### B.Sc. Home Science Apparel & Textile Design (2016-17)

#### SEMESTER-V

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<tr>
<th>Sr. No.</th>
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<th>Credit Hours</th>
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<th>Practical Marks</th>
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**Note:**

*Subject “Traditional Embroideries” is common B.Sc. H.Sc. Apparel and Textile Design & Composite (Semester 5th).

**Subject “Economic and Entrepreneurship Development” and “Extension Education” is common to all streams**

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**B.Sc. Home Science Apparel & Textile Design (Semester-V)**

**COMPUTER AIDED DESIGN -I**

**(PRACTICAL)**
Credit Hrs.: 4/week                    Maximum Marks: 100  
Exam Hrs.: 3                           Paper:  50  
Internal Assessment:  50

Instructions to paper setters:  
There will be 3 questions in all. The question paper should cover the entire syllabus.

Objectives:  
To acquaint students with the tools of Paint and Corel Draw.

CONTENTS

1. Detailed study of Paint and Corel Draw tools.
2. Creating Nursery, Geometrical and Floral Motifs.
3. Designing of Top with different types of Collars-Peter pan, Cape, Sailor and Chinese Band.
4. Designing of Top with different types of Sleeves-Puff, Magyar, Raglan and Bell.
5. Designing of different types of Skirts- Flared, Gored, Tiered and Gathered with Yokes.

Recommended Readings:  
1. Corel Draw by BPB publication.
2. Corel Draw X4 in simple steps-Dream tech press.
3. User Guide for the Software(Corel draw)
B.Sc. Home Science Apparel & Textile Design (Semester-V)  
TRADITIONAL EMBROIDERIES  
(THEORY)  
(COMMON TO COMPOSITE & APPAREL AND TEXTILE DESIGN)

Credit Hrs.: 3/week                               Maximum Marks: 50
Exam Hrs.: 3                                                          Paper: 40
Internal Assessment: 10

Instructions to paper setters:
1. There will be total nine questions carrying equal marks
2. Two questions will be set from each unit and one compulsory question carrying short answer type questions from the whole syllabus
3. Five questions will be attempted in all, selecting one question from each section and the compulsory question.

Objectives:
1. To impart knowledge of various motifs, colours and designs used in Traditional embroideries of India.
2. To impart knowledge of stitches and techniques used in traditional embroideries of India.

(To study the following traditional embroideries of India with special reference to history, fabrics, motifs, colours, threads and stitches used)

UNIT- I

1. Phulkari of Punjab  
2. ChambaRumal of Himachal Pradesh

UNIT- II

3. Kashida of Kashmir  
4. Chikankari of Uttar Pradesh

UNIT- III

5. Kutch Embroidery of Gujarat
6. Sindhi and Kathiawar Embroidery
7. Manipuri Embroidery

UNIT- IV

8. Kantha of Bengal
9. Kasuti of Karnataka
Recommended Readings:
**B.Sc. Home Science Apparel & Textile Design (Semester-V)**

**TRADITIONAL EMBROIDERIES**

**(PRACTICAL)**

**(COMMON TO COMPOSITE & APPAREL AND TEXTILE DESIGN)**

Credit Hrs. 2/week                                  Maximum Marks: 50
Exam Hrs. 3                                               Paper: 25
Internal Assessment:25

**Instructions to paper setters:**

1. There will be two questions in all covering Topic I and Topic II

**Objectives:**

1. To learn basic embroidery stitches
2. To acquaint the students with the different fabrics, stitches, motifs and colours used in traditional embroideries.

1. Making samples of the basic embroidery stitches- Running, Stem, Chain, Back, Open chain, Blanket, Feather, Herring bone, Close herring bone, Couching, Lazy daisy, French knot, Satin, long and short, Romanian, Fly, Bullion, Chevron and Cross stitch.
2. Making Samples of the following traditional embroideries
   a) Phulkari of Punjab
   b) Chikankari of Uttar Pradesh
   c) Kutch Embroidery of Gujarat
   d) Sindhi Embroidery
   e) Kantha of Bengal
   f) Kasuti of Karnataka

3. **Project Work:** To design and embroider an article by using any one or more of the above mentioned traditional embroideries.

