

SEMESTER - I
M.A. (RESOURCE MANAGEMENT)
PAPER - I
RESEARCH METHODS AND STATISTICS
HRM-101

CREDIT : 03

OBJECTIVE

- To understand the significance of statistics and research methodology in home science
- To understand the types, tools and methods of research and develop the ability to construct data
- Gathering instruments appropriate to the research design.
- To understand and apply the appropriate statistical technique for the measurement scale and Design.

Contents:

- 1. Science, scientific methods, scientific approach**
- 2. Role of statistics and research in home science discipline**
 - Objectives of research: explanation, control and prediction.
- 3. Types of research:**
 - Historical, survey, experimental, case study, social research, participative research.
- 4. Definition and identification of a research problem**
 - Selection of research problem
 - Justification
 - Theory, hypothesis, basic assumptions limitations and delimitations of the problem.
- 5. Types of variables**
- 6. Theory of probability**
 - Population and sample
 - Probability sampling: systematic random sampling, two stages and multi stages sampling, cluster sampling.
 - Non- probability sampling: purposive, quota and volunteer sampling/snowball sampling.
- 7. Basic principles of research design**
 - purposes of research design: fundamental, applied and action exploratory and descriptive
 - experimental, survey and case study, ex-post facto, longitudinal and cross sectional

8. Qualitative research methods:

- Theory and design in qualitative research
- Definition and types of qualitative research
- Methods and techniques of data collection
- Informal group discussions
- Interviews: keys informants, in-depth interviews
- Observations

9. Data gathering instruments:

- Observation, questionnaire, interview, scaling methods, case study, home visits, reliability and validity of measuring instruments.

10. Scales of measurement and the appropriate statistical techniques.

11. Critical analysis of research.

12. Writing a research proposal.

13. Analysis of data and research report

References

- i. Bandarkar, P. L. and Wilkinson, T.S. (2000): Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai.
- ii. Bhatnagar, G. L. (1990): Research Methods and Measurements in behavioural and social sciences, agri. Cole Publishing House, Mumbai.
- iii. Dooley, D. (1995): strategies for interpreting qualitative data; Saga Publications, California.
- iv. Gay, L. R. (1981, 2nd ed.): educational research, Charles, E. Merrill, Columbus, Ohio.
- v. Long, J. S. (ed.) (1989): the quality of life: valuation in social research, saga publications, New Delhi
- vi. Stranss, A. and Corbin, J. (1990): Basis of Qualitative Research: Grounded Theory Procedures and Techniques, Saga Publications, California.

SEMESTER - I
M.A. (RESOURCE MANAGEMENT)

Paper - II

THEORY OF MANAGEMENT

HRM - 102

OBJECTIVE

CREDIT : 03

- To understand the significance of management in the micro and macro level organization.
- To know the conceptual, human and scientific aspects of management functions.
- To develop the ability to evaluate the management efficiency and effectiveness in the family and other organizations.
- To enhance the understanding of the similarities among all areas of management education and research the dissemination of the professional knowledge, skill and attitude.

CONTENTS

1. History and development of management in India and other countries.
 - Industrial
 - Farm and Agriculture
 - Institutional
 - Household
 - Education
2. Management as a system
 - Definition
 - Elements
 - Types
 - Advantages and limitation of system approach
 - Application in family resource management
3. Management Abilities
 - Conceptual
 - Human
 - Technical
4. Decision Making
 - Meaning
 - Types
 - Modes of decision making
 - Techniques and tools of decision making
 - Decision tree
 - Cost- Benefit and analysis

5. Management functions and processes

- Planning – objectives, principles, policies, strategies
- Organizing – purpose, principles, processes, delegation, authority, responsibility and accountability
- Staffing, purpose, principle, recruitment appraisal
- Guiding, directing, leadership, motivation, communication
- Appraisal/evaluation – tools and techniques
- Controlling, tools for Management Control, Feedback

6. Human Behaviour in Organizations

- Personality, attitude, motivating factors
- Group behaviour and dynamics
- Team management
- Stress and conflict management, causes and remedies

7. Ends sought through management

- Goals – factors affecting ends
- Classification
- Values – Sources of value patterns, status, security and classification
- Standards
- Quality control
- Quality management
- Harmony Ethics
- Relationship between goals, values and standards.

