

**5<sup>th</sup> SEMESTER**  
**DISCIPLINE SPECIFIC ELECTIVES (DSEs)**  
**OPTION - I**

**HSCE516DA: HOME SCIENCE (ELECTIVE) - COMMUNICATION AND EXTENSION**

(CREDITS: THEORY-4, PRACTICAL-2)

**Unit I Communication: Concepts**

- Historical background, concept and nature
- Functions of Communication
- Types of Communication - communication transactions; Formal and informal communication; Verbal and Non-verbal Communication
- Scope of Communication- Education, training and learning industry, Motivation and Management, Corporate Communication, Management of Organizations, Advertising and Public relations.
- Communication and mainstream media- newspaper, radio, television and Cinema, ICTs and web based communication
- Communication for social change

**Unit II Understanding Human Communication**

- Culture and communication- Signs, symbols and codes in communication
- Postulates/Principles of Communication
- Elements of Communication and their characteristics
- Models of Communication
- Barriers to Communication

**Unit III Communicating Effectively**

Concept, nature and relevance to communication process:

- Empathy
- Persuasion
- Perception
- Listening

**Unit IV Communication for Extension**

- Concept, nature and philosophy of Extension
- Principles of Extension
- Methods and Media of community outreach; Audio-Visual aids- concept, classification, characteristics and scope.
- Relationship between, Communication, Extension and Development

**PRACTICAL**

1. Developing skills in planning and conducting small group communication.
2. Review of media on selected issues
3. Design and use of graphic media

**RECOMMENDED READINGS**

1. Barker, L. (1990). "Communication", New Jersey: Prentice Hall, Inc; 171.
2. Devito, J. (1998) Human Communication. New York: Harper & Row.
3. Patri and Patri (2002); Essentials of Communication. Greenspan Publications

**5<sup>th</sup> SEMESTER**  
**DISCIPLINE SPECIFIC ELECTIVES (DSEs)**  
**OPTION - II**

**HSCE516DA: HOME SCIENCE (ELECTIVE) - ENTREPRENEURSHIP FOR SMALL CATERING UNITS Unit I.**  
**Introduction to Food Service Units**

(CREDITS: THEORY-4, PRACTICAL-2)

- Origin of Food Service units
- Kinds of food service unit
- Importance of menu,
- Types of menu
- Organization & Management
- Principles of management
- Functions of management/ manager

**Unit II. Food Production Process, Space and Equipment**

- Food purchase , receiving and Storage
- Quantity food production: Standardization of recipes, Recipe adjustments and portion control,
- Food hygiene and sanitation
- Types of kitchen areas, Flow of work and work area relationship
- Equipment a) Factors affecting selection of equipment b) Equipment needs for different situations **Unit III: Personnel Management/ Financial Management**
- Functions of a personnel manager,
- Factors to consider while planning the kind and number of personnel: Menu, type of operations, Type of service, Job description and job specification
- Importance of Financial Management
- Budgets and Budgeting process
- Cost concepts

**Unit IV: Planning of A Small Food Service**

- Preliminary Planning Survey of types of units, identifying clientele, menu, operations and delivery
- Planning the set up: a) Identifying resources b) Developing Project plan c) Determining investments
- Development of a business plan

**PRACTICALS**

1. Market survey for food items both raw and processed
2. Survey of food service units
3. Standardization of a recipe
4. Preparing Quick Foods for scaling up for quantity production
5. Planning menus for the following:
  - Packed meals for office employees
  - Nutritious tiffins for school children
  - School/college canteens
6. Demonstration of a specialized cuisine
7. Develop a checklist for good hygiene practices

**RECOMMENDED READINGS**

1. West B Bessie & Wood Levelle (1988) Food Service in Institutions 6th Edition Revised By Hargar FV, Shuggart SG, & Palgne Palacio June, Macmillian Publishing Company New York.
2. Sethi Mohini (2005) Institution Food Management New Age International Publishers
3. Knight J B & Kotschevar LH (2000) Quantity Food Production Planning & 19 Management 3rd edition John Wiley & Sons
4. Dessler Gary (1987) Personnel Management, Modern Concepts & Techniques Prentice Hall New Jersey
5. Tripathi P C ( 2000) Personnel management 15th ed Sultan Chand, New Delhi
6. Kazarian E A ( 1977) Food Service facilities Planning 3rd Edition Von Nostrand Reinhold New York
7. Kotas Richard & Jayawardardene. C (1994) Profitable Food and Beverage Management Hodder & Stoughton Publications
8. Longree K, Langree K, Longrie K ( 1996) Quantity Food sanitation, John Wiley & sons
9. Roday .S ( 2003) Food Hygiene & Sanitation , Tata Mc Graw Hill publication Ltd
10. Taneja S and Gupta SL ( 2001) Enterpreneurship development, Galgotia Publishing