**Recommended Readings:**

5. The Big Book of Needle Craft by Obhmas.
B.Sc. Home Science Apparel & Textile Design (Semester-V)  
FASHION CONCEPTS AND ILLUSTRATION  
(THEORY)

Credit Hrs. 3/week  Maximum Marks: 50  
Exam Hrs. 3  Paper: 40  
Internal Assessment: 10

Instructions to paper setters:
1. There will be total nine questions carrying equal marks.
2. Two questions will be set from each unit and one compulsory question carrying short answer type questions from the whole syllabus.
3. Five questions will be attempted in all, selecting one question from each section and the compulsory question.

Objectives:
To impart knowledge of
1. Fashion terms
2. Fashion movements
3. Fashion adoption
4. Fashion illustration

UNIT–I

2. Fashion:
   a) Principles
   b) Components-Silhouettes, Colour, Texture, Details

UNIT–II

3. Factors influencing fashion movement
   i) Accelerating factors
      a) Widespread Buying Power
      b) Leisure Time
      c) Increased Education
      d) Improved Status of Women
      e) Technological Advances
      f) Sales Promotion
      g) Seasonal Change
   ii) Retarding factors
      a) Habit and custom
      b) Religion
      c) Sumptuary laws
      d) Reduction in consumer’s buying power

4. Fashion Cycle:
   a) Stages of fashion cycle
   b) Length of fashion cycle-Long run, Short run.
   c) Broken Fashion cycle.
UNIT–III

5. Fashion Theories:
   a) Trickledown theory
   b) Trickle across theory
   c) Bottom-up theory

6. Sources of inspiration
   a) Historical and ethnic costumes
   b) Fabrics
   c) Theatre
   d) Nature
   e) Art & Architecture
   f) Folk art
   g) Magazines and books
   h) Museums
   i) Travel
   j) Street scene
   k) Awareness

UNIT–IV

7. Sketching terminology-croqui, block figure, rendering, art supplies for drawing, spec-sheet, layout, flat sketch, fashion drawing.

8. Historical perspective of Fashion Illustration (before the first world war to beginning of new millennium).


Recommended readings:

B.Sc. Home Science Apparel & Textile Design (Semester-V)
FASHION CONCEPTS AND ILLUSTRATION
(PRACTICAL)

Credit Hrs. 2/week                         Maximum Marks: 50
Exam Hrs. 3                                Paper: 25
                                              Internal Assessment: 25

Instructions to paper setters:
1. Each practical paper will be of 3 hours duration.
2. The question paper should cover the entire syllabus.

Objectives:
To impart knowledge of
1. Figure drawing
2. illustration of garment details
3. Rendering different textures
4. Sketching of fashion accessories

1. Fashion figure (Croqui & Block Figure)
   a) Eight, ten and twelve head figure.
   b) Fleshing of fashion figure.
   c) Drawing of hair & hairstyles.
2. Rendering different textures-Denim, Fur, Net, Hosiery, Chikan, Satin
3. Sketching of various fashion details
   a) Silhouettes
   b) Gathers, Pleats & Tucks
   c) Frills & Flounces
4. Sketching of accessories-Handbags, Footwear & Jewellery
5. Design and illustrate the following:
   a) Ethnic wear-Salwar Kameez, Saree Blouse, Lehnga Choli
   b) Western wear-Skirt Top, One- Piece Dress, Evening Gown, Trouser-shirt

Recommended Readings:
B.Sc. Home Science Apparel & Textile Design (Semester-V)
TEXTILE DESIGN
(THEORY)

Credit Hrs. 3/week  Maximum Marks: 50
Exam Hrs. 3  Paper: 40
Internal Assessment: 10

Instructions to paper setters:
1. There will be total nine questions carrying equal marks
2. Two questions will be set from each unit and one compulsory question carrying short answer type questions from the whole syllabus
3. Five questions will be attempted in all, selecting one question from each section and the compulsory question.

Objectives:
To acquaint students with:
1. Elements of art & Principles of design and their applications
2. Different types of thickening agents, dyeing and printing techniques.
3. Defects and after-treatments of dyed and printed goods

UNIT-I

Study of various elements and principles of design with special reference to Apparel and Textiles

1. Elements of Art
   a) Line
   b) Form
   c) Colour & its dimensions (Hue, Value, Intensity)
   d) Colour schemes
   e) Texture

2. Principles of Design
   a) Harmony
   b) Proportion
   c) Balance
   d) Rhythm
   e) Emphasis

UNIT-II

3. Preparation of fabric before Dyeing and Printing
4. Dyes:
   a) Terminology: Dyes, Dyeing, Pigment, Dye-Bath, Material Liquor Ratio, Mordant, Auxiliaries and Color-fastness
   b) Classification of Dyes
   c) Stages of Dyeing
   d) Methods of Dyeing
UNIT-III

5. Techniques of Printing:
   a) Block Printing
   b) Screen Printing
   c) Stencil Printing
   d) Roller Printing

UNIT-IV

6. Thickening agents: types and uses
8. Defects of dyed and printed goods.

Note: A visit to Dyeing and Printing units to acquaint students with latest techniques of dyeing and printing.