HRM - 106

PRACTICAL

CREDIT : 02

- To find out time norms of any two household activities.
- To study and simplify any two household activities with the help process chart.
- To practice two household activities with the help of operation chart.
- To study and develop a new simplified methods of doing any two household activities with the help of pathway chart.
- A survey of time/money/energy Managerial problems in different Communities.
- Recognition of goals and values with suitable examples.
- Maintaining the record of Practical
- Viva Voce

REFERENCE:

- i. Kanpur, S. K. (1996) Professional Management S. K. Publishers. New Delhi.
- ii. Deacon R. E. and Fire Baugh. F. M. (1975) home management context and Concept, Hougmen, Mitten. Boston.
- iii. Déacon, R.E. and Firebaugh, F.M. (1981) Resources Management Principles and Applications Alyn and bacon and bacon, Boston
- iv. Shreeman A. W. et. al (1988) Managing Human Resources, South- Western Publications co. Cincinnati.
- v. Lvancevich J. M. et. al (1980) Managing for Performance Business Publications, Inc Texas.
- vi. Dewedi, R. S. (1981) Dynamic of Human Behaviour of Work, Oxford and ABN, New Delhi.
- vii. Sanydain M. S. (1988) Human Resource Management, Tata M .C. Graw Hill, New Delhi. .
- viii. Dayal R. (1996) Dynamics of Human Resource Development Mittal Publication, New Delhi.

SEMESTER - I
Paper - III
FINANCIAL MANAGEMENT
HRM - 103

CREDIT : 03

- 1. Socio economic environment**
 - National income
 - Income distribution per capita income
 - Inequalities of income
 - Inflation vs. deflation
 - Wages
 - Definition
 - Earning principle of wages determination
 - Wage differential

- 2. Financial planning and implementation**
 - Budgeting- objective, types, advantages of budget
 - Purchase - storage, cost reduction

- 3. Planning a budget for a family or fixed income**
 - Restaurant/hostel/any other selected organization
 - Boutique/Food Joint/Shops
 - Small industries

- 4. Record keeping and accounting**
 - Fundamental principles of accounts
 - Types of accounts
 - Income & expenditure account
 - Balance sheet

- 5. Financing of enterprises / Consumer Durables**
 - Housing, automobiles, education, small scale industry

- 6. Tax planning**
 - Types of taxes
 - Principle and procedure of income tax
 - Preparation of statement of income, income filling of income tax in case of returns.

7. Individuals (salary class)

- Organization
- Knowledge of various exemptions and deductions.

8. Saving ways of selecting investment

- Importance of saving
- Saving facilities and investment opportunities.
- Family Credit
- Role of credit in finance and causes.

9. General introduction of income and property rights

- Legal aspects of wills and trust
- Source of family credit
- Economic insecurity

HRM- 107

PRACTICAL

CREDIT : 02

- 1) Socio - economic survey
- 2) To prepare a family budget for different income groups
- 3) To prepare budget (hostel/ personal)
- 4) Calculation of income tax
- 5) Survey of saving and investment schemes.

SEMESTER - I

Paper-IV

HOUSING FOR FAMILY LIVING

HRM - 104

Objectives

CREDIT : 03

- To enable the students to
- Recognize the role of housing for national development
- Be aware of the housing problems in India and the measures for alleviating the problems
- Understand and apply the principles of design in housing.

History of Housing

Changes in Housing needs and standard

Housing in India: Determinants

- Population
- Establishment of Households
- Levels of income per household
- Occupation
- Family mobility
- Technological development

Effect of housing on family life

Effect on family activities

Housing and health of family

- Present housing condition in India
- Rural and Urban cost of housing
- Availability of building material
- Quantity and quality of house available
- Factors affecting housing
 - Social, Cultural, Demographic, Climate etc.
- Housing Decisions
 - Advantages and disadvantages of rented and owned house
- Approaches of housing
 - Housing an element in Socio – economic development.
- Private and public housing

- Various Housing Schemes: Central and Local government – Programs, Industrial Housing.
- Housing standards and housing legislation
- Building codes and laws
- Rent Control Act, house plans & their types. Technical aspects of house design with reference to principles of planning.
- Residential architectural design and housing construction.
- Foundation, footing, plinth, beam, walls, floor, door & window, ramp etc.
- Modern architectural material for construction- advantages and disadvantages with respect of suitability of design, availability, durability, maintenance, safety convenience, and economy.
- Essential Services
 - Types of services
 - Water supply, drainage, light
 - Housing research
- Agencies for research and development
- Methods and techniques

HRM - 108

PRACTICAL

CREDIT : 02

- Analysis of floor plans and evaluation
- Drawing housing plan for various income group
- Study of different housing designs
- House plan (for different activities)
- Visits
- Preparation of Gate, Grill and Floor Tiles.

