

B. Sc. (Hons) Agriculture

Agricultural Extension Education

- **Syllabus**
- **Teaching Schedule**
- **Suggested Reading**

Agricultural Extension Education

Sr. No.	Semester	Course No.	Credits	Course Title
1	I	EXTN 111	2(2+0)	Rural Sociology & Educational Psychology
2	II	EXTN 122	3(2+1)	Fundamentals of Agricultural Extension Education
3	II	EXTN 123	2(1+1)	Communication Skills and personality Developments (Common Course)
4	IV	ELE EXTN 244	3(2+1)	Agricultural Journalism
5	V	EXTN 355	2(1+1)	Entrepreneurship Development and Business Communication (Common Course)

Course :	EXTN 111		Credit:	2(2+0)	Semester-I
Course title:	Rural Sociology & Educational Psychology				

Syllabus

Theory

- **Sociology** :Meaning, definition
- **Rural Sociology** : Meaning, definition, scope, importance of Rural Sociology in agricultural extension and interrelationship between Rural Sociology and Agricultural Extension.
- **Indian Rural Society** : Important characteristics, differences between rural and urban societies.
- **Social Groups** : Meaning, definition, classification, factors considered in formation and organization of groups, and role of social groups in agricultural extension
- **Social Stratification** : Meaning, definition, functions, Basis for stratification, forms of social stratification, Characteristics and differences between class and caste system
- **Cultural Concepts** : Culture, customs, folkways, mores, taboos, rituals and traditions – Meaning, definition and their role in agricultural extension.
- **Social Values and Attitudes** : Meaning, definition, types and role of social values and attitudes in agricultural extension.
- **Social Institutions** :Meaning, definition, major institutions in rural society : Marriage, family, and religion, functions and their role in agricultural extension.
- **Social Control** : Meaning, definition, need of social control and means of social control.
- **Social Change** : Meaning, definition, nature of social change, dimensions of social change and factors of social change.
- **Leader** : Meaning, definition, types and their role in agricultural extension.
- **Psychology and Educational Psychology** : Meaning, definition, scope and importance of educational psychology in agricultural extension.
- **Behavior**: Cognitive, affective, psychomotor domain
- **Intelligence** : Meaning, definition, types, factors affecting intelligence.
- **Personality** : Meaning, definition, types, factors influencing personality.
- **Teaching-Learning Process** : Meaning and definition of teaching, learning, Learning experience and learning situation, elements of learning situation and its characteristics, Principles of learning and their implication for teaching.
- **Perception**: Meaning, definition, role of perception in agricultural extension
- **Motivation** :Meaning, definition, role of motivation in agricultural extension

Teaching Schedule

a) Theory

Lecture	Topic	Weightage (%)
1	Sociology :Meaning, definition	5
2, 3	Rural Sociology : Meaning, definition, scope, importance of Rural Sociology in agricultural extension and interrelationship between Rural Sociology and Agricultural Extension.	5
6, 7	Indian Rural Society : Important characteristics, differences between rural and urban societies.	10
8, 9	Social Groups : Meaning, definition, classification, factors considered in formation and organization of groups, and role of social groups in agricultural extension	5
10, 11	Social Stratification : Meaning, definition, functions, Basis for stratification, forms of social stratification, Characteristics and differences between class and caste system	5
12, 13	Cultural Concepts : Culture, customs, folkways, mores, taboos, rituals and traditions – Meaning, definition and their role in agricultural extension.	5
14, 15	Social Values and Attitudes : Meaning, definition, types and role of social values and attitudes in agricultural extension.	5
16, 17	Social Institutions :Meaning, definition, major institutions in rural society : Marriage, family, and religion, functions and their role in agricultural extension.	5
18, 19	Social Control : Meaning, definition, need of social control and means of social control.	5
20, 21	Social Change : Meaning, definition, nature of social change, dimensions of social change and factors of social change.	5
22	Leader : Meaning, definition, types and their role in agricultural extension	5
23	Psychology and Educational Psychology : Meaning, definition, scope and importance of educational psychology in agricultural extension.	5
24	Behavior: Cognitive, affective, psychomotor domain	5
25, 26	Intelligence : Meaning, definition, types, factors affecting intelligence.	5
27, 28	Personality : Meaning, definition, types, factors influencing personality.	5
29, 30	Teaching-Learning Process : Meaning and definition of teaching, learning, Learning experience and learning situation, elements of learning situation and its characteristics, Principles of learning and their implication for teaching.	10
31	Perception: Meaning, definition, role of perception in agricultural extension	5
32	Motivation : Meaning, definition, role of motivation in agricultural extension	5
	Total	100