Recommended Readings:
B.Sc. Home Science Apparel & Textile Design (Semester-V)
TEXTILE DESIGN
(PRACTICAL)

Credit Hrs. 2/week                                Maximum Marks: 50
Exam Hrs. 3                                                   Paper: 25
Internal Assessment: 25

Instructions to paper setters:
1. There will be two questions in all
2. The question paper should cover the entire syllabus

Objectives:
To acquaint students with:
1. different types of lines, shapes and textures.
2. colour wheel and colour schemes.
3. motif and its various types.

1. Sketching of different types of
   a) Lines
   b) Shapes
2. Colour-
   a) Colour wheel
   b) Color Schemes
   c) Tints and Shades
   d) Grey Scale

3. Creating textures using different mediums: thread pulling, stencil spray, ink drop, blowing of
colors and inks, marbling, rubbing, pencils, crayons, rubber and candles
4. Development of motif: Geometrical, Natural, Stylized and Abstract
5. Development of design through different placements: Straight repeat (all-over), half drop, tile
or brick, repeat mirrored vertically and horizontally.
6. Development of two different theme-based designs each for apparel and household articles in
two colorways

Recommended Readings:
8. Sharon Lee Tate, “Inside Fashion Design”, Pearson Edu Inc., India
B.Sc. Home Science Apparel & Textile Design (Semester-V)  
APPAREL DESIGN & CONSTRUCTION  
(PRACTICAL)

Credit Hrs. 6/week                      Maximum Marks:100
Exam Hrs. 3                             Paper:50
Internal Assessment: 50

Instructions to paper setters:
1. Examiner is required to give any one garment for drafting & construction from the syllabus.

Objectives:
To enable the students to:-
1. Design the garments.
2. Style read the design.
3. Construct the garments.

1. Designing and style reading of the following
   a) Saree blouse
   b) Top/ Kurti
   c) Ladies suit
   d) Skirt
2. Drafting of the following:
   a) Adult’s Bodice Block and Sleeve Block.
   b) Basic Skirt Block
3. Pattern Development and Construction of the following:
   a) Saree blouse
   b) Gored Skirt
   c) Top/ Kurti

Recommended Readings:
B.Sc. Home Science Apparel & Textile Design (Semester-V)
Economics and Entrepreneurship Development-I
(Theory)
(Common to all)

Credit Hrs. : 2/week                  Maximum Marks: 50
Exam Hrs. : 3                                Paper: 40
                                          Internal Assessment: 10

Instructions to the paper setter:

1. Each theory paper will be of three hours duration.
2. Question paper will have four units. Paper setter will set a total of nine questions comprising
   of two questions from each section and one compulsory question of short answer type
   covering the whole syllabus.
3. Student will attempt one question from each unit and the compulsory question (Total of five
   questions)
4. All questions may carry equal marks, unless specified.

Objectives:
1. To prepare the platform where the students view entrepreneurship and self-employment
   as a desirable and feasible career option.
2. Stimulating the potential to develop entrepreneurial orientation through innovation and
   creativity
3. To orient the students with basic principles involved in starting and managing a new enterprise

Unit-I

1. Entrepreneurial economics:
   • Need and importance
   • Entrepreneurship and enterprise

2. Entrepreneurship and role in economic development
   • Intrapreneurship and its importance

Unit-II

3. Entrepreneurial Behaviour:
   • Types of an entrepreneur
   • Entrepreneurial traits
4. Entrepreneurial Motivation

- Types and importance of motivation
- Various motivating factors

**Unit-III**

5. Women entrepreneurs:

- characteristics
- role and challenges faced during creation and enterprise management

6. Avenues for the growth of women entrepreneurs.

**Unit-IV**

7. Business Idea/Plan:

- Pitching a business idea and its formulation.
- Difference between Start ups and Small business.