REFERENCE:

- i. Ambedkar V. N. & modal N. V. (1971) Town & Country Planning & Housing
Orient Longman
- ii. Deshpandey R. S. 1974, Modern Ideal Homes for India, United Book Corporation

SEMESTER - I

SEMESTER - I

PAPER-V

PAPER-V

HEALTH AND NUTRITION

WOMEN'S HEALTH AND NUTRITION

HRM-105

HRM-105

CREDITS : 03

ROLE OF WOMEN IN NATIONAL DEVELOPMENT: Women in family and community; demographic changes menarche, marriage, fertility, morbidity, mortality, life expectancy, sex ratio, again and widowhood, female-headed families.

WOMEN AND WORK: Environmental stress, nutrition, health and gender, living conditions, occupational health, health facilities.

WOMEN'S NUTRITIONAL REQUIREMENTS AND FOOD NEEDS.

WOMEN AND HEALTH: health facilities, disease patterns and reproductive health, gender and health, health seeking behaviour, women; pregnancy and lactation, safe motherhood, care of at-risk mothers, family planning, women and aging; special concerns in developed and developing societies: menopause, osteoporosis, chronic degenerative diseases, neurological problems, women and aids

WOMEN AND NUTRITION: situation of women in global, national and local context, improving the nutritional and health status, interventions throughout the life cycle.

POLICIES AND LEGISLATION: CEDAW (convention on elimination of all forms of discrimination against women), women's right to life and health (WRHL), legal status of women.

EMPOWERMENT OF WOMEN: role of education and various national schemes and programmes for women development

PROBLEMS AND ISSUES RELATED TO WOMEN IN INDIA: child marriage, female foeticide, infanticide, socialization of girl child, dowry, employment, women in politics, domestic violence

Reference:

- i. ACC/SCN policy discussion papers
- ii. Wallance, H. M. and Giri, K. (1990): health care of women and children in developing countries, third party publishing co., Oakland, California.
- iii. UNICEF (1994): the urban poor and household food security, UNICEF.
- iv. IDRC (1993): gender, health and sustainable development.

- v. **NGO Committee on UNICEF (1997): women and children in urban poverty- what way out?**
- vi. **Census Reports, Government of India.**
- vii. **NFHS Reports**
- viii. **UNICEF- State of the World's Children.**
- ix. **Weil, D.E.C. Alicbusan, A. P. Wilson, J.F.; Reich, M.R. and Bradley, D.J. (1990) : The Impact of Development Policies on Health: A Review of the Literature, World Health Organization. Geneva.**
- x. **International Nutrition Foundation - Micronutrient Initiative (1990): Preventing Iron Deficiency in Women and Children; Technical Consensus on Key Issues.**
- xi. **Gopalan, C. and Kaur, (eds) (1989): Women and Nutrition in India, Nutrition Foundation of India.**

Objectives:

CREDIT: 03

To enable students:

- To understand the role of statistics and computer applications in research
- To apply statistical techniques to research data for analysing and interpreting data meaningfully.

Note: Students should be given hands-on experiences to use appropriate software packages for selected statistical analysis.

CONTENTS

- Conceptual understanding of statistical measures. Classification and tabulation of data. Measurement of central tendency, measures of variation.
- Frequency distribution, histogram, frequency, polygons Oliver.
- Binomial distribution
- Normal distribution – use of normal probability tables
- Parametric and non-parametric tests.
- Testing of hypothesis. Types I and type II errors. levels of significance
- Chi-square test. Goodness of fit. Independence of attributes 2 x 2 and r x c contingency tables.
- Application of student's test for small samples. Difference in proportion for means and difference in means.
- Co-relation, coefficient of co-relation, rank co-relation
- Regression and prediction
- Analysis of variance – one way and two – way classification.
- Experimental designs
- Completely randomized design
- Randomized block design
- Latin square design
- Factorial design
- Trend analysis

REFERENCE :

- i. Edwards : Experimental Design in Psychological Research
- ii. Garrett, Henry ed. (1971): Statistics in Psychology and Education, David Haley & Co.
- iii. Kerlinger: Foundation of Educational Research
- iv. SPSS/PC for the IBM PC/XP, SPSS Inc.

