

ANNEXURE - 3(a)



PONDICHERY UNIVERSITY
PUDUCHERRY – 605 014

SYLLABUS & COURSE FRAMEWORK
BACHELOR OF VOCATIONAL DEGREE
IN
FASHION TECHNOLOGY

2016-17 onwards

2016.77.16

PONDICHERRY UNIVERSITY

MAHE CENTRE



SYLLABUS & COURSE FRAMEWORK

BACHELOR OF VOCATIONAL DEGREE

IN

FASHION TECHNOLOGY

2016-17

PONDICHERY UNIVERSITY

B.Voc. FASHION TECHNOLOGY (Vocational)

(For the students admitted during the academic year 2016 Batch onwards)

| NSQF Level | Skill component credits | General Education Credits | Total Credits for Award | Normal Duration | Exit point/ Awards | Job Role |
|------------|-------------------------|---------------------------|-------------------------|-----------------|--------------------|---|
| 4 | 18 | 12 | 30 | One Sem. | Certificate | 1. Pattern making, 2. Cutting Master, 3. Drawing Master, 4. Production Merchandising |
| 5 | 36 | 24 | 60 | Two Sem. | Diploma | 1. Textile Designer, 2. Marketing Merchandiser |
| 6 | 72 | 48 | 120 | Four Sem. | Advanced Diploma | 1. Quality Controller 2. Fashion Merchandiser 3. Textile Tester |
| 7 | 108 | 72 | 180 | Six sem. | B.Voc Degree | 1. Fashion Designer 2. Visual Merchandiser 3. Fashion Entrepreneur 4. Fashion Consultant |

Scheme of syllabus and Examination Pattern

| SL No: | Study Components | Course Title | component | Hours | Examination | | Credit |
|-------------|--|--------------|-----------|-----------------------|-------------|-----------|----------|
| | | | | Hrs (hours in a week) | CIA | MARKS | |
| I. | Semester 1 | | | | | | |
| 1. | Effective Communication Skill | | G | 6 | 40 | 60 | 4 |
| 2. | Basics of Fashion | | V | 6 | 40 | 60 | 5 |
| 3. | Basics of Textiles | | V | 6 | 40 | 60 | 5 |
| 4. | Introduction To Computer | | G | 6 | 40 | 60 | 5 |
| 5. | Basics of Apparel Constructions Lab -I | | V | 4 | 50 | 50 | 3 |
| 6. | Computer Lab | | V | 3 | 50 | 50 | 2 |
| 7. | Fashion Illustration Lab | | V | 4 | 50 | 50 | 3 |
| 8. | Communication Lab | | G | 3 | 50 | 50 | 3 |
| II. | Semester 2 | | | | | | |
| 1. | English | | G | 6 | 40 | 60 | 5 |
| 2. | French | | G | 6 | 40 | 60 | 5 |
| 3. | Fabric Technology | | V | 6 | 40 | 60 | 5 |
| 4. | Apparel Machinery & Equipment's | | V | 6 | 40 | 60 | 5 |
| 5. | Basics of Apparel Constructions Lab - II | | V | 4 | 50 | 50 | 3 |
| 6. | Fabric Analysis Lab | | V | 3 | 50 | 50 | 2 |
| 7. | Pattern Making and Grading Lab | | V | 4 | 50 | 50 | 3 |
| 8. | Environmental Studies | | G | 3 | 40 | 60 | 3 |
| III. | Semester 3 | | | | | | |
| 1. | Textile Wet Processing-I | | V | 6 | 40 | 60 | 5 |
| 2. | Fashion Marketing and Merchandising | | G | 6 | 40 | 60 | 5 |
| 3. | Design Concept and Methodology | | V | 6 | 40 | 60 | 5 |
| 4. | Organizational Behaviour | | G | 6 | 40 | 60 | 5 |
| 5. | Textile Wet Processing Lab-I | | V | 3 | 50 | 50 | 2 |
| 6. | History of costumes Lab | | V | 3 | 50 | 50 | 2 |
| 7. | Surface Ornamentation Lab | | V | 4 | 50 | 50 | 3 |
| 8. | Fashion Illustration & Children wear Lab | | V | 4 | 50 | 50 | 3 |
| IV. | Semester 4 | | | | | | |
| 1. | Apparel Marketing & Management | | G | 6 | 40 | 60 | 5 |
| 2. | Textile Testing & Quality Control | | G | 6 | 40 | 60 | 5 |

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|------------|---|---|---|-----|-----|---|
| 3. | Textile Wet processing-II | V | 6 | 40 | 60 | 5 |
| 4. | Computer Application in Garments Industry | V | 6 | 40 | 60 | 5 |
| 5. | Textile Testing Lab | G | 3 | 50 | 50 | 2 |
| 6. | Textile Wet Processing Lab-II | V | 3 | 50 | 50 | 2 |
| 7. | Pattern Making ,Garments Construction, Children wear Lab | V | 3 | 50 | 50 | 2 |
| 8. | CAD Lab-I | V | 3 | 50 | 50 | 2 |
| 9. | Value Education | G | 4 | 40 | 60 | 3 |
| V. | Semester 5 | | | | | |
| 1. | Garment Clothing Care | G | 6 | 40 | 60 | 5 |
| 2. | Apparel Quality Management | G | 6 | 40 | 60 | 5 |
| 3. | Visual Merchandising | G | 6 | 40 | 60 | 5 |
| 4. | Apparel Costing and Export Documentation | V | 6 | 40 | 60 | 5 |
| 5. | Pattern Making ,Garment Construction, Adult wear Lab | V | 6 | 50 | 50 | 5 |
| 6. | Design Collections Lab | V | 6 | 50 | 50 | 5 |
| 7. | CAD Lab II | V | 3 | 50 | 50 | 2 |
| 8. | Fashion Draping Lab | V | 6 | 50 | 50 | 5 |
| VI. | Semester 6 | | | | | |
| 1. | Retail Management | G | 5 | 40 | 60 | 4 |
| 2. | Event Management | G | 6 | 40 | 60 | 5 |
| 3. | Home Furnishing Lab | V | 4 | 50 | 50 | 3 |
| 4. | Project & Viva voce | V | - | 50 | 100 | 5 |
| 5. | Internship | V | - | 100 | 50 | 6 |

EXAMINATION SCHEME OF B.VOC DEGREE IN FASHION TECHNOLOGY

| Sl No. | Name of the paper | General/ Vocational | Theory (Max) | Theory (Min) | Practical (Max) | Practical (Min) | Internal (Max) | Internal (Min) | Practical Report/ Project/Viva (Max) | Practical Report/ Project/Viva (Min) | Total (Max) | Total (Min) |
|-----------|---|------------------------|-----------------|-----------------|--------------------|--------------------|-------------------|-------------------|---|---|----------------|----------------|
| I | Semester 1 | | | | | | | | | | | |
| 1 | Effective Communication Skills | General | 60 | 24 | | | 20 | 08 | 20 | 08 | 100 | 40 |
| 2 | Basic of Fashion | Vocational | 60 | 24 | | | 20 | 08 | 20 | 08 | 100 | 40 |
| 3 | Basics of Textiles | Vocational | 60 | 24 | | | 20 | 08 | 20 | 08 | 100 | 40 |
| 4 | Introduction to Computers | General | 60 | 24 | | | 20 | 08 | 20 | 08 | 100 | 40 |
| 5 | Basics of Apparel Construction Lab - I | Vocational | | | 50 | 20 | 20 | 08 | 30 | 12 | 100 | 40 |
| 6 | Computer Lab | Vocational | | | 50 | 20 | 20 | 08 | 30 | 12 | 100 | 40 |
| 7 | Fashion Illustration Lab | Vocational | | | 50 | 20 | 20 | 08 | 30 | 12 | 100 | 40 |
| 8 | Communication Lab | General | | | 50 | 20 | 20 | 08 | 30 | 12 | 100 | 40 |
| II | Semester 2 | | | | | | | | | | | |
| 1 | English | General | 60 | 24 | | | 20 | 08 | 20 | 08 | 100 | 40 |
| 2 | French | General | 60 | 24 | | | 20 | 08 | 20 | 08 | 100 | 40 |
| 3 | Fabric Technology | Vocational | 60 | 24 | | | 20 | 08 | 20 | 08 | 100 | 40 |
| 4 | Apparel Machinery & Equipment's | Vocational | 60 | 24 | | | 20 | 08 | 20 | 08 | 100 | 40 |
| 5 | Basics of Apparel Construction Lab - II | Vocational | | | 50 | 20 | 20 | 08 | 30 | 12 | 100 | 40 |
| 6 | Fabric Analysis Lab | Vocational | | | 50 | 20 | 20 | 08 | 30 | 12 | 100 | 40 |
| 7 | Pattern Making and Grading Lab | Vocational | | | 50 | 20 | 20 | 08 | 30 | 12 | 100 | 40 |
| 8 | Environmental Studies | General | 60 | 24 | | | 20 | 08 | 20 | 08 | 100 | 40 |