**Recommended Readings:**

2. Khanna S.S, “Entrepreneuship Development” Sultan Chand and Sons, New Delhi
4. SIDBI Report on Small Scale Industries Sector (Latest Editions)
B.Sc. Home Science Apparel & Textile Design (Semester-V)
Economics and Entrepreneurship Development-I
(Practical)
(Common to all)

Credit Hrs.: 2/week                      Maximum Marks: 50
Exam Hrs.: 3                             Paper: 25
                                              Internal Assessment: 25

The main objective of the Paper Setter:-

(i) Familiarize the students with the process and skills of creation and management of enterprise.
(ii) To plan, use, monitor and control resources optimally and economically.

CONTENTS

1. Preparation of project report of small enterprises/cottage industries/startups. (The students will be advised to develop a structured instrument (questionnaire) for conducting first hand survey of the various aspects of respective enterprise including the process of setting up of an enterprise, motivating factors responsible for undertaking entrepreneurial set up, capital invested, production techniques adopted, marketing practices adopted for sustainability and future prospects of the enterprise surveyed.

2. Class presentation of Project report by conducting the SWOT analysis and suggesting feasible measures for policy implementation.

3. Assignments/ presentation on opportunity scouting and idea generation. The contents of the assignment should be focused on the source of institutional finance to the business idea (including case analysis of any one financial institution)
Credit hours: 2/week  Maximum Marks: 50
Exam Hrs.: 3  Paper : 40
Internal Assessment: 10

Objectives:
1. To understand the concept of extension and its relevance for self & national development.
2. To appreciate the role of Home Science extension in community development.
3. To sensitize students towards various methods, preparation and selection of suitable materials for effective communication.

Instructions to the paper setter:
1. Each theory paper will be of three hours duration.
2. Question paper will have four units. Paper setter will set a total of nine questions comprising of two questions from each section and one compulsory question of short answer type covering the whole syllabus.
3. Student will attempt one question from each unit and the compulsory question (Total of five questions)
4. All questions may carry equal marks, unless specified

UNIT – I

1. Concept of education
   - Formal education
   - Non formal education
   - Informal education

2. Concept of Extension education
   - Meaning and scope of extension
   - Difference between formal education and extension education
   - Extension education process
   - Concept of e-Extension

UNIT – II

3. Principles and philosophy of extension education
   - Principles of extension education
   - Philosophy of extension education
   - Function of extension education

UNIT – III

5. Teaching methods for extension education
   • Concept of extension teaching methods
   • Methods and steps in extension teaching

6. Classification of extension teaching methods
   • According to form and use
   • Advantages and limitations of extension teaching methods

UNIT – IV

7. Audio-visual aids
   • Classification of audio-visual aids
   • Advantages and limitations of various audio visual aids

8. Factors affecting selection and use of extension teaching methods and aids
Credit hours: 2/week          Maximum Marks: 50
Exam Hrs. : 3            Paper: 25
Internal Assessment : 25

Objectives:

1. To prepare the students in developing various teaching methods and aids used in home science extension.
2. To develop the skills of students used in participatory approaches in program planning and evaluation.

Instructions for Paper Setter:

1. Each practical paper will be of 3 hours duration.
2. The question paper should cover the entire syllabus.
3. The file work and viva voice will be of 5 and 10 marks respectively (Total = 15 marks)

Contents:

1. Preparation of non-projected aids-
   a. Chart/Posters
   b. Flash cards/Flip book
2. As a traditional media of communication:-
   a. Preparation of puppets
   b. Writing stories for puppets.
3. Developing skills and use of following different teaching methods –
   a. Role play
   b. Puppet play
4. Visit to a community to study a government or voluntary organization in action.

RECOMMENDED READINGS:


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B.Sc. Home Science Apparel & Textile Design (Semester-VI)
COMPUTER AIDED DESIGN-II
(PRACTICAL)

Credit Hrs.: 4/week                                      Maximum Marks: 100
Exam Hrs.: 3                                          Paper: 50
Internal Assessment: 50

Instructions to paper setters:
There will be 3 questions in all. The question paper should cover the entire syllabus.

Objectives:
To acquaint students with the tools of Photoshop and Tuka Design.

1. Detailed study of different tools of Photoshop.
2. Creating textile prints by using different placements.
3. Designing a mood board according to the selected theme.
4. Detailed study of different tools of Tuka Design.
5. Drafting of Child’s Bodice Block with Sleeve.