Suggested Reading

- 1) Ray, G.L. (2003), Extension Communication and Management. Kalyani Publishers. Fifth revised and enlarged edition.
- 2) Dahama, O.P. and Bhatnagar, O.P. (2003). Education and Communication for Development. Oxford and IBH Publishing Co. Pvt. Ltd.
- 3) Sandhu, A.S. (1993) Textbook on Agricultural Communication: Process and Methods. Oxford and IBH Publishing Co. Pvt. Ltd.
- 4) Chitambar, J.B. (2008). Introductory Rural Sociology. New Age International (P) Limited.
- 5) Sachdeva, D. R. and Bhushan, V (2007). An Introduction to Sociology. KitabMahal Agency.
- 6) Chitambar, J.B. (1973). Introductory rural sociology. New York, John Wiley and Sons.
- 7) Desai, A.R. (1978). Rural sociology in India. Bombay, Popular Prakashan, 5th Rev. ed.
- 8) Doshi, S.L. (2007). Rural sociology. Delhi Rawat Publishers.
- 9) Jayapalan, N. (2002). Rural sociology. New Delhi, Altanic Publishers.
- 10) Sharma, K.L. (1997). Rural society in India. Delhi, Rawat Publishers.

Course :	EXTN 122		Credit:	3(2+1)	Semester-II
Course title:	Fundamentals of Agricultural Extension Education				

Syllabus

Theory

- **Education:** Meaning, definition and types – Formal, informal and non formal education
- **Extension Education**-Meaning, definition, need, scope and process; history, objectives, philosophy, principles and approaches.
- **Extension Programme Planning**- Meaning, process, principles and steps in programme development.
- **Extension systems in India:**
 - Extension efforts in pre-independence era : Sriniketan, Marthandam, Firka Development Scheme, Gurgaon Experiment
 - Post-independence era : Etawah Pilot Project, Nilokheri Experiment
 - Present extension System : Department of Agriculture : Structure, Function
- **Various extension/ agriculture development programmes launched by ICAR/ Government of India :** Introduction, Objectives and Salient Achievements
 - Intensive Agricultural District Programme (IADP)
 - Intensive Agricultural Area Programme (IAAP)
 - High Yielding Varieties Programme (HYVP)
 - Institution-Village Linkage Programme (IVLP)
 - Operational Research Project (ORP)
 - National Agricultural Technology Project (NATP)
 - National Agricultural Innovation Project (NAIP)
 - Rashtriya Krishi Vikas Yojana (RKVY).
- **New trends in agricultural extension:** Meaning , Objectives, Salient features
 - Privatization in extension,
 - ICT in Extension education - Cyber extension/ e-extension,
 - Market-led extension,
 - Farmer-led extension,
- **Rural Development:** Concept, meaning, definition, objectives and genesis
- **Various rural development programmes launched by Government of India :** Introduction, Objectives and salient features
 - Swarnajayanti Gram Swaraj Yojana (SGSY)
 - Indira Awas Yojana (IAY)
 - Mahatma Gandhi National Rural Employment Guarantee Act
 - Prime Ministers' Rozgar Yojana (PMRY)
 - District Rural Development Agency (DRDA)
 - Integrated Watershed Development Programme (IWDP)
 - Providing Urban Amenities in Rural Area (PURA)
 - Rashtriya Mahila Kosh – (National Credit Fund for Women)
 - Mahila Arthik Vikas Mahamandal (MAVIM)