| | | | | | | | | | | | | | | | | | | | | |
|------------|--|------------|----|----|--|----|----|--|--|--|----|----|----|----|----|-----|-----|----|--|--|
| III | Semester 3 | | | | | | | | | | | | | | | | | | | |
| 1 | Textile Wet Processing - I | Vocational | 60 | 24 | | | | | | | 20 | 08 | 20 | 08 | 20 | 08 | 100 | 40 | | |
| 2 | Fashion Marketing and Merchandising | General | 60 | 24 | | | | | | | 20 | 08 | 20 | 08 | 20 | 08 | 100 | 40 | | |
| 3 | Design Concept and Methodology | Vocational | 60 | 24 | | | | | | | 20 | 08 | 20 | 08 | 20 | 08 | 100 | 40 | | |
| 4 | Organizational Behaviour | General | 60 | 24 | | | | | | | 20 | 08 | 20 | 08 | 20 | 08 | 100 | 40 | | |
| 5 | Textile Wet Processing Lab - I | Vocational | | | | 50 | 20 | | | | 20 | 08 | 30 | 12 | | 100 | 40 | | | |
| 6 | History of costumes Lab | Vocational | | | | 50 | 20 | | | | 20 | 08 | 30 | 12 | | 100 | 40 | | | |
| 7 | Surface Ormentation Lab | Vocational | | | | 50 | 20 | | | | 20 | 08 | 30 | 12 | | 100 | 40 | | | |
| 8 | Fashion Illustration & Children wear Lab | Vocational | | | | 50 | 20 | | | | 20 | 08 | 30 | 12 | | 100 | 40 | | | |
| IV | Semester 4 | | | | | | | | | | | | | | | | | | | |
| 1 | Apparel Marketing & Management | General | 60 | 24 | | | | | | | 20 | 08 | 20 | 08 | 20 | 08 | 100 | 40 | | |
| 2 | Textile Testing & Quality Control | General | 60 | 24 | | | | | | | 20 | 08 | 20 | 08 | 20 | 08 | 100 | 40 | | |
| 3 | Textile Wet processing - II | Vocational | 60 | 24 | | | | | | | 20 | 08 | 20 | 08 | 20 | 08 | 100 | 40 | | |
| 4 | Computer Application in Garments Industry | Vocational | 60 | 24 | | | | | | | 20 | 08 | 20 | 08 | 20 | 08 | 100 | 40 | | |
| 5 | Textile Testing Lab | General | | | | 50 | 20 | | | | 20 | 08 | 30 | 12 | | 100 | 40 | | | |
| 6 | Textile Wet processing Lab - II | Vocational | | | | 50 | 20 | | | | 20 | 08 | 30 | 12 | | 100 | 40 | | | |
| 7 | Pattern Making, Garments Construction, Children wear Lab | Vocational | | | | 50 | 20 | | | | 20 | 08 | 30 | 12 | | 100 | 40 | | | |
| 8 | CAD Lab - I | Vocational | | | | 50 | 20 | | | | 20 | 08 | 30 | 12 | | 100 | 40 | | | |
| 9 | Value Education | General | 60 | 24 | | | | | | | 20 | 08 | 20 | 08 | 20 | 08 | 100 | 40 | | |

REGULATION AND CURRICULUM FOR THE BACHELOR OF VOCATIONAL DEGREE COURSE IN FASHION TECHNOLOGY

1. Title of the course: B.VOC (FASHION TECHNOLOGY)

2. Eligibility for admission:

- A candidate seeking admission to the Bachelor of Vocational Degree Courses in Fashion Technology shall have passed higher secondary examination (10+2) or equivalent .

3. Sanctioned student's strength: 50 Students.

4. Course Significance:

- B.Voc program in Fashion Technology aims to create graduates with core technical skills and knowledge required for Fashion garment industry. The program structured to provide intensive practical skills in the area of Fabric quality evaluation, Fabric value addition, Pattern and garment making, merchandising and retailing. The course will develop students the ability to develop designs and making of apparels according to the buyer's requirements in the industries.

5. Course objectives:

- To develop professional competency and employable skills of the students required for fashion garment industries in the field of Fashion designing, garment manufacturing and etc.

- To develop the creativity of students for developing new designs according to the trend and market requirements.
- To provide the Fashion business skills such as merchandising, Buyer communication, fashion retailing for successful handling of customers.

6. Duration of the course:

- The duration of the course shall be three years with semester pattern.

7. Medium of instruction:

- The medium of instruction and examination shall be in English.

8. Attendance:

- Every candidate should have attended at least 80% (compulsory) of the total number of classes conducted in an academic year from the date of commencement of the term to the last working day as noticed by University in each of the subjects prescribed for that year, separately in theory and practical. Only such candidates are eligible to appear for the University examinations.

9. Course implementation:

- General education component of the curriculum would be imparted in Pondicherry University Mahe Centre and skill training by SKP (Skill Knowledge Providers) such as Quality Controller, Fashion Merchandiser, Fashion designer of the Apparel sectors.
- A log book would be maintained for students with SKP's and continuous assessment and end semester evaluation of skill would be done by SKP

- Only the necessary number of core faculties would be there in the institution and the remaining would be drawn as guest faculties from skill sectors and people with experience and expertise in the specific vocational skills.
- The expenses in connection with job training, educational tour, field visits etc. if any should be borne by the candidates.

10. Schedule of Examination:

- The University shall conduct examinations semester wise as notified by the University from time to time. A candidate who satisfies the requirement of attendance, progress and conduct as stipulated by the University shall be eligible to appear for the University examination.

11. Conducting Examination:

Theory Exams: Pondicherry University for General and Vocational papers.

Practical Exams:

- English and Computer exams: Pondicherry University
- All other papers (general as well as vocational periodic assessment and end semester exams) are conducted by Skill Knowledge Providers (SKP) or trainers and marks shall be submitted in sealed covers (in duplicates) to Mahe Centre. This will be forwarded to Pondicherry University from Mahe Centre
- Moreover a certificate from the SKP / HOD / INSTITUTION shall be issued to each student at the end of each semester on the job training imparted in the respective institutions, giving the assessment of Skill performance of the candidate as grade marks.

Note: Remuneration as per University norms shall be given to SKP for conducting practical exam for Vocational & General education paper.

12. Declaration of Class:

- A candidate having appeared in all the subjects in the same examination and passed that examination in the first attempt and secured 75% of marks or more of grand total marks prescribed will be declared to have passed the examination with Distinction.
- A candidate having appeared in all the subjects in the same examination and passed that examination in the first attempt and secured 65% of marks or more but less than 75% of grand total marks prescribed will be declared to have passed the examination in the First Class.
- A candidate having appeared in all the subjects in the same examination and passes that examination in the first attempt and secured 50% of marks or more but less than 65% of grand total marks prescribed will be declared to have passed the examination in the Second Class.
- A candidate passing the University examination in more than one attempt shall be placed in Pass category irrespective of the percentage of marks secured by him/her in the examination.

[Please note fraction of marks should not be rounded off. Clause (a), (b) and (c).]

SYLLABUS CONTENTS
FASHION TECHNOLOGY
 (Bachelor of Vocational Degree Course)
Semester: I

| SL.NO | Subjects | Credits |
|--------------|---|----------------|
| 1 | Effective Communication Skill | 4 |
| 2 | Basics of Fashion | 5 |
| 3 | Basics of Textiles | 5 |
| 4 | Introduction To Computer | 5 |
| 5 | Basics of Apparel Constructions Lab - I | 3 |
| 6 | Computer Lab | 2 |
| 7 | Fashion Illustration Lab | 3 |
| 8 | Communication Lab | 3 |

Semester: II

| SL.NO | Subjects | Credits |
|--------------|--|----------------|
| 1 | English | 5 |
| 2 | French | 5 |
| 3 | Fabric Technology | 5 |
| 4 | Apparel Machinery & Equipments | 5 |
| 5 | Basics of Apparel Constructions Lab - II | 3 |
| 6 | Fabric Analysis Lab | 2 |
| 7 | Pattern Making and Grading Lab | 3 |
| 8 | Environmental Studies | 3 |

Semester: III

| SL.NO | Subjects | Credits |
|--------------|--|----------------|
| 1 | Textile Wet Processing-I | 5 |
| 2 | Fashion Marketing and Merchandising | 5 |
| 3 | Design Concept and Methodology | 5 |
| 4 | Organizational Behaviour | 5 |
| 5 | Textile Wet Processing Lab -I | 2 |
| 6 | History of costumes Lab | 2 |
| 7 | Surface Ornamentation Lab | 3 |
| 8 | Fashion Illustration & Children wear Lab | 3 |

Semester: IV

| SL.NO | Subjects | Credits |
|--------------|--|----------------|
| 1 | Apparel Marketing & Management | 5 |
| 2 | Textile Testing & Quality Control | 5 |
| 3 | Textile Wet processing - II | 5 |
| 4 | Computer Application in Garments Industry | 5 |
| 5 | Textile Testing Lab | 2 |
| 6 | Textile Wet Processing Lab - II | 2 |
| 7 | Pattern making ,Garments construction, Children wear | 2 |
| 8 | CAD Lab - I | 2 |
| 9 | Value Education | 3 |

Semester: V

| SL.NO | Subjects | Credits |
|--------------|--|----------------|
| 1 | Garment Clothing care | 5 |
| 2 | Apparel Quality Management | 5 |
| 3 | Visual Merchandising | 5 |
| 4 | Apparel costing and export documentation | 5 |
| 5 | Pattern Making ,Garment Construction, Adult wear | 5 |
| 6 | Design Collections Lab | 5 |
| 7 | CAD Lab - II | 2 |
| 8 | Fashion Draping Lab | 5 |

Semester: VI

| SL.NO | Subjects | Credits |
|--------------|---------------------|----------------|
| 1 | Retail Management | 4 |
| 2 | Event Management | 5 |
| 3 | Home Furnishing Lab | 3 |
| 4 | Project& Viva voce | 5 |
| 5 | Internship | 6 |

SYLLABUS

Semester: I

| 1 | Effective Communication Skill | CREDIT-4 TOTAL HOURS: 60 |
|---|-------------------------------|-----------------------------|
| <p>Unit I:</p> <p>Fundamentals of Language: Basic use of parts of Speech, Tenses, Articles, Modal verbs, Conditional sentences, verbs, phrasal verbs and idioms, word-building through suffix and prefix, compound words, for specific usage related to the situations.</p> <p>Unit II:</p> <p>Reading skills: Dealing with difficult vocabulary, Reading comprehensions, reading sub skills -skimming and scanning.</p> <p>Unit III:</p> <p>Sentence pattern and paragraph writing: Basic writing skills and conveying specific factual information using simple sentences of various patterns. Transformation of sentences, writing Introduction, welcoming, thanksgiving and conclusion.</p> <p>Unit IV:</p> <p>Effective Oral Communication: Oral reports, discussion, telephonic conversations, pronunciation, stress and intonation. British and American English, synonyms and antonyms, public speaking.</p> <p>Unit V :</p> <p>English for Job-search: Drafting covering letters and applications specific to a job. Difference between CV, Resume and Bio-data. Tips for Interview Success. Body Language. Mock Interviews for enhancing skills.</p> <p>Reference Books:</p> <ol style="list-style-type: none">1. Adair, John. Effective Communication. London: Pan Macmillan Ltd.2003. | | |

2. Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.
3. Amos, Julie Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing, 2004
Bonet, Diana. The Business of Listening: Third Edition. New Delhi: Viva Books, 2004.
4. Business Communication Today: Tenth Edition. New Jersey: Prentice Hall, 2010.
5. Brown, Michele & Gyles Brandreth. How to Interview and be interviewed. London: Sheldon Press, 1994.
6. Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.
Collins, Patrick.
7. Speak with Power and Confidence. New York: Sterling, 2009.
8. Fensterheim, Herbert and Jean Baer. Don't Say Yes When You Want To Say No. New York: Dell, 1975

2**Basics of Fashion****CREDIT-5****TOTAL HOURS: 75****Unit I:**

Body measurement -importance, preparing for measuring, ladies measurements, boys and men's measurements. Standardizing body measurements –importance, techniques used. Relative length and girth measures in ladies /gentlemen. Preparation of fabric for cutting – importance of grain in cutting and construction, steps in preparing the fabric for cutting.