Recommended Readings:
B.Sc. Home Science Apparel & Textile Design (Semester-VI)

HISTORY OF WORLD COSTUMES
(THEORY)

Credit Hrs.: 3/week Maximum Marks: 50
Exam Hrs.: 3 Paper: 40
Internal Assessment: 10

Instructions to paper setters:
1. There will be total nine questions carrying equal marks
2. Two questions will be set from each unit and one compulsory question carrying short answer type questions from the whole syllabus
3. Five questions will be attempted in all, selecting one question from each section and the compulsory question.

Objectives:
To acquaint the students with costumes of different Ancient World Civilizations.

UNIT-I
1. Evolution of Ancient Indian Costumes
2. Influence of Mughal and British period on Indian Costumes

UNIT-II
3. Egypt civilization
4. Greek civilization

UNIT-III
5. Rome civilization
6. Byzantine civilization

UNIT-IV
7. French costumes during the following periods:
   a) Middle ages
   b) Renaissance period
   c) Romantic period

NOTE: - Screening of period Films
         - Visit to museums
Recommended Readings:

B.Sc. Home Science Apparel & Textile Design (Semester-VI)
HISTORY OF WORLD COSTUMES
(PRACTICAL)

Credit Hrs.: 2/week                          Maximum Marks:50
Exam Hrs.: 3                                  Paper:25
Internal Assessment:25

Instructions to paper setters:
1. Practical paper will be of 3 hours duration.
2. The question paper will be set from Topic III and IV.
3. Topic I and II is for file work only.

Objectives:
1. To acquaint the students with costumes of different civilizations
2. To enable the students to design contemporary costumes by taking inspiration from various sources of Ancient world civilizations.

I. Illustration of costumes of different Ancient world civilizations.

II. To identify the sources of inspiration from various ancient world civilizations:
   a) Pottery
   b) Textiles
   c) Sculpture
   d) Costumes
   e) Mosaics
   f) Painting
   g) Architecture

III. To design contemporary dresses by taking inspiration from above sources.

IV. To develop design suitable for Textiles by taking inspiration from above sources.

Recommended Readings:
5. Lister, M. “Costume: An Illistrated Survey from Ancient Times to the Twentieth century” (1971)
Objective:

1. To enable students to showcase the collection.
2. To impart skills of portfolio development

I) Show-Casing the collection

II) Purpose of a portfolio:

i) Portfolio for client
ii) Portfolio for a prospective job interview

III) Portfolio Development
a) Portfolio making by using appropriate techniques.
b) To make a digital version of portfolio (C.D.)

Note:
1. There will be no exam.

Recommended Readings:

2. Elizabeth Drudi, “Figure Drawing for Fashion Design”, The Pepin Press.
B.Sc. Home Science Apparel & Textile Design (Semester-VI)
TRADITIONAL TEXTILES
(Theory)
(COMMON TO COMPOSITE & APPAREL AND TEXTILE DESIGN)

Credit Hrs.:3/week Maximum Marks:50
Exam Hrs.: 3 Paper: 40
Internal Assessment: 10

Instructions to paper setters:
1. There will be total nine questions carrying equal marks
2. Two questions will be set from each unit and one compulsory question carrying short answer type questions from the whole syllabus
3. Five questions will be attempted in all, selecting one question from each section and the compulsory question.

Objectives:
1. To impart knowledge of various aspects of Traditional Textiles of India.

Note: Study the following textiles with special reference to motifs, designs, colours and techniques.

UNIT- I

1. Resist dyed textiles
   a) Bandhani of Rajasthan
   b) Patola of Gujarat
   c) Ikat of Orissa
   d) Pochampalli of Andhra Pradesh

UNIT- II

2. Block printed textiles of Rajasthan
   a) Sanganeri
   b) Bagru
   c) Ajrakh
3. Painted textiles of Andhra Pradesh – Kalamkari

UNIT- III

4. Kashmir shawls
5. Kashmir carpets
6. Namda
7. Gaba
UNIT-IV

8. Traditional Woven Textiles
   a) Brocades of Banaras
   b) Jamdani and Baluchari of Bengal
   c) Kanjivaram of Tamil Nadu
   d) Maheshwari of Madhya Pradesh

Recommended Readings:
B.Sc. Home Science Apparel & Textile Design (Semester-VI)
TRADITIONAL TEXTILES
(PRACTICAL)
(COMMON TO COMPOSITE & APPAREL AND TEXTILE DESIGN)

Credit Hrs.: 2/week  Maximum Marks: 50
Exam Hrs.: 3  Paper: 25
Internal Assessment: 25

Instructions to paper setters:

There will be two questions in all, covering entire syllabus.

