

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

HOME SCIENCE

M.A. SEMESTER- III

Effective From 2015-2016

Sr. No.	Course Type	Subject	T	P	total Credits	Contact Periods	Marks Ext.	Marks Int.
1	CCT-07	Nutritional Assessment and surveillance	3	1	4	5	50	20
2	CCT-08	Family Housing and Landscape Planning	4	-	4	4	50	20
3	CCT-09	Fashion Merchandising	3	1	4	5	50	20
4	ECT-03	Developments in communication and Extension	4	-	4	4	50	20
5	ECT-04	Women Empowerment-I	4	-	4	4	50	20
6	SOC-03	Term Paper	2	-	2	2		

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

HOME SCIENCE

M.A. SEMESTER- IV

Effective From 2015-2016

Sr. No.	Course Type	Subject	T	P	Total Credits	contact periods	marks ext.	marks int.
1	CCT- 10	Food Packaging	4	-	4	4	50	20
2	CCT-11	Vaastushaastra	4	-	4	4	50	20
3	CCT-12	Application of Information Technology in Fashion Designing	-	4	4	4	50	20
4	ECT-05	Entrepreneurship Development	4	-	4	4	50	20
5	ECT- 06	Women Empowerment-II	4	-	4	4	50	20
6	SOC-04	Term Paper	2	-	2			

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.A. SEMESTER – III

HOME SCIENCE – CCT- 07

NUTRITIONAL ASSESSMENT AND SURVEILLANCE

With Effect From 2015- 2016

Total credits- 04

Theory- 3 Credits (3 Periods/week)

External Theory- - 30 Marks

Practical- 1 Credit (2 Periods/week)

Practical - 20-Marks

Internal - 20 Marks

FOCUS : The course focuses on gaining knowledge in methods of nutritional assessment, to identify people at risk of developing malnutrition and factors contributory to malnutrition.

OBJECTIVES : This course will enable the students to –

- 1 Understand the concept of nutritional status and its relationship to health.
- 2 Know the aims and objectives for assessing the nutritional status of an individual and the community.
- 3 Know the methods used for the assessment of nutritional status.
- 4 Know the extent and types of malnutrition prevalent in the country and region.
- 5 Identify the factors responsible for malnutrition.

COURSE CONTENT

THEORY

UNIT – I

- 1:1 Definition and characteristics of the community
- 1:2 Sources of community health data – sources of relevant vital statistics; importance of infant, child and maternal mortality rates
- 1:3 Epidemiology of nutritionally related diseases

UNIT – II

- 2:1 Malnutrition – Definition and types, extent of malnutrition in the country and world
- 2:2 Sociological factors in etiology and prevention of malnutrition – food production and availability, cultural influences, socio-economic factors, food consumption, conditioning infection, medical and educational services, psychological factors, emergency/disaster conditions e. g. famine, flood, war, earth quake

UNIT - III

- 3:1 Surveillance system – Social/Communal, regional, national, international

UNIT – IV

- 4:1 Nutritional status assessment and surveillance – meaning, need, objectives and importance
- 4:2 Direct parameters for assessing nutritional status :
- (i) Diet survey – need and importance, methods of diet survey, interpretation concept of consumption unit, intra & inter individual distribution in family, adequacy of diet with respect to RDA, concept of family food security.
 - (ii) Anthropometric Measurements – need and importance, standards for reference, age assessment, techniques of measuring height , weight and skin –folds, circumference of arm, head and chest – interpretation of these measurements and use of growth charts.
 - (iii) Clinical Assessment – need and importance, identifying signs and symptoms of malnutrition : PEM, deficiency of Vitamin-A, D,B complex, deficiency of Iodine and Iron – interpretation of clinical signs
 - (iv) Radiological and Biophysical Assessment –Radiographic Examination: Rickets, Infantile scurvy, Osteomalacia, Beriberi, Fluorosis, PCM. Biophysical Tests and Physiological Functions
 - (v) Biochemical Assessment – detection of following nutrients (in brief) Protein, Vitamin-A,D,B1, B2, B3, B6, B12, Folic acid, minerals-Iodine and Iron –comparison with standard value

PRACTICALS :

- 1 Conducting dietary survey –
Different parameters - Food habits; Malnutrition; Visible symptoms of deficiency diseases, communicable diseases, dental disorders; Diet pre-school children, school going children, adolescence.
- 2 Preparation & use of visual teaching aids for Nutrition & health education
- 3 Planning & preparation of nutritious recipes for vulnerable group of community, Demonstration in community or non government organization
- 4 Techniques of Anthropometric measurements – age assessment, height, weight, skin folds, circumference of arm, head and chest

MARKING SCHEME :

1 Prepare questionnaire	05 Marks
2 Prepare visual teaching aids	05 Marks
3 Plan & prepare recipe	05 Marks
4 Term work	05 Marks
Total	20 Marks

REFERENCES :

- 1 Gopaldas T. and Seshadri S. (1987) : Nutrition Monitoring and Assessment, Oxford University Press.
- 2 Gopalan C. : Nutrition Foundation of India, Special Publication Series.
- 3 Jelliffe D. B. : Assessment of the Nutritional Status of the Community, World Health Organization.
- 4 J. E. Perk : Preventive & Social Medicine.
- 5 Masion J. B. ,Tabatabai H. (1984) : Nutrition Surveillance.
- 6 M. Swaminathan : Essentials of Food & Nutrition Vol. II Applied Aspects, The Bangalore printing & Publishing CO. LTD.
- 7 W. H. O. Saln, J. B. Lockwood R. : Methods for the Evaluation of the Impact of Food & Nutrition Programmes, United Nations University.

VEER NARMAD SOUTH GUJARAT UNIVERSITY**M.A. SEMESTER – III****HOME SCIENCE- CCT-08****FAMILY HOUSING AND LANDSCAPE PLANNING**

With Effect From 2015- 2016

Total Credits- 04

Theory-4 Credits (4 Periods/week)

Theory- External - 50 Marks

Internal - 20 Marks

FOCUS: This course deals with planning of residential space of different sizes and modern concept of adequate house, sufficient space, functional work areas. This course deals with introduction to landscape gardening and factors under consideration. It also deals with planning landscape and gardening.

OBJECTIVES: To help students to-

1. To acquire knowledge of principles involved in designing of residential spaces.
2. To acquire knowledge of housing and financial funds.
3. Understanding residential landscaping.
4. Know principles and elements of landscaping.

COURSE CONTENT:**THEORY****UNIT-I****1:1 Family Housing**

- (i). Primary need and history of house
- (ii) Definition and difference between house and home
- (iii) Status defining housing values

UNIT-II

2:1 **Modern concept of adequate house:** Sufficient space, Functional work areas, Modern concept of storage, ventilation, natural light, comfort, and convenience services

UNIT- III Judging a suitable house: Consideration of important factors of house planning

- (i) Room orientation
- (ii) Grouping of rooms-Public, private and work zones
- (iii) Circulation within and between rooms- Horizontal and vertical circulation
- (iv) Flexibility
- (v) Privacy: External and internal privacy in home, Methods to obtain privacy
- (vi) Roominess / Spaciousness
- (vii) Appearance / Prospect
- (viii) Elevation: Front and side elevation
- (ix) Rented vs. Owned home (Readymade and constructed) – Advantages and disadvantages
- (x) Financial and other considerations in housing: Sources to obtain housing loans

UNIT- IV Land Landscape Planning

4:1 Signs and symbols used for landscaping.

4:2 Garden- selection of plants

- 4:3
- (i) Lawn advantages, essential requirements, methods for growing lawn care grass used for making lawn
 - (ii) Ground cover- meaning, types.
 - (iii) Trees- selection, Common trees used in home garden, care
 - (iv) Flowers- Plants, Shrubs, Season Flowers
 - (v) Hedge- Common plants used for making hedge
 - (vi) Decorative outdoor plants , care
 - (vii) Indoor plants-Selection, list of indoor plants, characteristics, potting, care, sunlight, compost, repotting etc.