Unit II:

Pattern making –method of pattern making – (Drafting and draping), merits and demerits. Types of paper patterns (Patterns for personal measurements and commercial patterns) Principles of pattern drafting. Pattern details, steps in drafting basic bodice front and back and sleeve.

Unit III :

Styles created by shifting of blouse darts , adding fullness to the bodice, converting darts to seam and partial yokes and incorporating darts into seams forming yokes. Fitting - Standards of a good fit, steps in preparing a blouse for fitting, checking the fit of a blouse, solving fitting problems in a blouse, fitting techniques.

Unit IV :

Pattern alteration –importance of altering patterns, general principles for pattern alteration, common pattern alteration in a blouse. Pattern grading –definition, types, manual –master grades, basic front, basic back basic sleeve, basic collar and basic grading.

Unit V:

Pattern layout- definition, purpose, rules in layout, types of layouts for length wise stripped designs, fabric with bold design, asymmetric designs, and one way designs. What can be done if cloth is insufficient , fabric cutting ,transferring pattern marking, stay stitching and Ease stitching.

Reference Books:

1. Steffani Lincecum, Patternmaking for a Perfect Fit: Using the Rub-off Technique to Re-create and Redesign Your Favourite Fashions
2. Helen Joseph - Armstro ,Patternmaking for Fashion Design
3. Lori A. Knowles, Practical Guide to Patternmaking for Fashion Designers: Juniors, Misses and Women
4. Donald H. Mc Cunn, How to Make Sewing Patterns (Paperback)
5. Patternmaking: A Comprehensive Reference for Fashion Design
6. Singh S.P, Human Body Measurements: Concepts and Applications

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|----------|---------------------------|---|
| 3 | Basics of Textiles | CREDIT-5 TOTAL HOURS: 75 |
|----------|---------------------------|---|

Unit I:

Introduction to the field of Textiles – major goals- classification of fibres – natural and chemical – primary and secondary characteristics of textile fibres.

Unit II:

Manufacturing process, properties and uses of natural fibres – cotton, linen, jute, pineapple, hemp, silk, wool, hair fibres, Manmade fibres – viscose rayon, acetate rayon- nylon, polyester, acrylic.

Unit III:

Spinning – definition, classification – chemical and mechanical spinning – blending, opening, cleaning, doubling, carding, combing, drawing, roving, spinning, Yarn classification – definition classification – simple fancy yarns, sewing threads and its properties .

Unit IV:

Woven – basic weaves- plain twill, satin, fancy weaves – pile, double cloth, leno, swivel, lapper, dobby and jacquard Weaving technology- process sequence –machinery details.

Unit V:

Non- woven- felting, fusing, bonding , lamination, netting, braiding and calico, tatting and crocheting

Reference Books:

1. Lesley Jackson, 20th Century Pattern Design: Textile and Wallpaper Pioneers
2. Marie O’ Mahoney, Advanced Textiles for Health and Wellbeing
3. Laura Euler, Arts and Crafts Embroidery
4. Valerie D. Mendes, Frances Hinchcliffe, Ascher: Fabric, Art, Fashion

4**Introduction To Computer****CREDIT-5****TOTAL HOURS: 75****Unit I:**

Introduction to computer , Input and Output Devices , System Software and Application Software Computer Language, Compiler and Assembler

Unit II:

Basics of Word Processing Starting Word Program, Word Screen Layout, Typing Screen Objects, Managing Documents, Protecting and Finding Documents, Printing Documents, Formatting Documents Working with text, Formatting Text, Formatting Paragraphs, Bulleted and Numbered Lists, Copying and Moving Text, Spelling and Grammar, Page Formatting, Creating Tables, Mail Merge Types of document in Mail merge, Creating data Source, Creating Mailing Labels, Merging Data into Main Document

Unit III:

Basics of Spreadsheet Selecting, Adding and Renaming Worksheets, Modifying a Worksheet, Resizing Rows and Columns, Workbook Protection, Formatting Worksheets Formatting Toolbar, Formatting Cells, Formatting Rows and Columns, Formatting Worksheets Using Styles, Protect and Unprotect Worksheets, Formulas, Functions and Charts Formulas and Functions, Types of Charts, Auto Shapes and Smart art.

Unit IV:

Creating Presentation Creating Slides, Slide Sorter View, Changing Slide Layouts, Moving Between Slides

Unit V:

Introduction to Internet Getting Connected to Internet, Types of Internet Connections, Internet Terminology, Understanding Internet Address , Computer Viruses and Security threats.

Reference Books:

1. Sanjay Sexena , A First Course in Computers
2. Balaguruswamy ,Programming in ANSI C
3. Brian W Kerighan and Dennis M Ritchie, C Programming Language

5**Basics of Apparel Constructions Lab****CREDIT-3****TOTAL HOURS: 45****Exercise 1:**

Preparation of samples for seam (any 5)-plain, Top Stitched, Flat fell, piped seam.

Exercise 2:

Preparation of samples for seam finishes (any 3) -overcast, Hem, Edge stitched, bound.

Exercise 3:

Preparation of samples for fullness-darts, tucks (any 3)-pin, cross, group tucking with scalloped effect, Pleats (any 3)-knife, box, kick, gathering by machine, elastic. Ruffles-single, double.

Exercise 4:

Preparation of samples for facing and binding-bias facing, shaped facing, binding.

Exercise 5:

Preparation of samples for plackets and fasteners-continuous, bound, faced and zipper plackets, button and buttonhole, press button, hook and eye.

Exercise 6:

Preparation of samples for sleeves-plain sleeve, puff sleeve (any one type), raglan or cap sleeve.

Exercise 7:

Preparation of samples with yoke –simple yoke, yokes supporting fullness.

Exercise 8:

Preparation of samples for collar - peter pan collar , shirt collar,

Exercise 9:

Preparation of samples for pocket-patch pocket

Reference Books:

1. Nora Abousteit and Alison Kelly ,The Burda Style Sewing Handbook
2. Wendy Mullin,Sew U: The Built by Wendy Guide to Making Your Own Wardrobe
3. Wendy Mullin, Sew U Home Stretch: The Built by Wendy Guide to Sewing Knit Fabrics

6**Computer Lab****CREDIT-3
TOTAL HOURS:45****Exercise 1:**

Word processing,

Exercise 2:

Create presentation,

Exercise 3:

Design a visiting card

Exercise 4:

Design a postcard

Exercise 5:

Design a brochure

Reference Books:

1. Holly Poteet, The Computer Lab Teacher's Survival Guide: K-6 Units for the Whole Year, Second Edition 2nd Edition
2. Dennis Ritchie and Brian Kernighan ,The C Programming Language
3. Kernighan and Pike, The Practice of Programming
4. Peter van der Linden, Expert C Programming, Deep C Secrets

Exercise 1:

Lines and line drawings – object drawing and perspective view drawings, enlarging and reducing motifs. Learning the usage of various drawing and sketching mediums- pencils, ink, charcoal, brushes, crayons, water colour and poster colours.

Exercise II:

Drawing a stick figure for both normal and fashion figure. Forming a fleshy figure over a stick figure.

Exercise III:

Dividing the figure into various parts using lines like plumb line, center front line, Princess line, waistline, side seam, armholes, jewel neckline, panty line, bust line etc., Practicing the art of creating textures.

Exercise IV:

Illustrating pattern details- pockets, sleeves, yokes, skirts, trousers, tops etc., Illustrating different type of ornaments and accessories.

Exercise V:

Illustrating details of ruffles, cowls, shirring, smocking, quilting, draping, gathers, pleats, frills and flounces. Basic concept and types of silhouette.