Objectives:

To acquaint the students with:
1. Knowledge of motifs and designs of Traditional Textiles.
2. Textures and colours used in Traditional Textiles.
3. Techniques of Tie and Dye and Printing.

1. Identification of various Traditional Textiles.
2. Collection of swatches/photographs and study the motifs, designs and colours of the following Traditional Textiles:-
   a) Dyed textiles
      a) Bandhani of Rajasthan
      b) Patola of Gujarat
      c) Ikat of Orissa
      d) Pochampalli of Andhra Pradesh
   b) Printed and painted textiles
      a) Sanganeri
      b) Bagru
      c) Ajrakh
      d) Kalamkari
   c) Traditional Woven Textiles
      a) Kashmir shawls
      b) Kashmir carpets, Namda, Gaba
      c) Brocades of Banaras
      d) Jamdani and Baluchari of Bengal
      e) Kanjivaram of Tamil Nadu
      f) Maheshwari of Madhya Pradesh

3. Making samples of the following:-
   a) Tie and Dye
   b) Block printing
   c) Stencil printing.
**Project work:** To make an article, using any of the above technique or combination of Techniques from topic 3.

**Note:** Visit to state emporia to acquaint the students with Traditional Textiles of India.

**Recommended Readings:**
12. Wells Kate, Fabric Dyeing and Printing, Conran Octopus Ltd. (1999),
15. Desai Chelna, Ikat Textiles of India, Chronical Books, San Francisco
B.Sc. Home Science Apparel & Textile Design (Semester-VI)
NEEDLE CRAFT
(PRACTICAL)

Credit Hrs.: 5/week  Maximum Marks: 100
Exam Hrs.: 3            Practical: 50
                   Internal Assessment: 50

Instructions to paper setters:
1. Practical paper will be of 3 hours duration.
2. There will be two questions in all.
3. The question paper will be set from Section-I.

Objectives:
To enable the students to:
1. Understand technique of patch work, quilting, applique and macrame.
2. Understand the process of design and product development.

SECTION-I

1) Preparation of samples with the following techniques:
   A. Patchwork
      a) Pieced Patchwork
      b) Applied Patchwork
   B. Quilting
      a) Hand-quilting
      b) Machine quilting
   C. Applique
      a) By hand
      b) By machine
      c) Reverse applique
   D. Macrame

SECTION-II

2) Development of a product range (minimum four articles) using any of the above
technique or the combination of techniques.
3) Showcasing of the range through Exhibition.

Recommended Readings:
1. O’Neil Amanda, “Needle Work and Sewing Technique”, Grange Books, Grange Yard,
4. Obhmas, “The Big Book of Needle Craft”.
17. “Reader Digest, Step by Step Guide Sewing & Knitting” Published by Reader’s Digest Pty Ltd. 1993 Australia.
B.Sc. Home Science Apparel & Textile Design (Semester-VI)  
Economics and Entrepreneurship Development-II  
(Theory)  
(Common to all)

Credit Hrs. : 2/week        Maximum Marks: 50  
Exam Hrs. : 3                 Paper:  40  
                                          Internal Assessment: 10

Instructions to the paper setter:

1. Each theory paper will be of three hours duration.
2. Question paper will have four units. Paper setter will set a total of nine questions comprising of two questions from each section and one compulsory question of short answer type covering the whole syllabus.
3. Student will attempt one question from each unit and the compulsory question (Total of five questions)
4. All questions may carry equal marks, unless specified.

Objectives

1. To introduce the students to the world of business by developing in to them the core skills and competencies required for an entrepreneur.
2. To learn the process of creation and management of entrepreneurial venture.