- **Community Development.** : Meaning, definition, concept, principles and philosophy.
- **Democratic Decentralization (Panchayati Raj)** : Meaning, Constitution and functions
- **Extension administration and management:** Meaning and concept, principles, functions and differences
- **Evaluation in Extension** : Meaning, definition, types of evaluation, monitoring and evaluation
- **Transfer of technology programmes:** Lab to Land programme (LLP), National Demonstration (ND), Front Line Demonstration (FLD), Krishi Vigyan Kendras (KVK), Technology Assessment and Refinement Programme (TARP) of ICAR.
- **Capacity building of extension personnel and farmers** : Meaning, Training and Education, Types of training, Training institutes in India, Concept of Human Resource Development
- **Extension Teaching Methods and Audio-Visual Aids** : Meaning, definition, importance, classification, media mix strategies; Factors affecting selection and use of methods and aids
- **Communication:** Meaning and definition; elements, selected models and barriers to communication.
- **Agriculture journalism** : Meaning, definitions, news writing
- **Diffusion and adoption of innovation:** Concept and meaning, Attributes of innovation, Innovation decision process, adopter categories.

Practical

1. Study of university extension system.
2. Organizing group discussion- exercise;
3. Handling and use of digital camera
4. Handling and use of LCD projector
5. Handling and use of Public Address System,
6. Preparation of extension literature – leaflet, folder,
7. Preparation of effective power point presentations
8. Writing of news story
9. Writing success story
10. Study of structure and functioning of DRDA
11. Study of structure and functioning of Department of Agriculture
12. Visit to NGO and learning from their experience in rural development;
13. Visit to village to understand PRA techniques and their application in village development planning;
14. Visit to community radio / television studio for understanding the process of programme production;
15. Writing for print / electronic media,
16. Developing script for radio / television.

Teaching Schedule

a) Theory

Lecture	Topic	Weightage (%)
1	Education: Meaning, definition and types – Formal, informal and non formal education	2
2, 3, 4	Extension Education- Meaning, definition, need, scope and process; history, objectives, philosophy, principles and approaches.	10
5, 6	Extension Programme Planning- Meaning, process, principles and steps in programmed development	5
7, 8	Extension systems in India: <ul style="list-style-type: none"> ▪ Extension efforts in pre-independence era : Sriniketan, Marthandam, Firka Development Scheme, Gurgaon Experiment ▪ Post-independence era : Etawah Pilot Project, Nilokheri Experiment ▪ Present extension System : Department of Agriculture : Structure, Function 	5
9, 10	Various extension/ agriculture development programmes launched by ICAR/ Government of India : Introduction, Objectives and Salient Achievements <ul style="list-style-type: none"> ▪ Intensive Agricultural District Programme (IADP) ▪ Intensive Agricultural Area Programme (IAAP) ▪ High Yielding Varieties Programme (HYVP) ▪ Institution-Village Linkage Programme (IVLP) ▪ Operational Research Project (ORP) ▪ National Agricultural Technology Project (NATP) ▪ National Agricultural Innovation Project (NAIP) ▪ Rashtriya Krishi Vikas Yojana (RKVY). 	10
11, 12	New trends in agricultural extension: Meaning , Objectives, Salient features <ul style="list-style-type: none"> ▪ Privatization in extension, ▪ ICT in Extension education - Cyber extension/ e-extension, ▪ Market-led extension, ▪ Farmer-led extension, 	5
13	Rural Development: Concept, meaning, definition, objectives and genesis	5
14, 15, 16	Various rural development programmes launched by Government of India : Introduction, Objectives and salient features <ul style="list-style-type: none"> ▪ Swarnajayanti Gram Swarajgar Yojana (SGSY) ▪ Indira Awas Yojana (IAY) ▪ Mahatma Gandhi National Rural Employment Guarantee Act ▪ Prime Ministers' Rozgar Yojana (PMRY) ▪ District Rural Development Agency (DRDA) ▪ Integrated Watershed Development Programme (IWDP) ▪ Providing Urban Amenities in Rural Area (PURA) ▪ Rashtriya Mahila Kosh – (National Credit Fund for Women) ▪ Mahila Arthik Vikas Mahamandal (MAVIM) 	10

Lecture	Topic	Weightage (%)
17	Community Development. : Meaning, definition, concept, principles and philosophy	3
18	Democratic Decentralization (Panchayati Raj) : Meaning, Constitution and functions	2
19	Extension administration and management: Meaning and concept, principles, functions and differences	3
20	Evaluation in Extension : Meaning, definition, types of evaluation, monitoring and evaluation	2
21, 22	Transfer of technology programmes : Lab to Land programme (LLP), National Demonstration (ND), Front Line Demonstration (FLD), Krishi Vigyan Kendras (KVK), Technology Assessment and Refinement Programme (TARP) of ICAR	5
23, 24	Capacity building of extension personnel and farmers : Meaning, Training and Education, Types of training, Training institutes in India, Concept of Human Resource Development	5
25, 26, 27	Extension Teaching Methods and Audio-Visual Aids : Meaning, definition, importance, classification, media mix strategies; Factors affecting selection and use of methods and aids	10
28, 29	Communication: Meaning and definition; elements, selected models and barriers to communication	10
30	Agriculture journalism : Meaning, definitions, news writing	3
31, 32	Diffusion and adoption of innovation: Concept and meaning, Attributes of innovation, Innovation decision process, adopter categories.	5
	Total	100

b) Practical

Experiment	Topic
1	Study of university extension system
2	Organizing group discussion- exercise
3	Handling and use of digital camera
4	Handling and use of LCD projector
5	Handling and use of Public Address System
6	Preparation of extension literature – leaflet, folder
7	Preparation of effective power point presentations
8	Writing of news story
9	Writing success story
10	Study of structure and functioning of DRDA
11	Study of structure and functioning of Department of Agriculture
12	Visit to NGO and learning from their experience in rural development
13	Visit to village to understand PRA techniques and their application in village development planning
14	Visit to community radio / television studio for understanding the process of programme production
15	Writing for print / electronic media
16	Developing script for radio / television

Suggested Readings

- 1) Dahama, O.P. and Bhatnagar, O.P. 1980. Education and Communication for Development. Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi.
- 2) Dudhani, C.M.; Hirevenkatgoudar, L.V., Manjunath, L.; Hanchinal, S.N. and Patil, S.L. (2004). Extension Teaching Methods and Communication Technology, UAS, Dharwad.
- 3) Kamat, M.G. (1985). Writing for Farm Families. Allied Publishers, New Delhi.
- 4) Kelsey, L.D. and Hearne, G.C. (1963). Cooperative Extension Work, Comstar Publishing Associate, New York.
- 5) Mehta, D.S.(1981). Mass Communication and Journalism in India. Vikas Publication, New Delhi.
- 6) Ray, G.L. (1991). Extension Communication and Management. NoyaPrakash, Calcutta.
- 7) Reddy, A.A 2005 Extension Education. Sri Lakshmi Press, Bapatla.
- 8) Rogers, E.M. 2003. Diffusion of Innovations. Free Press, New Delhi.
- 9) Samanta, R.K. (1990). Development Communication for Agriculture. BR Publishing Corporation, Delhi.
- 10) Sandhu, A.S. (1993).Textbook on Agricultural Communication : Process and Methods. Oxford and IBH Publishing Pvt.Ltd., New Delhi.
- 11) Singh, A.K., Lakhan Singh, R. and Roy Burman (2006). Dimensions of Agricultural Extension. Aman Publishing House, Meerut

Course :	EXTN 123		Credit:	2(1+1)	Semester-II
Course title:	Communication Skills and personality Developments (Common Course)				

Syllabus

Theory

- Definition and Basics of Personality.
- Analyzing Strength and Weakness.
- **Personality Development** : Concept and Process
- **Body Language** – Meaning, Definition, Use of body language - Gesture, Posture, Eye contact, facial expression
- Preparation of Self -Introduction.
- **Communication Skills:** Listening, writing, speaking skills
- **Communication Barriers;** Overcoming these barriers.
- Building Self-Esteem and Self- Confidence.
- **Attitudes:** Meaning, Types - Assertive, Aggressive and Submissive; Positive, Negative, Neutral
- Introduction to Leadership; Leadership Styles; Group Dynamics.
- **Team Building** : Meaning, Steps
- Interpersonal **Communication and Relationship;** Use of verbal and non verbal communication
- Conflict Management: Introduction, Levels of Conflict and Managing Conflict.
- **Time Management:** Concept, Importance and Need, Steps towards better Time Management.
- **Public Speaking:** Introduction, Increasing Vocabulary, Voice Modulation, Social Graces
- Email and Telephone Etiquettes

Practical

1. One-on-One Sessions for Individual Personality Traits
2. Role Play and Impromptu Conversation/Public Speaking Practice focusing on Body Language;
3. Vocabulary Practices: Developing a repertoire of words in various fields like Agriculture, Politics, Economics, Family, Personal Grooming etc.
4. Role Play for Self Introduction in the class;
5. Listening to recorded Shot
6. Questionnaires for Building Self-Esteem and Self Confidence;
7. Case Studies based on Development of Attitudes;
8. Case Studies on Leadership Development;
9. Case Studies on Leadership Development;
10. Group Games, Ice breakers, Warm-ups and Energizers Team Building Activities
11. Practice of Non-Verbal Communication Skills: Dumb Charades and Dubsplash Practice;
12. Exercise on Mutually Acceptable Proximity; and Eye Contact;
13. Time Management Games to Practice and Experience the Importance of Planning /

Delegating Work among them to properly manage time and complete the task in the shortest time possible;

14. Public Speaking Games: (Introducing a friend with his/her life style; Describing a funny image provided by the teacher; Continuing a Story starting with one student and others try to continue with it and try to complete it Take any object available and try to make a commercial for it;
15. Practice of Emails

Teaching Schedule

a) Theory

Lecture	Topic	Weightage (%)
1	Definition and Basics of Personality	5
2	Analyzing Strength and Weakness	5
3	Personality Development : Concept and Process	5
4	Body Language – Meaning, Definition, Use of body language - Gesture, Posture, Eye contact, facial expression	10
5	Preparation of Self -Introduction	5
6	Communication Skills: Listening, writing, speaking skills	10
7	Communication Barriers; Overcoming these barriers	5
8	Building Self-Esteem and Self- Confidence	5
9	Attitudes: Meaning, Types - Assertive, Aggressive and Submissive; Positive, Negative, Neutral	10
10	Introduction to Leadership; Leadership Styles; Group Dynamics	5
11	Team Building : Meaning, Steps	5
12	Interpersonal Communication and Relationship; Use of verbal and non verbal communication	10
13	Conflict Management: Introduction, Levels of Conflict and Managing Conflict	5
14	Time Management: Concept, Importance and Need, Steps towards better Time Management	5
15	Public Speaking: Introduction, Increasing Vocabulary, Voice Modulation, Social Graces	5
16	Email and Telephone Etiquettes	5

b) Practical

Exercise	Topic
1	One-on-One Sessions for Individual Personality Traits
2	Role Play and Impromptu Conversation/Public Speaking Practice focusing on Body Language
3	Vocabulary Practices: Developing a repertoire of words in various fields like Agriculture, Politics, Economics, Family, Personal Grooming etc
4	Role Play for Self Introduction in the class
5	Listening to recorded Shot
6	Questionnaires for Building Self-Esteem and Self Confidence
7	Case Studies based on Development of Attitudes
8	Case Studies on Leadership Development

Exercise	Topic
9	Case Studies on Leadership Development
10	Group Games, Ice breakers, Warm-ups and Energizers Team Building Activities
11	Practice of Non-Verbal Communication Skills: Dumb Charades and Dubsmash Practice
12	Exercise on Mutually Acceptable Proximity; and Eye Contact
13	Time Management Games to Practice and Experience the Importance of Planning / Delegating Work among them to properly manage time and complete the task in the shortest time possible
14	Public Speaking Games: (Introducing a friend with his/her life style; Describing a funny image provided by the teacher; Continuing a Story starting with one student and others try to continue with it and try to complete it Take any object available and try to make a commercial for it
15	Practice of Emails
16	Presentations by the students

Suggested Reading

- 1) Balasubramanian T. 1989. A Textbook of Phonetics for Indian Students. Orient Longman, New Delhi.
- 2) Balasubramanyam M. 1985. Business Communication. Vani Educational Books, New Delhi.
- 3) Naterop, Jean, B. and Rod Revell. 1997. Telephoning in English. Cambridge University Press, Cambridge.
- 4) Mohan Krishna and Meera Banerjee. 1990. Developing Communication Skills. Macmillan India Ltd. New Delhi.
- 5) Krishnaswamy, N and Sriraman, T. 1995. Current English for Colleges. Macmillan India Ltd. Madras.
- 6) Narayanaswamy V R. 1979. Strengthen your writing. Orient Longman, New Delhi.
- 7) Sharma R C and Krishna Mohan. 1978. Business Correspondence. Tata McGraw Hill publishing Company, New Delhi.
- 8) Carnegie, Dale. 2012. *How to Win Friends and Influence People in the Digital Age*. Simon & Schuster.
- 9) Covey Stephen R. 1989. *The Seven Habits of Highly Successful People*. Free Press.
- 10) Spitzberg B, Barge K & Morreale, Sherwyn P. 2006. *Human Communication: Motivation, Knowledge & Skills*. Wadsworth.
- 11) Verma, KC. 2013. *The Art of Communication*. Kalpaz.
- 12) MamathaBhatnagar and NitinBhatnagar. 2011. Effective Communication and Soft Skills. Person Education.
- 13) Meenakshi Raman, Sangeeta Sharma. Technical Communication Principles and Practice
- 14) Harold Wallace and Ann Masters. Personality Development. Cengage Publishers.
- 15) Andrea J. Rutherford. Basic Communication Skills for Technology. Pearson Education.
- 16) Carroll, B.J. 1986. English for College, Macmillan India Ltd. New Delhi
- 17) Hahn, "The Internet complete reference", TMH
- 18) Hornby, A.S. 1975. Guide to patterns and usage in English. Oxford University, New Delhi.
- 19) Quirk, R and Green Baum, S 2002. A University Grammar

Course :	ELE EXTN 244		Credit:	3(2+1)	Semester-IV
Course title:	Agricultural Journalism				

Syllabus

Theory

- **Journalism** : Meaning, definition, importance
- **Agricultural Journalism** : Meaning, definition, agricultural journalism in rural areas, problem and prospectus of agricultural journalism
- **Agricultural Journalism:** The nature and scope of agricultural journalism, characteristics and training of the agricultural journalist, how agricultural journalism is similar to and different from other types of journalism.
- **Newspapers and magazines as communication media:** Characteristics; kinds and functions of newspapers and magazines, characteristics of newspaper and magazine readers.
- **Form and content of newspapers and magazines:** Style and language of newspapers and magazines, parts of newspapers and magazines.
- **The agricultural story:** Types of agricultural stories, subject matter of the agricultural story, structure of the agricultural story.
- **Gathering agricultural information:** Sources of agricultural information, interviews, coverage of events, abstracting from research and scientific materials, wire services, other agricultural news sources.
- **Writing the story:** Organizing the material, treatment of the story, writing the news lead and the body, readability measures.
- **Illustrating agricultural stories:** Use of photographs, use of artwork (graphs, charts, maps, etc.), writing the captions.
- **Editorial mechanics:** Copy reading, headline and title writing, proofreading, lay outting.

Practical

- 1) Practice in interviewing.
- 2) Covering agricultural events.
- 3) Abstracting stories from research and scientific materials and from wire services.
- 4) Writing news story
- 5) Writing magazine story
- 6) Writing success story.
- 7) Preparation of leaflet
- 8) Preparation of folder
- 9) Script writing for radio and television
- 10) Selecting pictures and artwork for the agricultural story.
- 11) Practice in editing, copy reading, headline and title writing,
- 12) Use of proofreading symbols
- 13) Preparing layout of farm publication
- 14) Preparing cover design of farm publication
- 15) Testing copy with a readability formula.
- 16) Visit to press to understand the process of publication of newspaper