Reference Books:

1. Ireland Patrick John, Fashion Design Drawing & Presentation, Children, Men
2. Ritu, Fashion Design illustrations
3. Julian Seaman, Foundation in fashion design and illustration
4. Zeshu Takamura, Fashion Illustration Techniques: A Super Reference Book for Beginners.

| | | |
|---|--------------------------|---|
| 8 | Communication Lab | CREDIT-3 TOTAL HOURS :45 |
| <p>Exercise1: Conversation between two students recorded on camera. To be self critiqued</p> <p>Exercise2: Reporting on various types of radio programmes monitored by them</p> <p>Exercise3: Presentation on TV programmes watched on the previous day</p> <p>Exercise4: Rewriting Headlines of Newspapers (Hindi & English) on the display boards</p> <p>Exercise5: Reading of day's newspapers followed by discussions</p> <p>Exercise6: Writing exercises to inform, report and persuade</p> <p>Exercise7: Using microphones (Public Speaking/Presentation Situations)</p> <p>Exercise8: Interview and Group Discussion sessions</p> <p>Exercise9: Book Reading, Reviews, Appreciation</p> <p>Exercise 10: Effective Presentation using various audio – visual aids</p> | | |

Semester: II

| | | |
|---|----------------|---|
| 1 | English | CREDIT-5 TOTAL HOURS: 75 |
| <p>Unit I:</p> <p>Basic Communication Theory: Importance of Communication – Stages of communication, Modes of Communication – Barriers to Communication-Strategies for Effective Communication – Listening: Importance, Types, and Barriers –Developing Effective Listening Skills.</p> <p>Unit II:</p> <p>Comprehension and Analysis: Comprehension of Technical and Non-technical Material – Skimming, Scanning, Inferring-Note Making and extension of Vocabulary, Predicting and Responding to Context- Intensive Reading and Reviewing.</p> <p>Unit III:</p> <p>Writing: Effective Sentences, Cohesive Writing, Clarity and Conciseness in Writing – Introduction to Technical Writing – Better Paragraphs, Definitions, Practice in Summary Writing – Four modes of writing – Use of dictionaries, Indices, library References –Making Bibliographical Entries with Regard to Sources from Books, Journals, Internet etc.</p> <p>Unit IV:</p> <p>Business Writing/Correspondence: Report Writing – Memoranda – Notice– Instruction – Letters .</p> <p>Unit V:</p> <p>Oral Communication: – Presentation skills – Group Discussions – Dialogue Writing– Short Extempore – Debates-Role Plays-Conversation Practice.</p> | | |

Reference Books:

1. B. K. Das et al., Cambridge, An introduction to Professional English and Soft Skills University Press (Facilitated by BPUT)
2. Meenakshi Ramanand Sangeeta Sharma, Oxford Publications Technical Communication: Principles and Practice, Second Edition
3. M Ashraf Rizvi, The McGraw, Effective Technical Communication Hill companies.
4. Alan Pease, Understanding Body Language
5. Geoffrey Leech and Ian Svartik. Communicative Grammar of English
6. J.D. O'Connor Better English Pronunciation.

2**FRENCH****CREDIT-5****TOTAL HOURS: 75****FRENCH SYLLABUS for Fashion Technology**

Manuel : - Mantra – Méthode de Français – par K. Madanagopalan

| Sl. No. | Leçon | Grammaire | Aspect Communicatif | Conjugation des Verbes | Vocabulaire |
|---------|-----------------------|---|---|--|---|
| 1 | Les Salutations | Pronoms Sujets C'est, il est, elle est | 1. Se Présenter 2. Saluer 3. Présenter quelqu'un | Etre, appeler, s'appeler | 1. Les professions 2. Les Langues 3. Les nationalités 4. Les pays 5. Les nombres – 1 à 20 |
| 2. | Objets et personnages | Article défini et indéfini – adjectifs interrogatifs – usage de C'est, il y a | 1. Interroger quelqu'un 2. Poser des questions 3. Décrire quelqu'un | Verbes 1. Avoir 2. Verbes du premier groupe - aller | 1. Les nombres (suite) – 21 à 60 |
| 3. | A quelle heure? | 1. Article défini contracté avec à 2. Article défini contracté avec de | 1. Demander l'heure 2. Indiquer l'heure 3. exprimer les goûts et les préférences | verbes avec terminaison ir finir, grandir, choisir | 1. jours de la semaine 2. Mois de l'année 3. Les saisons |
| 4. | Les Vacances | 1. Interrogation 2. Négation 3. Pronoms toniques | 1. Exprimer une opinion 2. Poser des questions | Verbes Penser, dire, croire | 1. Expressions avec mots de quantité 2. Repondre une question |
| 5. | La librairie cluny | 1. L'adjectif possessif Etre á + noun/ pronom 2. on – adjectif indéfini | 1. Donner son pinion 2. Pour s'orienter 3. Préciser la possession | Verbe Pouvoir – vouloir | Nombres 60 á 1000000 |
| 6. | Les monuments | 1. Adjectif Démonstrative 2. Préposition chez | 1. Expressions pour localiser | Verbes 1. Faire 2. Boire 3. Manger | 1. Monuments français 2. Monuments indiens |
| 7. | Weight Watchers | 1. Passé composé – avoir , être - auxiliaire 2. Négatif, 3. Interrogative 4. Accord du participe passé 5. liste des verbes irreguliers et | Exprimer .. 1. action habituelle 2. action ponctuelle 3. la frequence d'une action | Verbes Irreguliers – venir – courir | 1. Les mots de fréquence d'une action. 2. La liste des participes passés |

| | | leurs participes passés | | | |
|-----|--------------------|---|---|---|---|
| 8. | Comment téléphoner | Adjectifs qualificatifs | Dialogue par téléphone | Verbe en re 1. prendre 2. répondre 3. attendre 4. entendre | Le numéro de téléphone – les mots reliés à la communication |
| 9. | Un voyage | Pronom relatif – qui, que, où. | 1. Emploi des mots D’abord, puis, ensuite, après, enfin 2. exprimer la fréquence toujours, souvent, quelque – fois, jamais. 3. exprimer la continuité – encore - ne... plus | Verbe Partir, dormir, sortir | 1. Succession des événements 2. Le temps qu’il fait |
| 10. | Emploi | 1. Futur – la formation et L’usage 2. Verbes impersonnels - Pleuvoir, falloir, faire chaud/froid | Exprimer une action qui aura lieu dans le futur | Verbes: Parler, finir, prendre, être, avoir, recevoir (au futur) | Le temps qu’il fait |
| 11. | La Mode | 1. Les Vêtements 2. Les Sous Vêtements 3. Les Chaussures 4. Acheter un Vêtement | | | |

Reference Book:

1. Lesson 11 - Vocabulaire progressif du Français (CLE International)
2. Manuel : - Mantra – Méthode de Français – par K. Madanagopalan

3**FABRIC TECHNOLOGY****CREDIT-5
TOTAL HOURS: 75****Unit I:**

Elements of woven design, Methods of fabric representation, draft and lifting plan, construction of elementary weaves – plain, wrap rib, weft rib, twill, modification of twills, satin and sateen weaves – their derivatives.

Unit II:

Ordinary and brighten honey comb, its modification, hack a back and its modifications, crepe weaves, mock leno.

Unit III:

Extra warp and extra weft figuring – single and two colours, planting, backed fabric, warp and weft backed fabrics.

Unit IV:

Pile fabric – Formation of pile – weft pile – plain back, twill back – length, density and fastness of pile – corduroy weft plush. Warp pile – Terry pile, with the aid of wires, face to face warp pile.

Unit V:

Double cloth –classification, self stitched – faces to back, back to face, both. Centre stitched – warp and weft. Interchanging double cloth.

Reference Books:

1. Han-Yong Jeon, Non-woven Fabrics
2. Melih Günay, Eco-Friendly Textile Dyeing and Finishing
3. Han-Yong Jeon, Woven Fabrics
4. Peter J. Hauser, Textile Dyeing
5. Natural Dyes, E. Perrin Akçakoca Kumbasar

4**APPAREL MACHINERY & EQUIPMENT'S****CREDIT-5
TOTAL HOURS:75****Unit I:**

Sewing Machineries- Classification of sewing machines, parts functions of single Needle machine, over lock machine, bar tacking machine, button Hole making machine, button fixing machine, blind stitching Machine, fabric examining machine. Special attachments, care and maintenance, Common problems and remedies

Unit II:

Stitching mechanism- Needles, bobbin and bobbin case, bobbin winding, loops and loop Spreader, upper and lower threading, auxiliary hooks, throat plates, take-ups, tension discs- upper and lower thread tension, stitching auxiliaries, pressure foot and its types, Feed mechanisms - drop feed, differential fed, needle feed, compound feed, unison feed, puller feed.

Unit III:

Cutting technology – definition, function, scope. Cutting equipment and tools, vertical reciprocity cutting machines, rotary cutting machine band knife cutting machine, die cutters. Types of spread and its quality, spreading equipment and tools used for spreading, spreading methods.

Unit IV:

Marking methods, positioning marking types of markers, efficiency of a marker plan, requirements of marker planning. Pressing Equipments – purpose, pressing equipments and methods – iron, steam press, steam air finisher, steam tunnel, special types – pleating, permanent press.

Unit V:

Sewing federal standards for stitch and stitch classification, federal standards for seam and seam classification, fabric suability, Sewing threads- types, essential qualities of a sewing thread, Manufacturing process of cotton and synthetic threads, twisting process.

Reference Books:

1. The Technology of Clothing Manufacture – Harold Carr and Barbara Latham, Blackwell Science (1994)
2. A complete guide for sewing – Coles M Sew, Heinemann Professional Publishing, Singapore.
3. Reader's digest Sewing guide, Complete Guide to Sewing 13th Edition, The Reader's Digest Association Inc, Pleasant Ville.

5

Basics of Apparel Constructions Lab II

**CREDIT-3
TOTAL HOURS: 45**

Exercise 1:

Preparation of samples for necklines

Exercise 2

Preparation of samples for different skirts

Gathered skirt

Pleated skirt

Layered skirt

A Line skirt

Two piece skirt

Four piece skirt

Yoke skirt

Exercise 3

Attach different types of sleeves into basic bodice

Plain, puff, circular

Raglan, Magyar

Exercise 4

Attach different types of collars into basic bodice

Peter pan collar

Bishop collar

Reference Books:

1. Anita A. Stamper, Experimental Apparel Construction: Laboratory Manual
2. Janace E. Bubonia, Apparel Quality Lab Manual
3. M.L. Gambhir, Building and Construction Materials: Testing and Quality Control

Identification of the following weaves Design and Draft a peg plan for the same.

Exercise 1:

Plain weave and its derivatives (Warp rib, Weft rib)

Exercise 2:

Twill Weave – Right hand twill and Left hand twill.

Exercise 3:

Satin

Exercise 4:

Sateen

Exercise 5:

Honey comb Weave

Exercise 6:

Huck a back Weave

Exercise 7:

Extra Warp and Weft Figuring.