Unit-I

1. Small business enterprise management:
   - Setting up of small scale enterprise.
   - Institutions assisting Small business enterprises in India

2. Problems of small business enterprises in India.

Unit-II

3. Business Environment:
   - Types of Business environment: Micro and Macro
   - Factors affecting business environment
4. Profitability of business:
   - Social cost and benefit Analysis

   **Unit-III**

5. Business marketing:
   - Marketing strategies-packaging, advertising, e-marketing, personal selling

6. Four Ps of marketing:
   - Product, Price, Place and Promotion.

   **Unit-IV**

7. Project Finance
   - Long term and short term sources of finance
   - Fixed capital and Working capital

8. Project Formulation
   - Need and scope
   - Elements of project formulation

**Recommended Readings:**


2. Khanna S.S, “Entrepreneuship Development” Sultan Chand and Sons, New Delhi


4. SIDBI Report on Small Scale Industries Sector (Latest Editions)

B.Sc. Home Science Apparel & Textile Design (Semester-VI)  
Economics and Entrepreneurship Development-II  
(Practical)  
(Common to all)

Credit Hrs.: 2/week      Maximum Marks: 50  
Exam Hrs.: 3             Paper: 25  
Internal Assessment:  25

The main objective of the Paper setter:

(i) Develop the ability to select potential areas for self-employment.

(ii) To acquire the knowledge of optimum use of human resources.

CONTENT

1. Case study of an entrepreneur (at least one for successful and one for failure enterprise). The case study will include:

1. Important features of an enterprise.
2. Competencies of an entrepreneur.
3. Sources of finance
5. Preparation of a report on the basis of case study analysis and giving innovative ideas for better enterprise management.


3. Steps to organize and manage any one of the following:
   a. Cafeteria/Diet clinic
   b. Nursery school/Day care
   c. Boutiques/window and interior store display
   d. Interior Design studios.
B.Sc. Home Science Apparel & Textile Design (Semester-VI)

EXTENSION EDUCATION-II
THEORY
(COMMON TO ALL)

Credit hours: 2/week          Maximum Marks : 50
Exam Hrs.: 3                  Paper : 40
Internal Assessment: 10

Objectives:

1. To understand the concept of extension and its relevance for self & national development.
2. To appreciate the role of Home Science extension in community development.
3. To create awareness about rural development and various programs and agencies involved in it.

Instructions to the paper setter:

1. Each theory paper will be of 3 hours duration.
2. Question paper will have four units. Paper setter will set a total of nine questions comprising of two questions from each section and one compulsory question of short answer type covering the whole syllabus.
3. Student will attempt one question from each unit and the compulsory question (Total of five questions)
4. All questions may carry equal marks, unless specified.

UNIT – I

1. Rural development
   • Concept of rural development
   • Role of extension workers in rural development
   • Qualities of extension worker

2. Rural Development Programmes in India
   • Integrated Child Development Service (ICDS)
   • Integrated Rural Development Programme (IRDP)
   • Mahatma Gandhi National Rural Employment Guarantee Act(MGNREGA)
UNIT – II

3. Community development
   - Concept and origin of community development
   - Basic features of community development
   - Philosophy of community development

4. Introduction to Panchayati Raj
   - Concept of three tier system of administration
   - Evolution of panchayati Raj
   - Meaning of democratic decentralization

UNIT – III

5. Extension programme
   - Concept of extension programme.
   - Characteristics of a good extension programme.

6. Participation in extension programme
   - Advantages of people’s participation in extension programme
   - Reasons for non-participation of people
   - Levels of participation

UNIT – IV

7. Extension programme planning
   - Concept of extension programme planning
   - Principles of extension programme planning

8. Process of Extension Programme Planning-Collect facts, analyse situation, identifying problems, decide objectives, develop plan of work, execute plan, evaluation of progress, reconsideration
Credit hours: 2/week          Maximum Marks : 50
Exam Hrs.: 3            Paper : 25
Internal Assessment : 25

Objectives:
1. To enable the students to carry out their social responsibility by extending their knowledge and services to the people in need.
2. To develop skills in the use of participatory approaches in programme planning and evaluation.

Instructions for Paper Setter:
1. Each practical paper will be of 3 hours duration.
2. The question paper should cover the entire syllabus.
3. The file work and viva voice will be of 5 and 10 marks respectively (Total = 15 marks)

Contents:
1. Survey of a specific community for need assessment.
2. Presentation of planning and organization of a need based extension programme for the selected community in relation to anyone of the following aspects:-
   a. Literacy
   b. Income Generation
   c. Health
   d. Social Evil
3. Conduct an extension or outreach activity in a selected community.
4. Evaluation of the above extension or outreach activity conducted.

RECOMMENDED READINGS:

