P. (1991): Education and Communication for Development. Oxford & IBH.
7. Chandan, J.S. (1997): Management – Concepts and Strategies, Vikas Publishing House, New Delhi.
8. Hersey, Paul and Kenneth, H. Blanchar (1996): Management of Organisational Behaviour, Utilising Human Resources, Prentice Hall of India Private Limited, New Delhi.
9. Koontz and Heinz Weihrich (1990): Essentials of Management, McGraw-Hill, New Delhi.
10. Prasad, M.L. (1999): Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
11. Ramasamy, T. Principles of Management, Himalaya Publishing House, Mumbai.
12. Rao, V.S.P. and Narayana, P.S. (1987): Principles and Practice of Management, Konark Publishers Private Limited, New Delhi.
13. Tripathi, P.C. and Reddy, P.N. (1993): Principles of Management: Tata McGraw Hill, New Delhi.
14. Grover, I. (2002): Extension Management. Agrotech Publ
15. Basu, D. (2006) Participatory Monitoring & Evaluation of Development programmes: *Prationer's Guide*. Agrotech Publ. Academy.
16. Adhikary, MM. (2006): *Participatory Planning & Project Management in Extension Sciences*. Agrotech Publ. Academy.
- 17 . Ray, G.L. (2006): Extension Communication and Management. Kalyani Publishers, New Delhi
- 18 Rajpurohit, R.S., Sharma, A, Sharma, S. and Gupta, A. (2013): Management. Ajmer book company Publishers, Jaipur

## DEVELOPMENTAL GOALS AND STRATEGIES (THEORY)

Paper Code: DCE902

Credits: 4

Max. Marks: 100

Teaching Hours: 4hours /week

Total Teaching Workload: 60hours /semester

**Objectives:** To enable students to:

1. Understand the development and indicators of development.
2. Understand the concept of sustainable development and developmental policies.

### Unit I Concept and Historical Overview of Development Hours

1.	Development: Meaning, definition, evolution, concept, significance and paradigms of development	5
2.	Goals and challenges of development	3
3.	Millennium development goals	4
4.	Models of development <ul style="list-style-type: none"><li>• Economic Growth Model</li><li>• Social Equity Model</li><li>• Participatory Model</li></ul>	6

### Unit – II Sustainable Development

5.	Indicators of Development – Human development index (HDI), Gender empowerment model, Human poverty index , human suffering Index etc	7
6.	Sustainable development: concept, philosophy, goals and challenges	5
7.	Dimensions of sustainable development	2
8.	Indicators of sustainable development	2
9.	International commitments towards sustainable development	4

### Unit –III Development Programmes and Policies

10.	Need of planning in India and role of planning commission and National Development Council and NITI Aayog	4
11.	Five Year Plans of India	5
12.	History and assessment of poverty alleviation programmes in India	3
13.	Role of Panchayati Raj Institutions (PRIs) in rural development	4
14.	Flagship programmes of government of India	6

### References :

1. Agrawal, A.N. Indian Economy – Problems of Development and Planning, New Age Publishers, New Delhi, 1983.
2. Dhingra, I.C. The Indian Economy – Resources planning Development and Problems, Sultan Chand & Sons, New Delhi, 1981.
3. Sundram, K.P.M. Introduction to Indian Economy. Sultan Chand & Sons, New Delhi, 1983.
4. Dhingra, T.C. Agricultural Economy of India. Sultan Chand & Sons, New Delhi, 1983.
5. Gedam, R. Development planning – Origin and Growth. Akashdeep Publications, New Delhi, 1991.
6. Korten D.C. People Centered Development – Greeting to the 21<sup>st</sup> Century, Kumarin Press, West Hartford, Connecticut, 1990



**MASS MEDIA FOR DEVELOPMENT (THEORY)****Paper Code: DCE903****Credits: 4****Max. Marks: 100****Teaching Hours: 4hours /week****Total Teaching Workload: 60 hours /semester****Objectives:**

1. To impart knowledge and understanding of various media.
2. To enhance the versatility of the students in the selection and use of media in different socio-cultural environments.
3. To provide basic knowledge of concept of advertising and use of media in advertising.

Unit I		Hours
1	Concept, meaning, types, functions, characteristics and scope of various medias in national development	3
2	Contemporary issues in mass media and development	2
3	Credibility for media	2
4	Sources of information for media production	3
5	Career options in different media	2
6	Ethics in media	2
7	Regulating bodies for media- print and broadcast	6
<b>Unit- II</b>		
8	<b>Print Media-</b> <ul style="list-style-type: none"><li>• History and development of print media</li><li>• Essentials of good writing</li><li>• Art of expression,</li><li>• Readability and importance of punctuation for effective writing</li><li>• Forms of print media</li><li>• News paper- role and advantages</li><li>• Advertisement- types and component</li></ul>	16
<b>Unit- III</b>		
9	<b>Radio-</b> <ul style="list-style-type: none"><li>• History and development of broadcasting</li><li>• Principles of writing for radio</li><li>• Radio studio and radio programme production</li><li>• Anchoring radio programme- essentials of effective speaking</li><li>• Different styles of radio broadcast- News writing, Feature, Talk, Interview, Documentary, Play, Advertisement, Writing for children, Writing for women, Writing for farmers</li></ul>	14
10	<b>Television-</b> <ul style="list-style-type: none"><li>• Principle of writing for T.V</li><li>• Styles of programmers for T.V- News writing, Interview, Advertisement, Documentary</li><li>• Social Marketing</li></ul>	10

