



Re-Accredited by NAAC with 'A' Grade

VEER NARMAD SOUTH GUJARAT UNIVERSITY
University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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-: પરિપત્ર :-

વિનયન વિદ્યાશાખા હેઠળની સંલગ્ન હોમસાયન્સ વિષય ચલાવતી અનુસ્નાતક કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૦-૨૧ થી અમલમાં આવનાર એમ.એ. હોમ સાયન્સ સેમેસ્ટર-૩ અને ૪ ના અભ્યાસક્રમ અંગે હોમસાયન્સ વિષયની અભ્યાસમિતિની તા.૨૧/૦૩/૨૦૨૦ની સભાનાં ઠરાવ ક્રમાંક: ૬ અન્વયે નીમેલ પેટાસમિતિએ તૈયાર કરેલ એમ.એ. હોમ સાયન્સ સેમે. ૩ અને ૪ નો અભ્યાસક્રમ અભ્યાસસમિતિવતી અભ્યાસસમિતિનાં અધ્યક્ષશ્રીએ મંજૂર કરી વિનયન વિદ્યાશાખાને કરેલ ભલામણ વિનયન વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વિનયન વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિનયન વિદ્યાશાખાવતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલએ તેની તા.૩૦/૬/૨૦૨૦ની સભાના ઠરાવ ક્રમાંક: ૧૨૬ અન્વયે સ્વીકારી મંજૂર કરેલ છે. તેની જાણ સંબંધકર્તા શિક્ષકો અને વિદ્યાર્થીઓને કરવી, તદ્ઉપરાંત તેનો અમલ કરવો.

એકેડેમિક કાઉન્સિલની તા.૩૦/૦૬/૨૦૨૦ની સભાના ઠરાવ ક્રમાંક: ૧૨૬

:: આથી ઠરાવવામાં આવે છે કે, હોમસાયન્સ વિષયની અભ્યાસમિતિએ તેની તા.૨૧/૦૩/૨૦૨૦ની સભાનાં ઠરાવ ક્રમાંક: ૬ અન્વયે નીમેલ પેટાસમિતિએ તૈયાર કરેલ જૂન ૨૦૨૦ થી અમલમાં આવનાર એમ.એ. હોમ સાયન્સ સેમે. ૩ અને ૪ નો અભ્યાસક્રમ હોમસાયન્સ વિષયની અભ્યાસસમિતિવતી અભ્યાસસમિતિનાં અધ્યક્ષશ્રીએ અને વિનયન વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વિનયન વિદ્યાશાખાવતી સ્વીકારેલ તે મંજૂર કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

ક્રમાંક : એકે./પરિપત્ર/૫૭૯૭/૨૦૨૦
તા. ૧૫-૦૭-૨૦૨૦

R. B. R. ૧૧
16/07/20
ઈ.ચા. કુલસચિવ

પ્રતિ,

- ૧) વિનયન વિદ્યાશાખા હેઠળની સંલગ્ન હોમસાયન્સ વિષય ચલાવતી અનુસ્નાતક કોલેજોનાં આચાર્યશ્રીઓ.
- ૨) અધ્યક્ષશ્રી, વિનયન વિદ્યાશાખા.
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
- ૪) પી.જી. વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

HOME SCIENCE

M.A. SEMESTER- III

Effective From 2020-2021

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 Resource management	4	-	4	4	50	20
3	CCT-09	Fashion Designing Fashion Management	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 2020-2021

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	Family Resource Management Vaastushaastra	4	-	4	4	50	20
3	CCT-12	Fashion Design Merchandising	-	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 2020- 2021

Total credits- 04

Theory- 3 Credits (3 Periods/week)

External Theory- - 30Marks

Practical- 1 Credit (2 Periods/week)

Practical - 20-Marks Internal
- 20Marks

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, nternational

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 Jellife 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 RESOURCE MANAGEMENT

With Effect From 2020- 2021

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 Scene 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 – PAPER NUMBER- CCT 09
FASHION DESIGN- FASHION MANAGEMENT
(With effect from 2020-21)

Total Credits- 04	Theory external- 30 marks
Theory credits- 03	Internals- 10 marks
Practical credit- 01	Practical External- 20 marks
	Internals- 10 marks

Focus

1. To develop skills of marketing for product or services
2. To acquire knowledge about consumer behavior
3. To learn about the retailing of product
4. To gain knowledge about e-commerce

Unit -1

- 1.1 Fashion terminology- fashion, Fad, style, trends, and apparels.High fashion, mass fashion, boutique, culture, taste,silhouette
 - 1.2 Fashion acceptance mechanism- Acceptance of new fashion and original theory of fashion adoption
 - 1.3 Factors affecting fashion swings, Political change, economical change, new innovation
 - 1.4 Fashion forecasting
- Introduction forecasting fashion trends, trend analysis, merchandise planning, prediction direction of fashion trends, next season, downtrend,and uptrend

Unit 2 visual merchandising

- 2.1 Concept of fashion display
- 2.2 plan and schedule- season, holiday, promotions sales, themes idea
- 2.3 Types of displays - interior display and exterior display, Tools for interior and exterior display
- 2.4 Element of display window, display and merchandise, the backdrop and Shelves, mannequins and for signage lightening, Cost of display, Visual merchandising

Unit 3 fashion advertisement and sales promotion

- 3.1 Importance of advertisement, Sales promotion
 - 3.2 Role and types of advertisement
 - 3.3 Advertising and promotional techniques
 - 3.4 public Relations and sales promotion plans
 - 3.5 Selection of advertisement media
- collection shows, fashion shows, publicity, discount coupons, scratch cards etc.