Teaching Schedule

a) Theory

Lecture	Topic	Weightage (%)
1	Journalism : Meaning, definition, importance	5
2, 3	Agricultural Journalism : Meaning, definition, agricultural journalism in rural areas, problem and prospectus of agricultural journalism	10
4, 5, 6, 7	Agricultural Journalism: The nature and scope of agricultural journalism, characteristics and training of the agricultural journalist, how agricultural journalism is similar to and different from other types of journalism	10
8, 9, 10, 11	Newspapers and magazines as communication media: Characteristics; kinds and functions of newspapers and magazines, characteristics of newspaper and magazine readers	10
12, 13, 14, 15	Form and content of newspapers and magazines: Style and language of newspapers and magazines, parts of newspapers and magazines	10
16, 17, 18, 19	The agricultural story: Types of agricultural stories, subject matter of the agricultural story, structure of the agricultural story	10
20, 21, 22, 23	Gathering agricultural information: Sources of agricultural information, interviews, coverage of events, abstracting from research and scientific materials, wire services, other agricultural news sources	10
24, 25, 26, 27	Writing the story: Organizing the material, treatment of the story, writing the news lead and the body, readability measures	15
28, 29	Illustrating agricultural stories: Use of photographs, use of artwork (graphs, charts, maps, etc.), writing the captions	10
30, 31, 32	Editorial mechanics: Copy reading, headline and title writing, proofreading, lay outing	10
	Total	100

b) Practical

Exercise	Topic
1	Practice in interviewing
2	Covering agricultural events
3	Abstracting stories from research and scientific materials and from wire services
4	Writing news story
5	Writing magazine story
6	Writing success story
7	Preparation of leaflet
8	Preparation of folder

Exercise	Topic
9	Script writing for radio and television
10	Selecting pictures and artwork for the agricultural story
11	Practice in editing, copy reading, headline and title writing
12	Use of proofreading symbols
13	Preparing layout of farm publication
14	Preparing cover design of farm publication
15	Testing copy with a readability formula
16	Visit to press to understand the process of publication of newspaper

Suggested Reading

1. Arvind Kumar (1999). The Electronic Media. Anmol Publications, New Delhi.
2. Bhatt, S.C. (1993) Broadcast Journalism. Basic Principles HarAnand Publications, Delhi
3. Bhatnagar, R. (2001). Print Media and Broadcast Journalism. Indian Publisher Distributors, Delhi
4. Katyal, V.P (2007). Fundamentals of Media Ethics. Cyber Tech Publishers, New Delhi.
5. Yadava, J.S and Mathur, P. (1998). Issues in Mass Communication: the basic concepts. Volumes 1 and 2. Indian Institute of Mass Communication, New Delhi.

Course :	EXTN 355		Credit:	2(1+1)	Semester-V
Course title:	Entrepreneurship Development and Business Communication (Common Course)				

Syllabus

Theory

Entrepreneurship development

- Entrepreneur : Meaning, definitions, characteristics of entrepreneurship
- Assessment of entrepreneurship skills, identifying potential entrepreneurs
- Entrepreneurship development –Concept of entrepreneurship, Process of entrepreneurship development,
- Achievement motivation and entrepreneurship development
- Generation, incubation and commercialization of business ideas and innovations
- SWOT analysis : Concept and technique
- Government schemes and incentives for promotion of entrepreneurship. Government policy on Small and Medium Enterprises (SMEs/SSIs)
- Supply chain management, Time management and Total quality management
- Market Survey : Meaning, objectives, methods of conducting survey
- Formulation of project, financial analysis of project

Business Communication

- Communication – Meaning and process of communication
- Communication skills for entrepreneurship – Written communication, Verbal communication, Investigating and analyzing, Planning and Organizing, Negotiating and persuading, Cooperative (Team work), Leadership and Numeracy
- Developing different skills for entrepreneurship - Leadership Skills, Speaking Skills, Listening Skills, Organizational skill , Managerial skills, Problem solving skill,
- Writing Skill – Business letter, letters of enquiry, quotation, orders, and tenders, complaint letter
- Oral presentation skills – Preparation, presentation and evaluation
- Advertisements – Meaning, types, forms, functions