## References

1. Deflear and Dennis. Understanding Mass Communication, Houghton Mifflin co. 4<sup>th</sup> ed. Boston, 1983.
2. Dhama, O.P. and Bhatnagar. O.P. Education and Communication for Development, oxford and IBH Publishing Co., New-Delhi, 1987.
3. Dominic. The dynamics of Mass Communication, Mc Graw Hill Publishing Co., New-Delhi, 3<sup>rd</sup> ed, 1990.
4. Rao, B., fluvision for rural development. Concept Publishing Co., New-Delhi, 1992.
5. Joshi. V., Mass Communication and Media. Annual Publications Pvt. Ltd., New-Delhi, 1999.
6. Raidu. C.S., Communication, Himalaya Publishing House, Mumbai, 2009.
7. Arora. H., Writing for Media (Hindi). K.K. Publication, New Delhi, 2009
8. Shamsi. N., Journalism: Language and Expression, Anmol Publication Pvt Ltd. New Delhi, 2009

## MASS MEDIA FOR DEVELOPMENT (PRACTICAL)

**Paper Code: DCE911**

**Credits: 6**

**Max. Marks: 100**

**Teaching Hours: 3 practicals /week (3 hours/practical)**


**Teaching Workload: 45 practicals /semester**

**Objectives- To enable students to:**

1. understand the functioning of various print media.
2. acquire skill of writing news for print media and script for Radio, Television and E-Newsletter.

### Contents

		Practical
1.	Prepare a scrap book of development related advertisement and news from the Newspaper	5
2.	Design an advertisement on social issue for print media, radio and T.V	8
3.	collect and exhibit news on development issues on bulletin board	6
4.	Visits any media house and submit reports.	4
5.	Write news and a feature for print media relating to Home Science issues.	6
6.	Script writing for	16
	<ul style="list-style-type: none"> <li>• Print</li> <li>• Radio</li> <li>• Television</li> <li>• E-newsletters</li> </ul>	

  
 Dy. Registrar  
 (Academic)  
 University of Rajasthan  
 JAIPUR

## PSYCHOLOGY OF HUMAN BEHAVIOUR (THEORY)

Paper Code: DCE C01

Credits: 4

Max. Marks: 100

Teaching Hours: 4 hours /week

Total Teaching Workload: 60 hours /semester

### Objectives-

To enable students to –

1. understand the psychology of human behavior
2. develop a relationship between characteristics of human behavior and extension process
3. know the process of diffusion of innovation

Unit I		Hours
1	Psychology: meaning, scope and importance in extension education	5
2	Learning- Concept, elements of learning, learning situation , learning styles, Theories of learning, Principles of effective learning , types of learning, learning experience	6
3	Motivation: nature, characteristics, Maslow's theory of motivation and types of motives and motivation, motivating learners	6
4	Perception: Nature, types, selectivity in perception, sensory factors in perception, importance of perception in extension work	6
Unit II		
5	Defense mechanisms: Types and importance	4
6	Emotion: Nature, types of emotional response, role of emotion in regulating human behaviour	5
7	Thinking and Memory- Concept, factors and types of memory	4
8	Personality and individual differences, personality as a set of traits and personality as the self, characteristics, determinants, Roger's self theory, Maslow's self actualization theory.	6
Unit III		
9	Body language in communication- Concept, main aspects of body language, gestures, body movements, behavior, emotions, tone of voice, vibration and moods, advantages of learning body language	6
10	Group Behavior- Group behavior, classification of group, decision making in group	4
11	Process to adoption - Innovation, diffusion , adoption process and adopters categories	4
12	Attitudes- Meaning and characteristics, formation of stereotypes and prejudices, factors in attitude, factors guiding change in attitude	4
References-		
<ol style="list-style-type: none"><li>1. Atwater, E ., Psychology for living: Adjustment, Growth and Behaviour Today. Prentice Hall of India, New Delhi. 1995</li><li>2. Back, C. R., Psychological factors at work: Recognition and control. ILO, Geneva. Occupational Safety and Health Series No. 56., 1986</li><li>3. Back C. R. , Applying Psychology: Understanding People. Prentice Hall, Englewoods Cliffs, New Jersey. 1986</li><li>4. Baron, R.A. , Psychology. Prentice Hall of India, New Delhi. 1995</li><li>5. Chakraborty, A. , Social Stress Mental Health: A Social - Psychiatric field study of Calcutta.</li></ol>		