- (viii) Terrace Garden- preparation of terrace. Water proofing, Planning, plants used, Herbal plants, shadow for plants
- (ix) Plant Aquarium- Preparation, selection of plants and care

REFERENCES:-

1. AganTessies : The House: Its Plan & Use.
2. Anna Hong Rutt, Home Furnishing
3. Bela Bhargav -Family Resource Management
4. Bhatt N.D., Elementary Drawing, Anand, Charotar Publication
5. Conran Terrance, New House Book
6. Craig & Rush, Homes with Character
7. Deshpandey R.S., Modern Ideal Homes for India
8. Deshpandey R.S., Build Your Own Home, United Book Corporation.
9. Donald Anderson, Elements of Design
10. Indian Standard Institute, National Building Code Unit-III,IV)
11. Shah M.G., Kale G.M. &Patki S.Y., Building Drawing with an Integrated Approach, Tata McGraw Hill Publishing Co.
12. Varghese M.A., Ergonomics in Kitchen Design
13. Veena Gandotra-Interior Design &Decoration (Unit-I,II,III,IV)

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.A. SEMESTER – III

HOME SCIENCE – CCT- 09

FASHION MERCHANDISING

With Effect From 2015- 2016

Total credits- 04

Theory- 3 Credits (3 Periods/week)

External Theory- - 30 Marks

Practical- 1 Credit (2 Periods/week)

Practical - 20-Marks

Internal - 20 Marks

FOCUS: In Today's world fashion merchandising is flourishing so this course is giving insight into fashion merchandising and prepare them for the profession

OBJECTIVES:

- 1 To impart knowledge regarding fashion merchandising.
- 2 To impart knowledge about merchandise display
- 3 To get knowledge about promotional techniques
- 4 To become familiar with job opportunities as fashion designer

COURSE CONTENT

THEORY

UNIT—1 Introduction- Definition and meaning of merchandising

1:1 History of fashion.- Indian & Western

1:2 Scope of fashion industry.

1:3 Fashion terminology- fashion, fad, classic, style, trends, apparel, high fashion, mass fashion, boutique, couture, couturier, taste, silhouette

- 1:4 Fashion acceptance mechanism-acceptance of new fashion and origin- theories of fashion adoption.
- 1:5 Factors affecting fashion swings: social & political changes, economic changes, new Innovations.
- 1:6 Fashion forecasting- Introduction of forecasting, Forecasting fashion trends- trend analysis, merchandize planning, Prediction, direction of fashion trends of next season, downward, upward and horizontal flow of fashion

UNIT- II

2:1 Visual merchandising

- (i) Concept of fashion display
- (ii) Plans and schedules- Seasons, Holiday promotions, sales, themes, ideas,
- (iii) Types of displays- windows display and interior displays
- (iv) Tools for interior and exterior display
- (v) Elements of display- The merchandise, the backdrop walls and shelves, mannequins and forms, signage lightning
- (vi) Cost of display
- (vii) Visual merchandising

2:2 Presentation Techniques

- (i) Layout techniques
- (II) Story board techniques

UNIT-III

3:1 Fashion advertisement and sales promotion

- (i) Importance of advertisement in the promotion of a product
- (ii) Role and types of advertising
- (iii) Advertising and promotion techniques
- (iv) Public relations and sales promotion plans

- (v) Selection of advertisement medium- Collection shows, fashion shows, publicity discount coupons and scratch cards

3:2 Market research

- (i) Concept and importance of market research
- (ii) Collecting data
- (iii) Analyzing the data

3:3 Costing and pricing

- (i) Difference between Costing and pricing
- (ii) Factors affecting cost and price of a product
- (iii) Pricing policies and strategies
- (iv) Rules deciding the price of a product

UNIT-IV Role of designer in merchandising

- (i) Fashion designer and his job- fashion forecast, design development, line presentation
- (ii) Channels of distribution
- (iii) Job opportunities and careers in fashion

PRACTICALS

- 1 Sketch any four dress designs using basic block and stitch any one dress
- 2 Sketch any four blouse designs using basic block and stitch any one blouse
- 3 Ornamentation on garments with machine embroidery
- 4 Plan and arrange fashion show
- 5 Plan merchandise display using layout techniques