Exercise 8:

Double cloth.

Exercise 9:

Terry pile structures

Reference Books:

1. Craig Huntington, Tensile Fabric Structures: Design Analysis and Construction
2. John T Andrews, Techniques of till fabric analysis

7**Pattern Making and Grading Lab****CREDIT-3****TOTAL HOURS: 45****Exercise**

Draft and make the patterns and graded patterns of the following

Basic bodice

Sleeve

Skirt

Blouse

Shirt

Pyjama

Kameez

Salwar

S.B West

Pleated Trousers

Reference Books:

1. Michele Lininger, Patternmaking and Grading Using Gerber's Accomack Pattern Design Software

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| 8 | Environmental Studies | CREDIT-3 TOTAL HOURS: 45 |
| <p>Unit I:</p> <p>Multidisciplinary nature of environmental studies-Definition, scope and importance, need for public awareness.</p> <p>Unit II:</p> <p>Natural Resources: Renewable and non-renewable resources, Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.</p> <p>Unit III:</p> <p>Ecosystems: Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem :- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)</p> <p>Unit IV:</p> <p>Biodiversity and its conservation Introduction – Definition: genetic, species and ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, productive use,</p> | | |

social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity nation Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit V:

Environmental Pollution: Definition , Cause, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

Unit VI:

Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case Studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act. Wildlife Protection Act Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness.

Unit VII:

Human Population and the Environment. Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and Human health. Case Studies.

Reference Books:

1. Mike Hulme, *Climates and Cultures*
2. Mark Garrett, *Encyclopedia of Transportation Social Science and Policy*
3. Steel, *Science An A-to-Z Guide to Issues and Controversies*
4. John A Matthews, *Encyclopaedia of Environmental Change*

SEMESTER III

| 1 | Textile Wet Processing-I | CREDIT-5 TOTAL HOURS:75 |
|---|---------------------------------|------------------------------------|
| <p>Unit I:</p> <p>Sequence of processes used in Textiles Wet Processing for cotton, polyester, and cotton blend- brushing and shearing-singeing- enzyme designing method- alkali scouring by kier boiling, J box, bleaching, mercerization</p> <p>Unit II:</p> <p>Dyeing: Different types used for Cellulosic, Protein and Synthetic fibres- Dyeing methods of Cellulosic Fibre with Reactive and Vat dyes. Dyeing of Polyester with Disperse Dyes. Hank dyeing, Beam dyeing, Jigger Dyeing, Winch Dyeing, Padding Mangle, Natural dyes.</p> <p>Unit III:</p> <p>Printing: Style of Printing-Screen printing- Steaming and curing- Printing of Cellulosic Fibre with Reactive Dyes- Polyester with Disperse dye Printing of synthetics.</p> <p>Unit IV:</p> <p>Roller Printing, Screen Printing- Tie and Dye- Flock Printing, Transfer Printing, Sublimation Transfer printing- Preparation of Logos and motifs for fixing on garments.</p> <p>Unit V:</p> <p>Fabric and Garment Finishing: Basic and functional finishes- Water repellence, Water Proofing, Flame Retardant, Anti shrinkage, Stiffening, Glazing, Embossing and moireing</p> <p>Reference Books:</p> <ol style="list-style-type: none">1. Dyes and Dye intermediates by NIIR Board of consultants and Engineers2. Textile Finishing, W.S.Murphy, Abishek publications | | |

2**Fashion Marketing and Merchandising****CREDIT-5****TOTAL HOURS:75****Unit I:**

Introduction to Retail, Marketing, Management and Merchandising, terminologies

Unit II:

Fashion retailing-History, Scope, Importance, Types(Domestic and International), techniques, channel of distribution

Unit III:

Marketing – types, four P's, fashion promotion advantages, trade shows, Market weeks, exhibitions, fashion shows, market survey and research

Unit IV:

Types of merchandising, concepts, merchandise planning, sampling- Importance, counter sample.

Unit V:

Brand building-Introduction, strategies, image building, brand expansion, global trends

Unit VI:

Visual Merchandising-Interior, exterior window display, store planning and layout-fixtures, location, lighting, dressing, props and promotions, masking and proscenia, mannequins and three dimensional dressing

Unit VII:

Introduction to customer relationship management, measuring customer relationship management, customer response, satisfaction, loyalty, customer relation and complaint management.

Unit VIII:

Retail merchandiser, concept, quick response, Just –in-Time, merchandiser calendar, trend analysis, forecast analysis, concepts of apparel product line, planning, directing, coordinating and controlling

Reference Books:

1. Laura L Bliss, Study Guide Visual Merchandising and Display III edition, Fairchild Publications, 1995
2. Castelino, M. Fashion Kaleidoscope, Rupa & Co. 1994.
3. Gibson, G. Vedomani, Retail Management, Jaico Publishing House, Bangalore
4. Elaine Stone, The Dynamics of Fashion, Fair Child Publication, 1999
5. Brenda Sternquist, International Retailing, Fairchild Publication, New York 30

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| 3 | Design Concept and Methodology |
| Unit I: Design Definition, Types structural design and decorative design, types of desizes – natural, stylized geometrical, and abstract. Unit II: Elements of design – line shape, colour, size & Texture, Art & Principle – Balance, Rhythm, emphasis, harmony & proportion. Unit III: Colour, colour theories, prang & Munsell, Dimensions of colour – Hue value & intensity, colour scheme and texture. Unit IV: Trimmings & Decoration – Definition and types, Figure irregularities, Wardrobe planning. Unit V: Design development and adjustment Selection of design for end uses. Reference Books: <ol style="list-style-type: none">1. Elements of fashion & apparel design2. Fashion sketch book" written & illustrated by Bina Abling, Fair child publications, New York.3. Wardrobe strategies for women" by Judith Rasband, Delmar publishers, London.4. Fundamentals of textiles and their care" susheela Dantyagi,5th edition, published by Orient Longman Ltd., New Delhi,5. Inside the fashion business" 4th edition by Jeannette A Jarnow, Morianr Guerreiro & Beatrice Judelle, Mac Millan Company, New Tork. | |
| | CREDIT-5 TOTAL HOURS:75 |

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| 4 | Organizational Behaviour | CREDIT-5 TOTAL HOURS: 75 |
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Unit I:

Nature of organizations, why organizations exist, organizational effectiveness, nature or organizational behaviour, (OB), foundations of OB, importance and shortcomings of OB, historical roots of OB, interdisciplinary focus, approaches to OB

Unit II:

Foundations of individual behaviour, personal factor, environmental factor, organizational systems and resources, psychological factors. Personality - Structure, determinants, personality traits and OB. Perception - Perceptual process, attribution, errors in perception, managing perception. Learning - how learning occurs, principles of learning. Attitudes - formation, factor, changing attitudes, job satisfaction. Value - types. Motivation - challenges, importance, content theories and process theories. Applied motivation practices - rewards, job design, socio technical systems OB model, empowerment, goal setting. Work Stress - stress model, cause, consequences, coping strategies.

Unit III:

Group and Interpersonal behaviour - group dynamics - why groups form, types, group norms, cohesiveness, decision making / styles, strategies for improving decision making teams - special types of groups, types of teams, Power and political behaviour - sources of power, effective use of power. Organisational policies, forces creating political behaviour, personality and political behaviour. Conflict - Sources and strategies to resolve conflict. Leadership - styles, contemporary developments. Interpersonal communication - essentials, networks, communication technologies, non - verbal communication, barriers, strategies to overcome barriers

Unit IV:

Organizational process Organizational design - types and their behavioural implications.

Organizational change - cause for change, why change resisted - managing change.

Organization culture - how is culture created and sustained.

Unit V:

OB - Emerging challenges, managing diversity, globalization, technology transformation, e business, promoting ethical behaviour.

Reference Books:

1. John B. Miner, Organizational Behaviour: Foundations, Theories, and Analyses
2. Brethower, Dale M, Understanding Behaviour of Organizations to Improve Behaviour in Organizations
3. Oliver E. Williamson, Organization Theory: From Chester Barnard to the Present and Beyond
4. Ronald R. Sims, Managing Organizational Behaviour
5. Peter Makin; Charles Cox, Changing Behaviour at Work: A Practical Guide

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| 5 | Textile Wet Processing Lab-I | CREDIT-2 TOTAL HOURS:30 |
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Exercise 1:

Preparation of samples for processing

Exercise 2:

Desizing

Exercise 3:

scouring

Exercise 4 :

Bleaching

Exercise 5:

Dyeing Acid basic, direct, Naphthol, Sulphur, Vat & Disperse dyes

Exercise 6:

Reactive dyes (Hot and cold).

Exercise 7:

Test of absorbency Test of shrinkage.

Reference Books:

1. Arthur Courtney Hayes, Experiments in wet processing textile fibres: A laboratory manual supplementing a comprehensive course in textile chemistry

6**History of costumes Lab****CREDIT-2****TOTAL HOURS: 30****Exercise 1:**

Costumes: beginning of costumes, origin of clothing, growth of dress, painting, cutting and other methods

Exercise 2:

Costumes of India: traditional costumes of different states of India.

Exercise 3:

Fabric Development of India: different traditional textiles and embroideries, brocades, dyed and printed textiles

Exercise 4:

Costumes: Thailand, Cambodia, Philippines, Srilanka, Indonesia, Burma, Pakistan, China, Japan

Exercise 5:

Costumes of ancient civilization

Exercise 6:

French Costumes during renaissance-Ad 1500-1600

Exercise 7:

English Textiles and Costumes- Middle Age.

Exercise 8:

American Costumes-18th-20th Century

Exercise 9:

Development of Apparel Industry through different stages.

Exercise10:

Major Trimmings and Decorations.

Reference Books:

1. A History of Fine Arts in India and the West / Edith Tomory / Orient Longman
2. Francois Boucher, 20,000 Years of Fashion the History of Costume and Personal Adornment
3. DK Fashion: The Definitive History of Costume and Style.
4. Cally Blackman, 100 Years of Fashion
5. Kyoto Costume Institute, Fashion: A History from the 18th to the 20th Century.