3.6 Costing and pricing

- 1 Difference between costing and pricing
- 2 Factors affecting cost price of the product
- 3 Pricing policies and strategies
- 4 Rules for deciding the price of the product

Unit 4 Role of designer in merchandising

- 4.1 role of designer in merchandising
- 4.2 Fashion designer and scope of fashion industries
- 4.3 job opportunities in fashion industry
- 4.4 traditional fashion vs online fashion

Practical

1. Preparation of portfolio
2. PowerPoint presentation
3. Fashion show
4. e-commerce use of prepare on project

References

1. Kotler, P. & Keller, K. L., Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. & Namakumari, S., Marketing Management, Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D' Amico, M., Marketing Management, Ohio South-Western College Publishing.
5. Seema Gupta, Digital Marketing, McGraw Hill, 1st Edition -2017 *Internet Marketing E-commerce and Cyber Loss*, Asit Narayan & L.K. Thakur-Author
Press
- 6 *E-commerce (Concepts, Models, Strategies)*, By C.S.V. Murthy, Himalaya Publishing House

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 2020- 2021

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.

REFERENCES:

- 1 O.P.Dahama,O.P.Bhatnagar," Education and Communication for Development. Oxford & IBH Publishing Co. pvt. Ltd.New Delhi.
- 2 G.L.Ray," Extension Communication And Management".Fourth Edition. Naya Prokash.Calcutta,India.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.A. SEMESTER – III

HOME SCIENCE – ECT- 04

WOMEN EMPOWERMENT- I

With Effect From 2020- 2021

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 Antony, 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 2020- 2021

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)

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- 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); Priciples of Food Packaging, AVI Publications Co.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.A. SEMESTER – IV

HOME SCIENCE – CCT- 11

FAMILY RESOURCE MANAGEMENT - VAASTUSHAstra

With Effect From 2020- 2021

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 – PAPER NUMBER- CCT 12
FASHION DESIGN- MERCHANDISING
(With effect from 2020-21)

Total Credits- 04
Theory credits- 03
Practical credit- 01

Theory external- 30 marks
Internals- 10 marks
Practical External- 20 marks
Internals- 10 marks

Focus

In today's world fashion merchandising is flooring so this course is giving insight into the fashion merchandising and prepare students for profession

Objectives of the course-

1. To impart knowledge regarding fashion merchandise
2. To gain knowledge about merchandising display
3. To know the sales promotional techniques
4. To become familiar with job opportunity as a fashion designer

Course content

Unit 1 merchandising

- 1.1 introduction - definition and meaning of merchandising
- 1.2 Marketing and consumer definition, importance, marketing concept, marketing mix marketing v/s selling
- 1.3. Market research
- 1.4 Concept and importance of market research, collecting data, Analyzing data

Unit 2 Retailing

- 2.1 Definition and importance of retailing
- 2.2 Different types of retail stores
- 2.3 Advantage disadvantage of retail
- 2.4 Retail v/s wholesale marketing

Unit 3 handling customer complaints

- 3.1 Understanding consumer behaviour- factors influencing consumer buying behaviour
- 3.2 Understanding consumer complaining behavior
- 3.3 Customer retention,
- 3.4 Customer loyalty and complaint handling system

Unit 4 fundamentals of e-commerce

- 4.1 Meaning and nature of e commerce
- 4.2 Need and function of e-commerce
- 4.3 Advantage and disadvantage of e-commerce
- 4.4 E-commerce vs traditional business

Practical

- 1 preparation of portfolio
- 2 illustration using texture and ornamentation
- 3 project report on e-commerce
- 4 PowerPoint presentation

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
8. Kotler, P. & Keller, K. L., Marketing Management,Pearson.
9. Kotler, P., Armstrong, G., Agnihotri, P. Y., Principles of Marketing: A South AsianPerspective,Pearson.
10. Ramaswamy, V.S. & Namakumari, S., Marketing Management, Global Perspective-Indian Context, Macmillan Publishers India Limited.

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M.A. SEMESTER – IV

HOME SCIENCE – ECT- 05

ENTREPRENEURSHIP DEVELOPMENT

(With Effect From 2020- 2021)

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

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M.A. SEMESTER –IV

HOME SCIENCE – ECT- 06

WOMEN EMPOWERMENT- II

With Effect From 2020- 2021

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

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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.
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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 Pubsihing Co.
8. Sargent, A.: How to motivate people: Turning People On, Bombay: Jaico Publishing House.