MARKING SCHEME

1	Sketch any one pattern of dress/ blouse and stitch.	06
2	Plan a fashion show	04
	or	
2	Plan merchandise display using any one layout technique.	
	Journal	04
	Class Work	06
	Total	20

REFERENCES

- 1 Constantino, M. (1998) Fashion Marketing and P.R.I, London, B.T. Batsford
- 2 Easey, M., (1995), Fashion Marketing, Prentice Hall of India, New Delhi.
- 3 Daver, R.S.(1992), Modern Marketing management, Progressive Corporation
- 4 Grace, E,(1978), Introduction to Fashion Merchandising Management, New Jersey, Prentice Hall
- 5 Kale, N.G.,(1997) Principles and practice of marketing, , Mumbai, Vipul Prakashan.
- 6 Kotler, P. (1998), Marketing management, India: Prentice Hall
- 7 Majare, S.(1995), The Essence of Marketing, Prentice Hall of India, New Delhi

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**M.A. SEMESTER – III****HOME SCIENCE – ECT- 03****DEVELOPMENTS IN COMMUNICATION AND EXTENSION**

With Effect From 2015- 2016

Total Credits- 04

Theory-4 Credits (4 Periods/week)

Theory- External - 50 Marks

Internal - 20 Marks

OBJECTIVES: To enable students to-

- 1 Become aware of the development in the field of communication.
- 2 Become aware home science extension worker about social changes and their role in the community development.

UNIT-I Communication Methods

1.1 Classification of communication methods.

- (i) Individual Methods
- (ii) Group methods
- (iii) Mass methods

1.2 Selection and Combination of Extension methods.

UNIT-II Communication of Innovation.

2.1 Concept and Characteristics of Innovation.

2.2 Definition of Innovation

2.3 Characteristics of Innovation

2.4 Innovation adoption process

- (i) Different steps of Innovation adoption decision process.

2.5 Factors influencing Innovation.

2.6 Classification of Adopters.

2.7 Diffusion of Innovation and communication.

UNIT- III Communication through Satellite-

3.1 Evolution of Satellite communication.

3.2 Functions of:

- (i) Indian Space Research Organization (ISRO).
- (ii) Space Application Centre (SAC).
- (iii) Setelite Instructional Television Experiment (SITE).
- (iv) Indian National Satellite (INSAT).

UNIT- IV

4:1 Role of Home Science Extension Worker-

- (i) Role of Home Science in the Family and Community Development Programmes.
- (ii) Functions of Home Science extension worker.
- (iii) Qualities of Home Science Extension worker.
- (iv) Training of Home Science Extension worker.

4:2 Development and Social change.

- (i) Meaning and Definitions of Social Change.
- (ii) Concept of Social Change.
- (iii) Need and Importance of Social Change.
- (iv) Process of Social Change.
- (v) Advantages of Social Change.
- (vi) Resistance to Change.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**M.A. SEMESTER – III****HOME SCIENCE – ECT- 04****WOMEN EMPOWERMENT- I**

With Effect From 2015- 2016

Total Credits- 04

Theory-4 Credits (4 Periods/week)

Theory- External - 50 Marks

Internal - 20 Marks

FOCUS: This course is designed to create awareness and understanding to the need for empowerment and motivating the female students towards higher goals and challenges of self-improvement. Hence the thrust is on development of women for professionalism and qualitative development of individuals and families.

OBJECTIVES: The student will

- 1 Become aware of the need, competences and skills to be developed for empowerment and be motivated for self improvement, self enhancement.
- 2 Become aware of the role of empowerment of women from the perspectives of personal and national development.
- 3 Become aware of the interdisciplinary of Home Science education and its potential for personal and professional enhancement.
- 4 Become sensitized to some pertinent contemporary issues that affect the quality of life of individuals, families and community.

UNIT I: Personal Growth and Personality Development

- 1:1 Personality Development: Factors and influences; emotional and motivational aspects; assertion vs. aggression.
- 1:2 Personality Development Qualities -Attractive personality- Language, Style, Knowledge, Intelligence, Smart Look, Noble etc.