1. Interior design

- Current trends in interior design, terminology of interior architecture and structure and its relation to interior design.

2. Interior decoration

- Meaning and importance of good taste
- Objectives of decoration and furnishing, elements of arts, principles of design, styles in furnishing material. Furniture, selection, arrangement and care. Slip covers, bed covers and table covers, carpet, curtain, draperies, rugs, selection and care

3. Material and finishes

- Wood, glass, plastics, acrylics, metals, emphasis to be given to their characteristics, adaptability and use in interiors; special finishes liking staining melamine's etc.

4. Illumination

- Purpose, types of lighting, natural and artificial, reflection and inadequate lighting, lighting stands for various tasks, tumbler and modular switches.

5. Services

- Services in relation to interiors liking drainage plumbing and electricity.

6. Methods of estimating

- Methods of estimating

7. Accessories and their role in interiors

- Various types and their place in interior decoration, painting, sculpture, pots and murals

8. Introduction to pottery**9. Flower needs for interior design**

- Residential setting
- Professional setting

10. Current trends in interior designing with emphasis on

- Materials and cost of furnishing
- Application and experiments by the interior designer

11. Project formulation and estimation costs of estimation/estimate projects.

HRM - 207

PRACTICAL CREDIT : 02

CREDIT : 02

- Graphic presentation in interiors
 - Residential / Commercial
- Study of different activities
 - Residential / Commercial
- Critical analysis of interior decoration of selected residential and commercial places
- Room arrangement (for different activities)
- Study of different accessories
- Visit to interior designing institute, hotel, restaurant and showroom.

REFERENCE

- i. Stepat, D. Introduction to Home Furnishing, Macmillan, 1976.
- ii. Alexander, M. J. Designing Interior Environment, Harcourt Brace Havanovich, 1972.
- iii. Halse, A.O., The use of Colour in Interior, McGraw Hill, 1975.
- iv. Ball, V.K. The Art of Interior Designing, MacMillan, 1972
- v. Scott, R. G. Design Fundamentals, McGraw Hill, 1972.
- vi. Scott, R. G. Design Fundamentals, McGraw Hill, 1951.
- vii. Sherwood, R. F. Homes Today and Tomorrow, Chas A Bennet, 1972
- viii. Faulkner, R. and Faulkner, S. inside Today's Home, Holt Rinehart.

OBJECTIVES :

CREDIT : 03

CREDIT : 03

- To study and understand the landscape designing and its appropriate application
- To get familiar with the various materials related to landscaping
- 1. **Introduction and definition of landscaping from interior space design point**
Landscaping and Interior space design : Introduction and Defination
- 2. **Historical reference of landscape**
- 3. **Objective of landscaping gardening.**
 - Functionalism
 - Aesthetic
- 4. **Division according to use**
 - a) For ground area - side walk, the drive way
 - b) Private area or living area
 - Porches
 - Terrace or Patio
 - Pool
 - Play space for children
- 5. **Service area or utility area**
 - Garage
 - Vegetable garden
 - The drying area
 - Space for keeping garden tools
 - Space for dumping garbage
- 6. **Principles of landscaping planning**
- 7. **Location and orientation**
- 8. **Types of soil**
 - Style of garden-formal, informal, landscape style, free style, wild garden
 - Layout of front garden
 - The Landscape Plan
 - Preparation of lawn
 - Flower beds, planting flowers, kind of flowers
 - Trees, shrubs
 - Water garden, rock garden

- Hedges
- Garden paths

9. Complete plan for landscape

- Final plan
- General plan
- Planting plan
- Working plan
- Gardening plan
- Drainage plan

10. Garden furniture – Importance, use, types and selection.

- Garden equipments – types and use.
- System of irrigation : drainage – surface drainage underground drainage