Practical

1. Assessing entrepreneur potential
2. Assessment of problem solving ability
3. Exercises in creativity
4. Conducting market survey to know the demands for different products
5. Preparing advertisements for popularization of products and news writing
6. Preparing project proposals
7. Individual and group presentations and evaluation of presentation
8. Telephonic conversation : Rate of speech, clarity of voice, speaking and listening politeness, telephonic etiquettes
9. Conducting meeting – Purpose, procedure, participation, physical arrangements, recording and writing of minutes of meeting
10. Seminar and conferences : Use of body language
11. Conducting mock interviews – testing initiative, team spirit and leadership
12. Group discussion and debates on current topics
13. Visit to entrepreneurship institute/ case study of successful entrepreneurs
14. Presentations by the students

Teaching Schedule

a) Theory

Lecture	Topic	Weightage (%)
1	Entrepreneur : Meaning, definitions, characteristics of entrepreneurship	10
2	Assessment of entrepreneurship skills, identifying potential entrepreneurs	5
3	Entrepreneurship development – Concept of entrepreneurship, Process of entrepreneurship development	5
4	Achievement motivation and entrepreneurship development	5
5	Generation, incubation and commercialization of business ideas and innovations	5
6	SWOT analysis : Concept and technique	10
7	Government schemes and incentives for promotion of entrepreneurship. Government policy on Small and Medium Enterprises (SMEs/SSIs)	5
8	Supply chain management, Time management and Total quality management	5
9	Market Survey : Meaning, objectives, methods of conducting survey	10
10	Formulation of project, financial analysis of project	10
11	Communication – Meaning and process of communication	5
12	Communication skills for entrepreneurship – Written communication, Verbal communication, Investigating and analyzing, Planning and Organizing, Negotiating and persuading, Cooperative (Team work), Leadership and Numeracy	5
13	Developing different skills for entrepreneurship - Leadership Skills, Speaking Skills, Listening Skills, Organizational skill , Managerial skills, Problem solving skill	5
14	Writing Skill – Business letter, letters of enquiry, quotation, orders, and tenders, complaint letter	5
15	Oral presentation skills – Preparation, presentation and evaluation	5
16	Advertisements – Meaning, types, forms, functions	5
	Total	100

b) Practical

Exercise	Topic
1	Assessing entrepreneur potential
2	Assessment of problem solving ability
3	Exercises in creativity
4	Conducting market survey to know the demands for different products
5	Preparing advertisements for popularization of products and news writing
6	Preparing project proposals
7	Individual and group presentations and evaluation of presentation
8	Individual and group presentations and evaluation of presentation
9	Telephonic conversation : Rate of speech, clarity of voice, speaking and listening politeness, telephonic etiquettes
10	Conducting meeting – Purpose, procedure, participation, physical arrangements, recording and writing of minutes of meeting
11	Seminar and conferences : Use of body language
12	Conducting mock interviews – testing initiative, team spirit and leadership
13	Group discussion and debates on current topics
14	Visit to entrepreneurship institute/ case study of successful entrepreneurs
15	Presentations by the students
16	Presentations by the students

Suggested Readings

1. Akhouri, M.M.P., Mishra, S.P. and Sengupta, Rita (1989). Trainers Manual on Developing Entrepreneurial Motivation, NIESBUD, New Delhi
2. Betty, Gorddan B. (1979). Entrepreneurship, Playing to Win, Taraporewala, Mumbai
3. Entrepreneurship Development Institute in India (1987). Developing New Entrepreneurs, EDII, Ahmedabad, NISIET, Library : 338.93/EDI/87/25104.
4. Mancuso, Joseph (1974). The Entrepreneurs Handbook, Vol.I& II, Artech House Inc. USA.
5. Patel, V.G. (1987). Entrepreneurship Development in India and its relevant Developing Countries, Entrepreneurship Development Institute of India, Ahmedabad, NISIET, Library : 338.93 (540)/PAT/87/25103.
6. Singh, A.K., Lakhan Singh, R. and Roy Berman (2006). Dimensions of Agricultural Extension, Aman Publishing House, Meerut.
7. MondalSagar and G.L.Ray (2009). Text Book of Entrepreneurship and Rural Development. Kalyani Publishers, Ludhiana. ISBN 978-81-272-5599-2