UNIT II: Empowerment of Women

- 2:1 Women and development: The personal, familial, societal and national perspectives.
- 2:2 Capability building for women: Education, decision making abilities and opportunities, awareness and information on legal and political issues.

UNIT-III Women's organizations and collective strength:

- 3:1 Women's action groups, Women's participation in development initiatives.
- 3:2 Brief sketches / profiles of women's organization and activist efforts to improve the quality of life or tackle issues of concern (eg. Sewa, WIT, Jyoti Sangh, National Women's Cell, Aawaz, Rashtriya Mahila Ayog, Nipsid etc.)

UNIT IV Empowerment of Women

- 4:1 Study and discussion of life histories, case studies of illustrious Indian women from different walks of life (e.g. Indira Gandhi, Jhansi ki Rani, Medha Patkar, Kiran Bedi, Vijyalaxmi Pandit, Sudha Chandran, Anutai Wagh, Ila Bhatt, Bhanvari Devi)
- 4:2 Modern Empowered Women-Bimla Poddar, Indu Mishra, Ela Bhatt, Ekta Kapoor, Sulaja Motwani, Naina Lal Kidwai, Indra Krishna Murti Nooyi, Mallika Srinivasan, Sunita Narain etc.

REFERENCES:

- 1 Adair, J.: The Action Centered leaders, Bombay: Jaico Publishing House.
- 2 Antomy, M.J.: Women's rights, New Delhi: Hind Pocket Books.
- 3 Bhattacharya, R.: Career Management: A New Challenge, Vol-I, New Delhi
4. Chandrasekhar R.: Women's Resources and National Development – A Perspective, New Delhi: Gaurav Publishing House.
5. Chandra, A.A.: Fundamentals of teaching Home Science, New Delhi: Sterling Publishers Pvt. Ltd.

6. Gore, M.S.: Indian Youth: Processes of Socialization, New Delhi:
Vishwa Yuvak Kendra.
7. Hick. H.: Towards Better Teaching of Home Economics, New York:
Macmillan Publishing Co.
8. Sargent, A.: How to motivate people: Turning People On, Bombay:
Jaico Publishing House.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**M.A. SEMESTER – IV****HOME SCIENCE – CCT- 10****FOOD PACKAGING**

With Effect From 2015- 2016

Total credits- 04

Theory-4 Credits (4 Periods/week)

Theory- External - 50 Marks

Internal - 20 Marks

FOCUS : To gain knowledge on various Packaging materials, food and packaging interaction and methods of packaging in food industry.

OBJECTIVES : This course will enable the student to -

- 1 Know different Packing materials available.
- 2 Be aware of advanced information and state of the art in food packaging.
- 3 Select appropriate packaging material for various food products.

COURSE CONTENT**UNIT - I****1:1 Food Packaging -**

- (i) Meaning, difference between Packing and Packaging, objectives, aims, facts of Successful packaging, characteristics of Standard Packaging

1:2 Importance of Packaging & Transportation of packaged foods :

- (i) Functions of packaging, aseptic processing
- (ii) Types of packaging - trays, bags, boxes, cans, cartons& crates, flexible packaging, pallets. Wrappers
- (iii) Storage, distribution and transportation-shipping containers

1:3 Various Package forms :

- (i) Tubes, tetra pack, can, bottles

1:4 Packaging materials : Their properties, advantages & limitations –

- (i) Plastic, metal, Aluminium, tin, glass, gas pack, paper, tinned steel plate, carton board, films, laminates, others

UNIT- II**2:1 Packaging Methods & Performances :**

- (i) Restorable plastic packaging
- (ii) Modified atmosphere packaging- Introduction, Equilibrium modified atmosphere packaging (EMAP), Technology, Gases, Packing films, Quality assurance of MRP packages analyzers, Recycling

2:2 Decoration :

- (i) Graphic designs
- (ii) Suitable printing methods

UNIT – III**3:1 Markets & Prices :**

- (i) Types
- (ii) Functions of marketing pricing

3:2 Market survey :