11. Understanding of various materials for paving walkway etc. (stone masonry, brick masonry)

- Indoor and Outdoor plants
- Kitchen garden
- Green house

HRM - 208

Practical

CREDIT : 02

- Designing of partly outdoor landscape garden
- Designing of terrace/ roof garden
- Layout for front garden
- (a) Lawn (b) Flower (c) Flower Beds (d) Trees (e) Hedges (f) Garden paths
- File work
- Planting indoor plant
- Bonsai (b) Ferns (c) Pot culture
- Visit – landscape garden

Reference :

- i. Cednc Croelxer All About Landscaping – Ortho books
- ii. Paul Authony – Garden Design. Collins Illinois
- iii. Lamer J. M.- The Complete Home Landscape Designer.
- iv. Sunset books (1982) How to Build Walk, walls and Patis Filler, Lane Publishing co. California.

SEMESTER - II
PAPER - IV
CONSUMER ECONOMICS
HRM - 204

Objectives :

CREDIT : 03

- To familiarize the students with the changing economic environment and the rising consumerism
- To develop an understanding for the marketing system and marketing strategies keeping in view of consumers.
- To know the techniques of consumer decision making and the aids for wise decision making.

Consumer and theories of consumer behaviour :

- Definition characteristics and types of consumers
- Utility solution meaning, definition of utility and types of utility
- Law of diminishing marginal utility
- Law of equal marginal utility
- In different curves

Market and prices:

- Law of demand, law of supply
- Types of market
- Definition and types of prices
- Pricing under perfect and imperfect competition and monopoly

Consumer buying habits, buying motives and buyer behaviour:

- Buying motives - primary, selective, rational emotional
- Convenience goods, shopping goods and specially goods
- Patronage
- Theories of buyer behaviours
- Method of buying, process of buying wise purchase in market
- Factors determining and influencing consumer behaviour, perception learning, memory, motivation, personality attitude.

Channels of Distributions

- Meaning, definition and types of channels of distribution
- Functions of channels of distribution
- Factors considered in the selection of the channels
- Policy of distribution channels and major decision area
- Distribution practices in India

Consumer Decision

- Meaning and definition of consumer decision
- Types of consumer decision
- Process of decision making

Credits

- Definition and types of credit
- Factors affecting consumer credit decision
- Sources of consumer credit
- Need & uses of family credit
- Credit rating agencies

Reference:

- i. Fred D. Reynolds and Collihan (1977) Consumer Behaviour M. C. Grew hills series in marketing New York.
- ii. Business Environment, S. C. Jain
- iii. Marketing Management- Bansal
- iv. Marketing Management- S.C. Jain
- v. Management and Issues MC Grew hill book com.
- vi. Seetharman & Sethi M (2201) Consumerism Strategies and Tactics CBS.

Objectives :

CREDIT : 03

- To provide conceptual ins and outs regarding entrepreneurship management
- To sensitise and motivate the students towards entrepreneurship management.
- To orient and impart knowledge towards identify and implementing entrepreneurship opportunities.
- To develop management skill for entrepreneurship.

Entrepreneurship

Meaning and definition of entrepreneurship

- Various concepts of entrepreneurship
- Nature and characteristics of entrepreneurship
- Need and importance of entrepreneurship
- Difference between entrepreneurship and self employment
- Difference between entrepreneurship and income generation
- Unemployment in India and career options

Entrepreneur

Meaning and definition of entrepreneur

- Emergence of entrepreneurial class
- Characteristics of entrepreneur
- Types and functions of entrepreneur
- Pre-requisites of entrepreneur
- Entrepreneur vs. managers

Theoretical concepts of entrepreneurship development

- Theories or models of entrepreneurship
 - Economic models
 - Sociological models
 - Psychological models
 - Integrated models

Entrepreneurship and role of socio - economic environment

- Role of business environment in entrepreneurship development
- Role of economic environment in entrepreneurship development

- Role of social environment in entrepreneurship development
- Role of political and other environment.