Prepare samples for the following

Exercise 1:

Hand embroidery – 20

Exercise 2:

stitches -10

Exercise 3:

samples

Exercise4:

Traditional embroidery -Embroidery of Kashmir

Exercise5:

Phulkari of Punjab

Exercise6:

Gujarat – Kutch embroidery,

Exercise7:

embroidery of Rajasthan

Exercise 8:

Kasuti of Karnataka

Exercise9:

Chickenwork of Lucknow

Exercise 10:

Kantha of Bengal

Exercise11:

Machine Embroidery

Exercise 12:

Samples. Smocking -3types.

Reference Books:

1. Booth J.E. Principle of textile testing, Butter Worths, London, 1983.
2. Grosicki Z.J. Watsons Advanced Textile design and colour Newness Butterworths, London, 1975.
3. Watsons Textile design and colour Newness Butterworths, London, 1975

8**Fashion Illustration & Children wear Lab****CREDIT-3****TOTAL HOURS: 45****Exercise 1:**

Designing, drafting and constructing the following garments for the features Prescribed List the measurements required and materials suitable Calculate the cost of the garment Calculate the material required-Layout method and direct measurement Method 1. Bib- Variation in outline shape

Exercise 2.

Panty-plain or plastic lined panty

Exercise 3.

Jabla- without sleeve, front open (or) Magyar sleeve, back opens

Exercise 4.

Baba suit- knicker with chest piece attached (or) Romper

Exercise 5.

A-Line petticoat- double pointed dart, neck line and arm hole finished with facing(or)petticoat with gathered waist

Exercise 6.

Summer frock- with suspenders at shoulder line, without sleeve/collars(or) Angel top with raglan sleeve, fullness at neck line

Exercise 7.

Yoke frock- yoke at chest line, with open, puff sleeve, gathered skirt9OR0 frock- with collar, without sleeve, gathered/ circular skirt at waist line(or) Princess line frock

Exercise 8.

Knicker- elastic waist, side pockets

Exercise 9.

Shirt- open collar, with pocket

Reference Books:

1. Naoki Watanabe, Contemporary Fashion Illustration Techniques
2. Anna Kiper, Fashion Illustration: Inspiration and Technique
3. Robin Schneider, Adobe for Fashion: Illustrator CS6
4. Kathryn Hagen, Fashion Illustration for Designers

SEMESTER IV

| 1 | Apparel Marketing & Management | CREDIT-5 TOTAL HOURS: 75 |
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| <p>Unit I:</p> <p>Organization of the Apparel Business: Introduction to apparel industry - organization of the apparel industry types of exporters Business concepts applied to the apparel industry - International trade.</p> <p>Unit II:</p> <p>Marketing: Functional organization of an apparel firm. Responsibilities of a marketing division - marketing objectives and Strategies - Marketing research - Types of markets: Retails and wholesale strategies for merchandise distribution- retailers - sourcing flows and practices. Marketing plan. Labelling and licensing.</p> <p>Unit III:</p> <p>Merchandising: Definition of merchandising - functions of merchandising division - Role and responsibilities of a merchandiser - different types of buyers -Communications with the buyers - awareness of current market trends – product development - line planning line presentation.</p> <p>Unit IV:</p> <p>Sourcing: Need for sourcing - sourcing materials - manufacturing resources planning - principles of MRP – Overseas sourcing - sourcing strategies. Supply chain and demand chain analysis - Materials management for quick response - JIT technology</p> <p>Unit V:</p> <p>Documentation: Order confirmation, various types of export documents, Pre-shipment Post-shipment documentation, Terms of sale, payment, shipment etc. Export incentives: Duty</p> | | |

drawback, DEPB, I / E license - exchange control regulation - foreign exchange regulation acts - export management risk - export finance. WTO / GATT / MFA - Functions and objectives, successes and failures.

Reference Books:

1. D. Sinha., - " Export Planning and Promotion ", - IIMS, Calcutta (1989).
2. Tuhin K. Nandi., - " Import - Export Finance ", - IIMS, Calcutta (1989).
3. Elaine Stone, Jean A. Samples., - "Fashion Merchandising ", McGraw Hill Book Company (1985) ISBN: 0 - 07 - 061742 - 2.
4. S. Shivaramu., - "Export Marketing - A practical guide to Exporters ", Wheeler Publishing (1996) ISBN: 81-7544-166-6.

Unit I:

Typical sequence of processes. Object and methods Singeing, Desizing, Scouring, Synthetic Fiber Heat setting, Wool carbonizing, Weighting of silk. Wet processing equipment – kier – J box – pad roll – U box – Roller bed – Conveyor steamer – stenter.

Unit II:

Mercerization – Theory process - Methods – Chemicals – effects. Bleaching – Hypo chlorites – Hydrogen peroxide – sodium chlorite. Equipments and chemicals for bleaching of cotton, viscose, cotton/ viscose Polyester/ cotton. Evaluation of bleached fabric – whiteness – absorbency – chemical damage - residues.

Unit III:

Dyeing – Classification of colorants – fastness properties of dyes Dyeing – classification of colorants – fastness properties of dyes. Dyeing machines – fiber, yarn and fabric dyeing machines – loose stock fiber bale – hank package – jigger – winch – HT Beam jet – padding mangles. Garment dyeing machines.

Unit IV:

Printing styles of printing – direct – discharge – resist styles. Methods of printing – screen printing – automatic screen printing – roller printing – rotary printing – transfer printing. Fixation and after treatment.

Unit V:

Wet processing of Knitted fabric – scouring – Bleaching dyeing – printing calendaring. Shrink controlling - steaming. Wet processing of polyester, Nylon, silk, wool and their blends.

Reference Books:

1. Elliot B Grover, Dame S Hamby, Handbook of textile testing and quality control
2. JE Booth, Principles of Textile Testing
3. P Angappan, R Gopalakrishnan, Textile Testing
4. Handbook of Textile Testing and Quality Control by Grover and Hamby

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| 3 | Textile Wet processing-II | CREDIT-5 TOTAL HOURS:75 |
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Unit I:

Typical sequence of processes. Object and methods Singeing, Desizing, Scouring, Synthetic Fiber Heat setting, Wool carbonizing, Weighting of silk. Wet processing equipment – kier – J box – pad roll – U box – Roller bed – Conveyor steamer – stenter.

Unit II:

Mercerization – Theory process - Methods – Chemicals – effects. Bleaching – Hypo chlorites – Hydrogen peroxide – sodium chlorite. Equipments and chemicals for bleaching of cotton, viscose, cotton/ viscose Polyester/ cotton. Evaluation of bleached fabric – whiteness – absorbency – chemical damage - residues.

Unit III:

Dyeing – Classification of colorants – fastness properties of dyes Dyeing – classification of colorants – fastness properties of dyes. Dyeing machines – fibre, yarn and fabric dyeing machines – loose stock fibre bale – hank package – jigger – winch – HT Beam jet – padding mangles. Garment dyeing machines.

Unit IV:

Printing styles of printing – direct – discharge – resist styles. Methods of printing – screen printing – automatic screen printing – roller printing – rotary printing – transfer printing. Fixation and after treatment.

Unit V:

Wet processing of Knitted fabric – scouring – Bleaching dyeing – printing calendaring. Shrink controlling - steaming. Wet processing of polyester, Nylon, silk, wool and their blends.

Reference Books:

1. Amran Hossain Eron, Dyeing and Chemical Technology of Textile Fibers.
2. NIIR Board of Consultants & Engineers, The Complete Technology Book on Textile Spinning, Weaving, Finishing and Printing

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|---|--|------------------------------------|
| 4 | Computer Application in Garments Industry | CREDIT-5 TOTAL HOURS:75 |
| <p>Unit I:</p> <p>Classification of computers, computer generations, computer specification, organization of computer sections .Types of storage devices (primary and secondary), input devices, output devices.</p> <p>Unit II:</p> <p>Role of computers in fashion industry – Information flow – CAD, CAM, CIM, CAA, PDC – Definition and functions. Computers in production planning and production scheduling, computerized colour matching system.</p> <p>Unit III:</p> <p>CAD in designing Textile designing – Weaving, Knitting and printing. Creating embroidery designs. Garment designing – 2D and 3D forms.</p> <p>Unit IV:</p> <p>CAD in pattern making and grading – system description – information flow – process involved in pattern making, process involved in pattern grading.</p> <p>Unit V:</p> <p>Computer application in fabric defect checking, laying / spreading, cutting marker planning, labelling – parts and functions. Computerized sewing machines.</p> <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Jinlian Hu, Computer Technology for Textiles and Apparel 2. R Sheela John, Dr S Amsamani, Computers in the Garment Industry 3. Ellen Rosen, Making Sweatshops: The Globalization of the U.S. Apparel Industry | | |

5

Textile Testing Lab

CREDIT-2

TOTAL HOURS:30

Testing of the fabrics

Exercise1:

Yarn count testing

Exercise 2:

Yarn twist testing

Exercise 3:

Satin

Exercise 4:

Stiffness testing

Exercise 5:

Abrasion resistance testing

Exercise 6:

Crease recovery testing

Exercise 7:

Crimp testing

Exercise 8:

Shrinkage testing

Exercise 9

Crease recovery testing

Reference Books:

1. Elliot Brown Grover, Dame Scott Hamby, Handbook of textile testing and quality control
2. Textiles: Performance Tests and Evaluations; Textile Testing Laboratory Manual
3. John E. Booth, Principles of textile testing: an introduction to physical methods of testing textile fibres, yarns, and fabrics
4. K. Amutha, A Practical Guide to Textile Testing

6

E-Designing Lab-II

CREDIT- 2
TOTAL HOURS:30

Designing in Corel Draw.

Exercise 1:

Creating motifs / small designs

Exercise 2:

Creating logos for branded companies

Exercise 3:

Creating labels ;Name label, Size label, Care label

Exercise 4:

Creating text effects in CorelDraw

Exercise 5:

Creating 3D animation in CorelDraw

Exercise 6:

Designing visiting cards, posters and greeting cards.