- (i) Importance
- (ii) Properties of market survey – Valuable tools, systematic collection of data, analysis of recorded data, interpretation of data

3:3 Labeling :

- (i) Introduction
- (ii) Wrong information
- (iii) Characteristics of good label
- (iv) Points to be included in labeling

3:4 Advertising : Types of media & their role

- (i) Introduction
- (ii) Media for advertisement – News papers, Magazines, Radio & T. V., Correspondence, External tools-Hoardings, Posters, Bulletins, Neon light signs, Sky shops
- (iii) Others – Counters, Films, Slides, Directory
- (iv) Illusion in advertisement and customer – Meaning, duties of customer, complaint-court
- (v) Laws of advertisement-consumer protection Act-1986

UNIT- IV

4:1 Shelf life testing :

- (i) Meaning & requirements
- (ii) Test package concerns
- (iii) Rate of deterioration& affecting factors –moisture, color changes, form changes, microbiological changes

4:2 Shelf life of foods :

- (i) Factors affecting –Microbial and Non microbial spoilage, Moisture regaining and evaporation, Physical and chemical changes, Changes in light and temperature
- (ii) Rules and regulations for shelf life of foods

4:3 Food packaging Laws :

- (i) Legal requirements
- (ii) General legalities- Factories Act (1948), Employers provident fund , Miscellaneous provisions Act (1952), Employees State Insurance Act, Payment of wages Act (1936), Minimum wages Act (1948), The Indian Partnership Act (1932), Central Excise (CE), Sales Tax, The Income Tax Act (1911), Pollution Control Act
- (iii) Food processing – Specific Legalities
- (iv) Prevention of Food Adulteration Act (1954)

- (v) Milk and Milk Product Order (MMPO)
- (vi) Fruit Product Order (1955)
- (vii) Standard of Weight & Measures Rules – 1977 (Packet commodities)
- (viii) Export quality control and Inspection Act (1963)

REFERENCES :

- 1 Briston and Neil ; Packaging Management, Gower Press
- 2 Butterworth Robertson G. L. (1993); Food Packaging; Principles and practices, Marcel Dekker. New York.
- 3 Cairns, Oswin, Paine, Newness; Packaging for Climatic Protection.
- 4 Girdharilal; Preservation of Fruits and Vegetables.
- 5 Hotchikess, Food and Packaging Interaction, American Chemical Society.
- 6 Sacharow S. and Griffin (1980); Principles of Food Packaging, AVI Publications Co.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**M.A. SEMESTER – IV****HOME SCIENCE – CCT- 11****VAASTUSHAstra**

With Effect From 2015- 2016

Total Credits- 04

Theory-4 Credits (4 Periods/week)

Theory- External - 50 Marks

Internal - 20 Marks

FOCUS: Vaastushastra is a tool for learning from experience. It helps everyone to learn, plan better next time or improve upon existing ways of increasing peace, health and wealth of people lives in house by scientific knowledge of vaastu. The focus of this paper is to help students to understand the process of vaastu and develop skill.

OBJECTIVES: To enable students to

- 1 Understand knowledge of Vaastu.
- 2 Weigh its value and recognize its advantages for better living.
- 3 Understand the use of Vaastu in their home.

COURSE CONTENT:**UNIT- I:**

- 1:1 Introduction, origin of the word, meaning.
- 1:2 History and importance of Vaastu in home, Vaastu in Sanskrit literature.

UNIT- II:

- 2:1 Vaastu Purush – Origin, three stories behind it.
- 2:2 Vaastu Purush, Vaastu Chakra and places of God.

UNIT- III

- 3:1 Knowledge of direction, Pocket Compass, Selection of site and direction
- 3:2 Methods of selection of site, effect of trees in selection of site, sites which gives peace, wealth and health, Increasing and decreasing plots in corner, various shapes of plots which gives negative results.
- 3:3 Types of Vaastu

UNIT- IV Doors and direction, shape, size, numbers etc.

- 4:1 Various rooms of the house and vaastushastra- Drawing, Bed, Puja, Balcony, Study, Compound wall, Dinning, Parking, Water tank, Entrance door, Gates, Bath room ,Toilet, Second floor etc.
- 4:2 Various trees and vaastushastra-Peepal, Tulsi, Coconut, Lemon, Money Plant etc.
- 4:3 House Plan according to vaastu

REFERENCES:

- 1 Dr. B.B.Sharma, A Guide to Home Gardening, Publication Division, Govt. of India
- 2 Dr. Chandrakant Pathak, Vaastushastra; Shree GajananPustakalaya, Surat.
- 3 Pratibha Trivedi, Home Gardening, Indian Council of Agricultural Research, New Delhi
- 4 Vaastuguru Kuldeep Saluja, Interior Decoration, Fusion Books, New Delhi

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
M.A. SEMESTER – IV
HOME SCIENCE – CCT- 12
APPLICATION OF INFORMATION TECHNOLOGY IN FASHION DESIGNING
With Effect From 2015- 2016

Total credits- 04

Practical- 4 Credit (4 Periods/week)

Practical-External - 50-Marks

Internal - 20 Marks

FOCUS: This subject focuses on application of computers in Fashion Designing and open new horizons for designing. Develop creativity in students.

OBJECTIVES:-

- 1 To gain an understanding about the computers
- 2 To acquaint the students with software related to Fashion Designing
- 3 To provide experience in creative design using computer.

COURSE CONTENT

PRACTICALS

UNIT- I Introduction to application of computer in the field of fashion designing.

UNIT-II Powerpoint, Internet, paintbrush, photoshop, Corel draw- Learn to draw basic silhouettes and proportions of the fashion figure, construct styles and designs

UNIT-3 CAD-Software related to the field of fashion designing - Introduction, Function, benefits, drawbacks in fashion industry

UNIT-4 Sketching Styles of various costumes for different age groups

MARKING SCHEME

1 Design following garment with the help of computer	20
2 Prepare Costume Design on paper with ornamentation	10
Journal	05
Classwork	15
Total	50

REFERENCES:-

- 1 Helen L Brokeman "The theory of fashion design, John Wiley & sons inc. New York
- 2 20th century fashion, the complete sourcebook by John Peacock, Hudson, London

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**M.A. SEMESTER – IV****HOME SCIENCE – ECT- 05****ENTREPRENEURSHIP DEVELOPMENT**

(With Effect From 2015- 2016)

Total Credits- 04

Theory-4 Credits (4 Periods/week)

Theory- External - 50 Marks

Internal - 20 Marks

OBJECTIVES: To enable students to-

- 1 Develop Entrepreneurship.
- 2 Understand the process and Procedure of setting up small enterprises.
- 3 Develop management skills for entrepreneurship development.

COURSE CONTENT

UNIT-I Enterprise, Entrepreneurs, Entrepreneurship.

- 1:1 Meaning and Definitions of Enterprise, Entrepreneur and Entrepreneurship.
- 1:2 Characteristics of Entrepreneurship.
- 1:3 Qualities of Entrepreneur.
- 1:4 Functions of Entrepreneur.
- 1:5 Importance of Entrepreneurship.

UNIT-II Women Entrepreneurship.

- 2.1 Concept of Women Entrepreneur.
- 2.2 Factors influencing the Women entrepreneurs.
- 2.3 Types of Women entrepreneurs.
- 2.4 Problems of Women entrepreneurs.

2.5 Remedial Measures of Problems.

UNIT- III Small Scale Industries and its Promotional agencies.

3.1 Definitions of SSI (small scale industries).

3.2 Needs and Importance of SSI.

3.3 Government policies for SSI.

3.4 Ancillary Industries –Need and Importance.

3.5 Promotional agencies for SSI.

(i) National level agencies.

(ii) State level agencies.

(iii) District level agencies.

UNIT- IV Project Planning and Project Report.

4.1 Meaning of Project Report.

4.2 Planning and preparation of Project Report.

4.3 Elements of Project Report.

4.4 Feasibilities of Project Report.

4.5 Monitoring of Project.

4.6 Specimen of Project Report.

REFERENCES:

- 1 E. Goldon , k.Natarajan,“ Entrepreneurship Development”,Himalaya Publication House, Mumbai.
- 2 Manual of Food Processing, Centre for Entrepreneurship Development ,Paladi Ahmedabad.