Entrepreneurship development programme(EDPS)

- Definition, characteristics, need and objective of EDPS
- Relevance of EDPS
- Course contents of EDPS and stages of EDPS
- Problem faced by EDPS and suggestions
- Basic features or process of EDPS
- Achievement of entrepreneurship development programme
- Critical evaluation of entrepreneurial development programme.
- Role of government in EDPS

Entrepreneurial development in India

- History and development in India
- Major obstacles in the entrepreneur development in India
- Factors affecting the growth of entrepreneurship
- Supporting organization of entrepreneurship development.

SEMESTER - III

PAPER - I

PILOT SURVEY FOR DISSERTATION AND SYNOPSIS FORMULATION AND SEMINAR

HRM - 301

CREDIT : 04

CREDIT : 04

For this paper students are required to do the following:

- Conduct pilot survey for collecting the data and formulate the synopsis for the dissertation.
- Deliver a seminar for their above work

SEMESTER - III

SEMESTER - III

PAPER - II

PAPER - II

ENVIRONMENT MANAGEMENT

ENVIRONMENT MANAGEMENT

HRM - 302

HRM - 302

Objective:

CREDIT : 03

CREDIT : 03

- To be aware of the holistic ecological approaches to environment
- To be aware of the environment problems hazards and risks
- To understand the aspects of environment pollution and waste management
- To be aware of the environmental policies, movement and ethics

Fundamental of Environment

- Definition of environment, scope of environment studies
- Components of environment, atmosphere lithosphere, hydrosphere
- Psycho - chemical factors in environment
 - ecosystem - earth , man, environment
 - Concept of ecosystem
 - Structure of ecosystem - a biotic (non - living) biotic (living components)
 - Energy flow in ecosystem
 - Ecological succession
 - Food chain, food web, ecological pyramid

Population and Environment

- Population growth
- Impact of population growth on economic development and environment

Environment Management

- Concept of environment management
- Need for environment management
- Aspects of environment management environment consciousness and public awareness, environment education improvement of production technology
- Regulation of socio- culture aspects
- Resource management

Types of Pollution

- **Air Pollution**
 - Definition, Sources and Effects of Air Pollution Measures to control air pollution.
- **Water Pollution**
 - Definition and Sources
 - Harmful effect of Water Pollution.
- **Noise Pollution -**
 - Definition, sources
 - Harmful effect and control of pollution

Forest Conservation

- Importance of forests
- Deforestation and bad effects of deforestation
- Chipko Aandolan

Wildlife Conservation

- Importance of wild life
- Importance of biodiversity
- Conservation of wild life

Social Issues and Environment

- From unsustainable to sustainable development
- Urban problem related to energy
- Water conservation - rain water harvesting water shed management
- Environment ethics

Waste Management

- Sources and type of solid waste
- Effects of solid waste pollution and its management

Environmental Legislation (if brief)

- The water act 1974 (Prevention and control)
- The air act 1981 (Prevention and control)
- The environment act 1986

SEMESTER - III

SEMESTER - III

PAPER - III

PAPER - III

AND VISUAL PUBLICITY

ADVERTISING AND VISUAL PUBLICITY

HRM - 303

HRM - 303

CREDIT : 03

Advertising Communication

- Need for advertising communication economic and social effect of advertising
- Advertising as a mass communication process
- Advertising for commercial purpose
- Advertising for development programmes

Advertising media

- Different media for advertising print media, newspapers and periodicals
- Broad cast media - T. V. films
- Non media advertising
- Outdoor advertising - hoarding, posters, billboards, bulletins boards, electronic signs, litter bins, Arial methods
- Transportation media mobile vehicle
 - Exhibition and trade fairs.

Techniques of advertising

- Media planning
- Choosing content
- Layout design
- Ethics in advertising
- Advertising code
- Advertising research

Advertising for Development Communication.

- How to use all the advertisement for development communication for better marketing and research world.

HRM - 307

Practical

CREDIT : 02

CREDIT : 02

- Review of different forms of advertisement
- Detailed study of the media for advertisement for contents, techniques and appeal
- Visit to advertisement agencies to study their programme
- Prepare software's for advertisement
- Development programme./ Commercial Programmes
- Practical survey

Reference:

- i. Bedekar, S. J: (1991) Marketing Concept and Strategies, Oxford University Press, Mumbai.
- ii. Chadha, R. (1995) The Emerging Consumer, New Age international Publishers Limited and Wiley Eastern Limited, New Delhi.
- iii. Sherlekar, S. A. Sjs Victor and K. N. Prasad (1994) Principles of Marketing Himalaya Publishers, Mumbai.
- iv. S. George gets (1991) Consumer and Law, Wiley Eastern Limited.
- v. Seth J. M. and Seethuraman, p. (1994) Consumerism: A Growing Concept Phonic Publishers, New Delhi.