Exercise 7:

Drawing fashion silhouettes in CorelDraw

Exercise 8:

Designing Children's garments; Jabla, A-line frock, Baba suit

Exercise 9:

Designing Women's garments; Middi and top, Salwarkameez, Nightie

Exercise 10:

Designing Men's garments; S.B.Vest, T-Shirt, Kurta pyjama

Reference Books:

7**Pattern making ,Garments construction,
Children's wear****CREDIT- 2
TOTAL HOURS:30**

Designing, drafting and constructing the following garments for the features Prescribed- List the measurements required and materials suitable- Calculate the cost of the garment - Calculate the material required-Layout Method and Direct Measurement Method.

Exercise 1:

Bib- Variation in outline shape

Exercise 2:

Panty-plain or plastic lined panty

Exercise 3:

Jabla- without sleeve, front open (or) Magyar sleeve, back opens

Exercise 4:

Baba suit- knicker with chest piece attached (or) Romper

Exercise 5:

A-Line petticoat- double pointed dart, neck line and arm hole finished with facing(or)petticoat with gathered waist

Exercise 6:

Summer frock- with suspenders at shoulder line, without sleeve/collars(or) Angel top with raglan sleeve, fullness at neck line

Exercise 7:

Yoke frock- yoke at chest line, with open, puff sleeve, gathered skirt9OR0 frock- with collar, without sleeve, gathered/ circular skirt at waist line(or) Princess line frock

Exercise 8:

Knicker- elastic waist, side pockets

Exercise 9:

Shirt- open collar, with pocket.

Reference Books:

1. Peg Couch, *Garment Construction: A Complete Course on Designing and Making Clothing for Fit and Fashion (Illustrated Guide to Sewing)*
2. Sarah Veblen, *The Complete Photo Guide to Perfect Fitting*
3. Alison Smith, *The Sewing Book (Dk)*

Exercise 1:

Weave-Creation of various weaves, Creation of various stripes, checks, plaids, dobby designs, Application of colours, Weave insertion ,Weave association, Fabric simulation

Exercise 2:

Design and Repeat- Creation of designs, Tracing of designs, Repeat setting, Changing of repeat, Application of colours.

Exercise 3:

Jacquard-Creation of designs, Tracing of designs, Repeat setting, Application of colours, Application of weaves, Fabric simulation

Exercise 4:

Knit-Creation of designs, Tracing of designs, Repeat setting, Application of stitches, Gauge setting, Fabric Simulation

Reference Books:

1. Dr. G. S. Suresh, Computer Aided Design Laboratory.

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| 9 | Value Education | CREDIT-3 TOTAL HOURS: 45 |
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Unit I:

Values-Meaning, Nature and their importance. Relation between needs and values hierarchy of values, place of values in character development and education.

Unit II:

Awareness of one's self-Definition of self, assessing one's self. Self-Management – self-discipline, Ambition, self-confidence, Determination, Motivation, Self-control, Self-satisfaction. Personal values –Humility and simplicity, Sympathy and empathy, Honesty and commitment. Life-skills for individual and social living. Behavioural values- Good manners at home and outside, openness through word and action. Role of religious values, Religious tolerance, Truthfulness to self and others. Leadership as a life skill, Leadership in other Life skill, Interpersonal and intrapersonal skills.

Unit III:

Intervention strategies of value education and assessment of value pattern. Krathwohls Taxonomy of Education: Objective selection of value as recommended by NCERT, National Policy on Education and constitution of India. Models of Value education, rationale Building Model –The consideration Model –Value analysis model –Value clarification model-Social Action Model-Jurisprudential Enquiry Model, Role Playing model, Cognitive Moral Development Model, and value Discussion Model.

Unit IV:

Understanding family life-Definition of family, Family life in the context of rapidly changing society. Organising family life- Responsibility, Mutual respect, Sharing and caring, Accommodation and adjustment, individual interests. Family interests. Providing continuity in traditional values-Traditional norms and family norms changing values-joint families Vs.

Nuclear families, Family responsibilities in the changing societal and living standards. Learning to live together –Definition of society, Units of society-Community living social awareness, Equity, Equality and brotherhood. Challenging the diversities –Value differences, Sex and gender related issues, Differences of opinions, tolerance, Conflicts, Avoidance of conflicts Dialogue, Conflicion resolution, and Social responsibility.

Unit V:

Professional values, National and International values, Planning and organizing for transition in the changing work culture-Definition of profession, Vocation and career, Professional values and ethics, Professional Competence, devotion and confidence, professional efficiency, Accountability and Responsibility. Transition in the world of work- Learning as a dynamic process in the world of work-Awareness of the changing career options, Understanding the work culture, Willingness to change, team Spirit. Knowledge of Indian Constitution –Basic values of citizens. Global village –Global values, values of health and health care population and environmental issues, Aggression and violence, Deviance, Discrimination, Drugs, Racial and ethnic relations.

Reference Books:

1. Beyer, B.K. (1971) - Inquiry in the Social Studies Class-room, a strategy for teaching, Columbus, Ohio, Charles E. Merrill Publishing.
2. Beyer, B.K. and Penna, AX (1971) - Concepts in Social Studies,, Washington, D.C., National Council for the Social Studies.
3. Bower, William C. (1952) - Moral and Spiritual Values in Education, Lexigton, university of Kentucky Press.
4. Budhanda Swami (1983) How to Build Character A Primer : Ramakrishna Mission, New Delhi.

SEMESTER V

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|--|------------------------------|------------------------------------|
| 1 | Garment Clothing care | CREDIT-5 TOTAL HOURS:75 |
| <p>UnitI:</p> <p>Water- hard and soft water, methods of softening water. Laundry soaps – Manufacture of soap (Hot process , cold process), composition of soap, types of soap, soap less detergents, chemical action , detergent manufacture , advantages of detergents</p> <p>UnitII:</p> <p>Finishes – Stiffening Agents – Starch (cold water and hot water), Other stiffening agents, preparation of starch. Laundry blues, their application.</p> <p>UnitIII:</p> <p>Laundry equipment – for storage, for steeping and Washing – Wash board, suction washer, wash boiler, washing machine. Drying equipment’s – outdoor and indoor types. Irons and ironing board – types of iron (box, flat, automatic, steam iron). Ironing board – different types.</p> <p>UnitIV:</p> <p>Principles of washing – suction washing, washing by kneading and squeezing, washing by machine - Process details and machine details. Laundering of different fabrics – cotton and linen, woollens, coloured fabrics, silks, rayon and nylon.</p> <p>UnitV:</p> <p>Special types of Laundry – water proof coats, silk ties, leather goods, furs, plastics, lace. Dry cleaning – using absorbents, using grease solvents. Storing – points to be noted. Stain removal – food stains, lead pencil, lipstick, mildew, nose drops, paint, perfume, perspiration / mildew, tar, turmeric and kum- kum. Care labels – washing, bleaching, Drying, ironing and different placements of label in garments.</p> | | |

Reference Books:

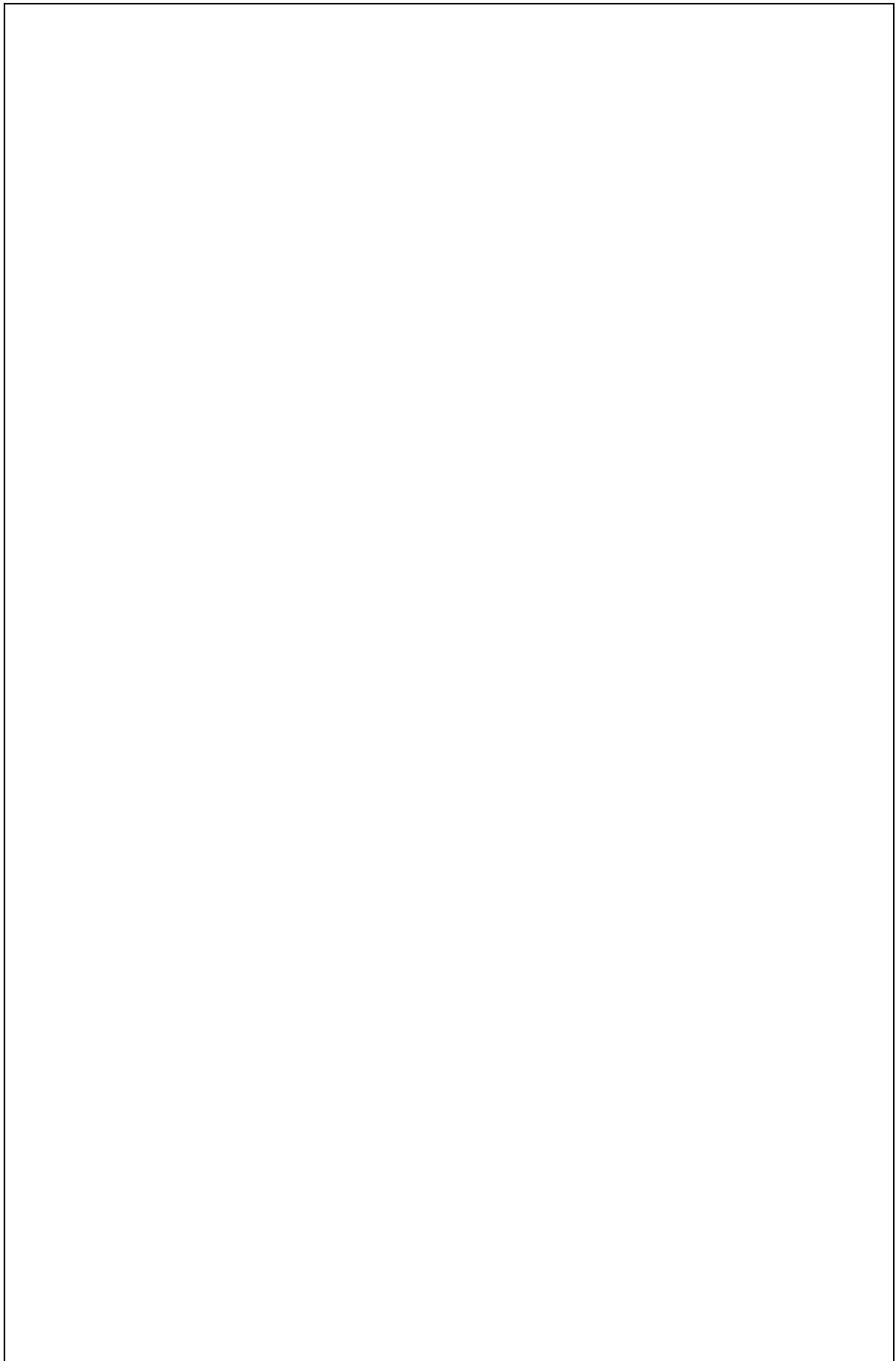
1. Singer Sewing, Clothing Care and Repair (Singer Sewing Reference Library)
2. Incorporated The Editors of Cy De Cosse, The Perfect Fit
3. Sewing Pants That Fit