- Sage Publication, New Delhi. 1990
6. Chattopadhyaya, A ., What's your emotional IQ. Pustak Mahal, New Delhi, 2001
  7. Davar, Bhargavir and Parmeshvar Bhatt (1994). Psycho analysis as a Human Science beyond Fundamentalism. Sage Publications, New Delhi.
  8. Morgan, C.T. K.; R.A. and Robinson, N.M. Introduction to Psychology. Tata Me. Graw Hill Publishing Co. New Delhi., 1979
  9. Lewis, H., Body Language. Response Books. A division of Gage Publication. New Delhi. 2000

## SCIENTIFIC WRITING (THEORY)

**Paper Code: DCE C02**

**Credits: 4**

**Max. Marks: 100**

**Teaching Hours: 4hours /week**

**Total Teaching Workload: 60 hours /semester**

### Objectives:

1. To be able to appreciate and understand the importance of writing scientifically
2. To develop competence in writing and abstracting skills for different writing needs
3. To develop the writing ability and to review different types of scientific literature

Content		Hours
<b>UNIT- I</b>		
<b>1</b>	Overview of different types of scientific writing for- <ol style="list-style-type: none"> <li>a. Dissertation</li> <li>b. Research Article/ Scientific paper</li> <li>c. Abstract</li> <li>d. Review paper</li> <li>e. Reports and Monographs</li> </ol>	<b>8</b>
<b>2</b>	Formulating outlines as a starting device and filling in the outlines- <ol style="list-style-type: none"> <li>a. Topic outline</li> <li>b. Conceptual outline</li> <li>c. Theme outline</li> </ol>	<b>5</b>
<b>3</b>	Tables and illustrations and systematic means of presenting data- <ol style="list-style-type: none"> <li>a. Table, flowcharts, footnotes</li> <li>b. Graph, diagrams.</li> </ol>	<b>5</b>
<b>UNIT- II</b>		
<b>4</b>	Components of scientific writing- <ol style="list-style-type: none"> <li>a. Introduction and objectives</li> <li>b. Review of literature</li> </ol>	<b>16</b>



	<ul style="list-style-type: none"> <li>c. Methods and materials</li> <li>d. Results and discussion</li> <li>e. Summary and conclusion</li> <li>f. Limitations, recommendations and future Scope</li> <li>g. Bibliography/ References               <ul style="list-style-type: none"> <li>- Different types of writing styles- APA, MLA, Chicago</li> </ul> </li> <li>h. Appendices</li> </ul>	
<b>UNIT- III</b>		
<b>5</b>	Preparing drafts and improving drafts for Scientific writing- <ul style="list-style-type: none"> <li>a. Research Article/ Scientific paper</li> <li>b. Abstract</li> <li>c. Review paper</li> <li>d. Reports</li> </ul>	<b>13</b>
<b>6</b>	Writing and presenting a research proposal for grants- <ul style="list-style-type: none"> <li>a. Background information</li> <li>b. Justification</li> <li>c. Rationale and importance</li> <li>d. Pilot study</li> <li>e. Research proposal</li> <li>f. Time-frame</li> <li>g. Outcome of the study and its implications</li> <li>h. Budgeting</li> <li>i. Summary</li> </ul>	<b>8</b>
<b>References-</b> <ol style="list-style-type: none"> <li>1. APA, Publication manual of American Psychological Association, 3<sup>rd</sup> Edition, Washington, 1984.</li> <li>2. Cooper HM. Integrating research, A guide for literature review, 2<sup>nd</sup> Edition, Sage publications, California, 1989.</li> <li>3. Dunn FV and others, Disseminating Research: Changing profile, Sage publications, 1994.</li> </ol>		

**CONTEMPORARY DEVELOPMENTAL ISSUES IN HOME SCIENCE (PRACTICAL)****Paper Code: DCE C11****Credits: 4****Max. Marks: 100****Teaching Hours: 2practicals /week (3 hours/practical)****Teaching Workload: 30practicals /semester****Objectives-**To enable students to:

1. develop insights regarding the developmental issues of Home Science.
2. acquires skills in collecting and organizing subject content on the selected topics.

**Content**

1	Each student will select one topic related to any of the stream of home science.	6
2	Present and discuss the topic in the classroom in form of abstract for approval	4
3	Prepare the seminar paper referring books, mono graphs, reports and websites and later professional journals.	8
4	Design effective presentations for the paper	6
5	Present final paper with the help of effective teaching aids in the class room	6

**DISSERTATION- I (PRACTICAL)****Paper Code: DCE C12****Credits: 6****Max. Marks: 100****Teaching Hours: 3 practicals /week (3 hours/practical)****Teaching Workload: 45 practicals /semester****Objectives :**

1. To enable student to make and present a plan for research
2. To impart systematic and practical knowledge of research & its applied aspects
3. To develop scientist quality in student

**Content**

		<b>Practical</b>
1.	Identification, analysis and selection of research problem and its relevance collecting relevant review and research paper regarding to research problem	<b>15</b>
2.	Synopsis writing and power point presentation <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Rational of the study</li> <li>• Objectives</li> <li>• Review of literature (minimum 20 literatures should be cited)</li> <li>• Brief methodology</li> <li>• Plan of action</li> <li>• Bibliography</li> </ul>	<b>30</b>

**References:**

1. Refer available journals, research studies and abstract books