SEMESTER - III

SEMESTER - III

PAPER - IV

PAPER - IV

RESIDENTIAL SPACE DESIGN

RESIDENTIAL SPACE DESIGN

HRM - 304

HRM - 304

Objective:

CREDIT : 03

CREDIT : 03

- To understand the factors influencing space design organization for optimum comfort and functionalism
- To provide adequate facility for work, relaxation rest comfort, privacy care, aesthetics, etc through interior space designing
- To study fittings and fixtures used in residential interior
- To develop skills of drawing the working details

Classification of area and space

- Social and recreational area
- Service or work area
- Rest or private area

Factors to be considered while designing

- Orientation, aspect, prospect, grouping of users area, circulation between and within users area, light and ventilation, flexibility and privacy, roominess, cost and economy
- aesthetic and elegance

Basic of Furniture Design

- Traditional and modern trends
- Furniture arrangement in different rooms
- Kitchen - types and uses
- Storage - need and steps in planning, storage according to the space and requirement

Consideration of ergonomic in interior design importance of ergonomic in interior design work

- worker and work place relationship
- Study of different body postures used in different activities and its relation to fatigue
- Types of fatigue

Appropriated materials for various uses

- Timber, Paints, Glass, Cement, Steel, Plastic, Types of stone

- Housing needs
- Principle of design
- Knowledge of electric symbols for residential wiring.
- Need of light for interior living.
- Colour Scheme
- Psychological and emotional effect of colours

HRM - 308

PRACTICAL

CREDIT : 02

- Interior design scheme residential space related with furniture
- Cottage practical (for 7 days)
- Visit and file work
- Drawing construction of various furniture
- Model making of interior schemes
- Lettering
- Study of different colour schemes uses in private/ commercial

Reference:

- i. Ball Victoria k. 1655 (1980). The Art of Interior Design Mc. Millan & Co. New York
- ii. Encyclopaedia of Interior Design
- iii. Bhatt, R. D. Goenka S. (1990) Foundation of Arts Design, Lakhani Book Depot, Bombay
- iv. Rangwala, N. Building Materials
- v. Granjean Ettiens (1978) Ergonomics of the Home, Taylors and Francis Ltd., London.

SEMESTER - III

PAPER - V

CONSUMER IN THE MARKET

HRM - 305

SEMESTER - III

PAPER - V

CONSUMER IN THE MARKET

HRM - 305

CREDIT : 03

CREDIT : 03

Consumer and the Indian Economic Environment

- Definition and characteristics of consumer
- Background of Indian economic environment
- Role of consumers in the economy of a nation

Contemporary Economic Environment

- Introduction of market
- Meaning, definition, characteristics, types
- Changing business environment - Tele-markets, Global, E-Business and E-Commerce

Consumer Behaviour

- Definition and models of consumer behaviour traditional models micro economic model, contemporary consumer
- Understanding consumers and their wants
- Determination of consumer behaviour, opinion leadership, social class and culture consumer dissatisfaction
- Market strategies influencing consumer behaviour
- Guidelines for wise purchasing practices

Consumer protection: need and rationale

- History of consumer movement in India - origin, growth, causes for slow growth
- Types of exploitation - adulteration, packaging, label, weights and measures
- Advertising and Sale gimmicks
- Causes of exploitation
- Consumer problem and their solutions
- Consumer grievance, redressal : alternatives self help, some do's and don'ts towards better consumerism
- Personal complaints to the seller/ producer
- Oral and written complaints
- Survey

Reference:

- 1) Bedekar, S. J. (1991). Marketing Concepts and Strategies, Oxford University Press, Mumbai
- 2) Chadha, R. (1995). The Emerging Consumer, New Age International Publisher Limited and Wiley Eastern Limited, New Delhi.
- 3) Sherlekar, S. A. Sjs, victor and K.N. Prasad (1994). Principle of Marketing Himalaya Publishers, Mumbai.
- 4) Seth, J M and Seethuraman, P. (1994). Consumerism: Growing Concept Phonic Publishers, New Delhi.