- 3 ડા. ડો. ડ . આર. ષ્ઢ, િ નિયોરશિષ્લપમે ઢઅુલ કાશન અમદાવાદ.
- 4 બી. એસ. શાહ, ઉ ંગસાહસિકતાના ૂળ ત, બી. એસ. શાહ કાશન
- 5 ઉ ંગસાહસિકતા માઝશિ કાસે ઢર ફોર િ નિયોરશિષ્લપ, અમદાવાદ.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**M.A. SEMESTER –IV****HOME SCIENCE – ECT- 06****WOMEN EMPOWERMENT- II**

With Effect From 2015- 2016

Total Credits- 04

Theory-4 Credits (4 Periods/week)

Theory- External - 50 Marks

Internal - 20 Marks

FOCUS: This course is designed to create awareness and understanding to the need for empowerment and motivating the female students towards higher goals and challenges of self-improvement. Hence the thrust is on development of women and the concept of Home Science education as holistic education with interface of professionalism and qualitative development of individuals and families.

OBJECTIVES: The students will

- 1 Become aware of women rights
- 2 Become aware of the women's association
- 3 Become aware of opportunities inside and outside institution.

COURSE CONTENT**THEORY****UNIT-I Women Empowerment and Women Rights**

1:1 Women's Rights- Social, Life, Vocation, Security, Religious, Education, Culture, Dowry, Marriage, Child marriage

1:2 Women's Associations, Indian Legislation

- 1:3 Brief sketches/profiles of women's organization and activist efforts to improve the quality of life or tackle issues of concern near your village (Self Study)

UNIT-II Home Science education as empowerment

- 2:1 The interdisciplinary of Home Science Education
- 2:2 The role of Home Science education for personal growth and professional development.
- (i) Opportunity in the Institutions
 - (ii) Opportunity outside Institutions
 - (iii) Self Employment

UNIT-III Home Science as holistic education with integration of goals for persons, enhancement and community development.

- 3:1 History of Home Science Education
- 3:2 Importance of Home Science education
- 3:3 Role of Home Science Association of India in development, History, Goals of Association
- 3:4 Some Significant contemporary issues of concern
- (i) Gender issues: Inequalities and discriminations, biases and stereotypes, myths and facts.
 - (ii) Substance Abuse, Drug Alert- Drug Addiction, Cigarettes, Poppy, Chillum, Ganja, Cocaine, Charas, Brown Sugar, Alcoholism, Reasons for taking drugs, Warning Signs, Prevention – As a student, As a parent, As a teacher, Treatment, Motivation, Detoxification, Rehabilitation, Drug awareness campaign through posters, exhibition, seminars, street plays, Workshops etc.

UNIT-IV

- 4:1 Healthy habits: In relation to physique, to studies, to heterosexual interests.
- 4:2 AIDS: World's biggest problem- History, Necessity of Aids education, Symptoms, Characteristics, general information, teacher's role, extracurricular activities to prevent Aids, Self Testing Kit, Ayurvedic prevention

REFERENCES:

1. Adair, J.: The Action Centered leaders, Bombay: Jaico Publishing House.
2. Antony, M.J.: Women's rights, New Delhi: Hind Pocket Books.
3. Bhattacharya, R.: Career Management: A New Challenge, Vol-I, New Delhi, Enkg
4. Chandrasekhar R.: Women's Resources and National Development – A Perspective, New Delhi: Gaurav Publishing House.
5. Chandra, A.A.: Fundamentals of teaching Home Science, New Delhi: Sterling Publishers Pvt. Ltd.
6. Gore, M.S.: Indian Youth: Processes of Socialization, New Delhi: Vishwa Yuvak Kendra.
7. Hick. H.: Towards Better Teaching of Home Economics, New York:Macmilan Publsiing Co.
8. Sargent, A.: How to motivate people: Turning People On, Bombay: Jaico Publishing House.