SEMESTER - III

UGC RULE (CHOS

HRM - 306

CREDIT : 02

SEMESTER - III

SWAYAM - AS PER UGC RULE (CHOSEN BY STUDENTS)

HRM - 306

CREDIT : 02

SEMESTER - IV

Paper - I

DISSERTATION

HRM - 401

CREDIT : 08

SEMESTER - IV

Paper - I

DISSERTATION

HRM - 401

CREDIT : 08

SEMESTER - IV**PAPER - II****HOSPITALITY ADMINISTRATION****HRM - 402****Objective:**

CREDIT : 03

CREDIT : 03

- To orient the students with the functions of front office department in the hospitality industry.
- To acquaint the students with the home keeping department and its administration
- To enable the students to manage resources in the housekeeping department to fulfil the hospitality function.
- Types of institutions offering hospitality services
- Functions/ services of the front office
- Various section of the front office

- **Front office organisation and the duties of the front office staff**
 - The role and essential qualities of the front office staff
 - Personal hygiene of the front office staff

- **Role of the housekeeping in the Hospitality Industry**
 - Layout of the housekeeping department
 - Organisation of housekeeping staff
 - Quality of housekeeping staff.
 - Department that housekeeping co-ordinates with

- **Personal management recruitment, selection, training, job analysis, job description, job evaluation**
 - Housekeeping procedures for rooms and floors.

- **Safety and security, fire prevention, sanitation, pest control of odours, first-aid**
 - Flower arrangement
 - The basic styles/ types of food services self services, tray service, waiter service
 - Top of table items, table linen, dinnerware, tableware, glassware
 - Table setting

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SEMESTER - IV**PAPER - III****ADVERTISING & MARKETING****HRM - 403****Objectives :** CREDIT : 03**CREDIT : 03**

- To become aware of different market organization in our economy
- To understand the different marketing functions and the distribution system in our economy
- To understand the role of advertising in sales promotion

- **Market economy**
 - Types of market, importance of marketing, marketing environment strategic planning and marketing information, steps in marketing process
 - Marketing information system
 - Product development
 - Product concept
 - Process and strategy
 - Need and characteristics of marketing information system
 - Marketing Strategy
 - Role & types of marketing research.

- **Marketing Segmentation**
 - Criteria, requirement, advantages, segmentation, marketing strategy, product development and product related strategies.
 - Product concept
 - Product planning & development process strategy
 - Product Planning and development process
 - Product life cycle stages
 - Product related strategy - packing branding, labelling.

- **Advertising & sales promotions**
 - Advertising objective, functions, benefits
 - Advertising budget
 - Decision areas in advertising
 - Types of advertising
 - Evaluation of advertising effectiveness
 - Advantage and disadvantage and criticism of advertising

- **Personal selling and sales management**
 - Characteristics and importance
 - Creative selling process
 - Sales organizing meaning, importance, objective, function, factor
 - Affecting sales organizing and training personal

- **Motivation evaluation and control of sales force**
 - Sale promotion public relation
 - Meaning, objective, function
 - Types of sales promotion

- **Evaluating and controlling market**
 - Process of marketing control
 - Techniques of marketing control
 - International marketing.
 - Service marketing

- **Marketing concept in Service Marketing**
 - Growth of Service Market
 - Classification of Service.
 - Peculiar feature of service.

Reference :

- i. Dhar P. K. (1991) Indian Economy Its Growing Dimensions, Kalyan Publishers, New Delhi.
- ii. Naz. M. Parahkas V. N. Montesio (1994) Advertising (4. edition) Vishal Prakashan Publication
- iii. Terodkar, et. al (1984) Advertising (6th edition) Vipul Prakashan Mumbai.
- iv. Kotler, Phillip (1983) Marketing Management Analysis Planning and Control Prentice Hall, New Delhi.

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Practical:

- Folding of napkins
- Flower arrangement for dining rooms and dining table
- Salad decoration
- Table setting for various meals
- Menu planning for various groups of people for various occasions
- Market survey of different food commodities and their cost
- Models of records to be maintained in a food services institution
- Maintains of work book on the above mentioned topics
- Viva-Voce