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| 2 | Apparel Quality Management | CREDIT- 5 TOTAL HOURS:75 |
| <p>Unit I :</p> <p>Meaning of quality, testing and standard and their importance in apparel industry – Quality terminologies – Sources of international standards. Quality Parameters of yarn: Yarn evenness & hairiness and their effect on fabric quality. Quality parameters of fabric: Brief study of fabric pilling resistance, bursting strength, colour fastness and dimensional stability. Testing of sewing threads, zippers, fusible interlinings, buttons and fasteners.</p> <p>Unit II:</p> <p>Inspection: Incoming and raw material inspection: Fabric inspection – 4-point system. In process/ on-line inspection: Advantages – On line inspection during spreading, pattern making, cutting, sewing and ironing. Final inspection: Sampling plans and AQL charts – Level of final inspection. Packing & packaging quality tests. Care labelling and international care symbols.</p> <p>Unit III:</p> <p>Principles of TQM – Deming’s PDCA Cycle - KAIZAN concepts – 5, S “ applications in apparel industry. Application of seven QC tools in apparel industry.</p> <p>Unit IV:</p> <p>Understanding of ISO 9001:2000 standards: QMS, management responsibility, resource management, product realization and measurement analysis & improvement – Various documents required for ISO 9001:2000 implementation and its contents – Development of quality system manual for garment industry.</p> <p>Unit V:</p> | | |

Documented procedures required for ISO 9001:2000 implementation – Procedures for internal quality audit – Management review meeting – Certification process – Surveillance audit.

Reference Books:

1. Paula J. Myers-Mc Devitt, Apparel Production Management and the Technical Package
2. Ruth E. Glock & Grace I. Kunz, Apparel Manufacturing: Sewn Product Analysis, 4th Edition



3**Visual Merchandising****CREDIT-5****TOTAL HOURS :75****Unit I:**

Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, The common challenges, Ways to overcome the visual merchandising challenges

Unit II:

The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off, Role of a merchandiser, Other Atmospherics in Merchandising, Colour scheme, Lighting

Unit III:

Store Management in Merchandising: Introduction, Objectives, Types of Stores, Location of a Store, Types of retail locations, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store Space Allocation, Heads of space allocation in a store, Managing Customer Navigation in a Store, General Rules of Customer Traffic in a Store, The Loop for Guiding the Shoppers through a Store

Unit IV:

Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays,

Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Planogramming .

Unit V:

Store Image & Security: Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues

Unit VI:

Managing Communication for a Retail Store Offering: Introduction, Objectives, Marketing Communication, and Thematic Communication, Methods of Communication, Graphics, and Signage.

Reference Books:

1. Swati Bhalla & AnuraagSingha , Visual Merchandising
2. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
3. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

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|---|---|------------------------------------|
| 4 | Apparel Costing and Export Documentation | CREDIT-5 TOTAL HOURS:75 |
| <p>Unit I :</p> <p>Cost estimation of yarn, knitted fabric, dyeing, printing & finishing. Cost estimation for cutting, stitching, checking, forwarding, shipping and insurance –INCO terms & their relationship with costing. Estimation of factory cost for vest, briefs, shorts, T-Shirts, pyjamas, children’s wear and women’s wear. Various factors to be considered in costing for domestic products & international products.</p> <p>Unit II:</p> <p>Introduction – Apparel Export Promotion Council and its role – Registration formalities – Registration cum membership certificate – Import Export code – RBI code. Benefits and incentives offered by Government of India to garment export. Role of SEZ and apparel parks in export.</p> <p>Unit III:</p> <p>Need, rationale and types of documents relating to goods – Invoice – Packing note and list – Certificate of origin – Certificates related to shipment – Mate receipt – Shipping bill – Certificate of measurement – Bill of lading – Air way bill – Documents related to payment – Letter of credit – Bill of exchange – Letter of hypothecation – Bank certificate for payment – Document related to inspection – Certificate of inspection – GSP and other forms. Importance of insurance of goods in foreign trade – ECGC and its role.</p> <p>Unit IV:</p> <p>Import license – Procedure for import license – Import trade control regulation procedure – Special schemes – Replenishment license – Advance license – Split up license – Spares for after sales service license – Code number – Bill of entry.</p> | | |

Unit V:

Pre shipment inspection and quality control – Foreign exchange formalities – Pre shipment documents. Shipment of goods and port procedures – Customs clearance.

Reference Books:

| | | |
|---|---|------------------------------------|
| 5 | Pattern Making ,Garment Construction, Adult wear | CREDIT-5 TOTAL HOURS:75 |
| <p>Designing, drafting and constructing the following garments for the features prescribed - List the Measurements required and Materials suitable - Calculate the cost of the garment Calculate the material required – Layout Method and Direct Measurements Method.</p> <p>Exercise 1:</p> <p>Saree, Petticoat- Six Panel , Decorated bottom.</p> <p>Exercise 2:</p> <p>Skirts – Circular/umbrella/panel with style variations.</p> <p>Exercise 3:</p> <p>Blouse- front open, Fashioned neck, Waist band at front , with sleeve.</p> <p>Exercise 4:</p> <p>Salwar (or) Churidhar (or) Parallels (or) Bell Bottom</p> <p>Exercise 5 :</p> <p>Kameez – with /without slit, with or without flare, with /without opening, with or without panels, with /without yoke.</p> <p>Exercise 6:</p> <p>Nightie –With yoke, front open, with sleeve, full length.</p> <p>Exercise 7:</p> <p>Ladies pant- waist band, zip attached, tight fitting / parallel pants.</p> <p>Exercise 8:</p> <p>Short kurta / top – Decorative / surface design in tailored placket, with or without collar.</p> <p>Exercise 9:</p> <p>S.B. Vest – with/ without collar, button attached, sleeveless</p> <p>Exercise 10:</p> | | |

Full sleeve shirt – full open, shirt collar, patch pocket, full sleeve with cuff

Exercise 11:

Kalidharkurtha – kali piece, side pocket, round neck, half open

Exercise 12:

Pyjama- Elastic /Tape attached waist.

Exercise 13:

Pleated trousers – pleats in front, Darts at back, side pocket, fly with button /zip. Exercise 6. T-

Shirt –open collar, zip attached

Exercise 7:

Bermuda's –patch pocket

6**Design Collections Lab****CREDIT-5****TOTAL HOURS :75****Exercise1:**

Students will develop a Collection on any one of the following categories.

- Women's
- Kid's
- Men's –

Each collection will incorporate supporting design process as follows, -

Exercise2:

Mood board

Exercise3:

Story board

Exercise4:

Fabric development

Exercise5:

Design development

Exercise6:

Range development

Exercise7:

Final collection

Exercise8:

Flats and specifications

Exercise9:

Cost sheet.

Exercise 1:

Application of colour harmony in Design

Monochromatic colour harmony - Analogous colour harmony - Complementary colour harmony
- Double Complementary colour harmony - Split complementary colour harmony Triad colour
harmony - Tetrad colour harmony - Neutral colour harmony.

Exercise 2:

Applications of Principles of design in dress design.

Balance –Formal and informal - Rhythm – by line movement, gradation, repetition. Emphasis-
Proportion - Harmony

Exercise 3:

Design Garments for the following.

Party Wear – Women, Men, Children. Sports Wear- Tennis - Basketball/football (men and
Women), Golf, any other - Fashion show – Children, men and women -Winter Wear - Children,
men and women - Summer Wear - Children, men and women - Spring Wear - Children, men
and women - School uniforms – Preschool , school, higher secondary and college going students-
boys and girls.

Exercise 4 :

Prepare pattern for the following.

Bib-Jabla- Knicker

Exercise 5:

Grade the following patterns.

Bodice front - Bodice back

8

Fashion Draping Lab

**CREDIT-3
TOTAL HOURS:45**

LIST OF EXPERIMENTS

1. Development of the basic Blocks for Men's and Women (top and bottom)
2. Pattern for Men's Formal shirt
3. Pattern for Men's formal trouser (pleats and Flange)
4. Pattern for Women's Tops (application of Dart manipulation principle)
5. Pattern for Women's Bottoms (skirts, pants – Added fullness techniques Gatherings and pleats)
6. Patterns for children's dresses (principles of contouring applied)
7. Patterns for Dungaree and work wear 8. Patterns for Close fitting body shapes
8. Reverse pattern Engineering
9. Grading rules
10. Marker planning and optimisation

SEMESTER 6

| 1 | Retail Management | CREDIT-4 TOTAL HOURS:60 |
|---|-------------------|----------------------------|
| <p>Unit 1:</p> <p>Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.</p> <p>Unit 2:</p> <p>Understanding the Retail Consumer: Retail consumer behaviour, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume</p> <p>Unit 3:</p> <p>Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of retail strategy, Strategies for effective market segmentation, Strategies for penetration of new markets, Growth strategies and retail value chain.</p> <p>Unit 4:</p> <p>Retail Location Selection: Importance of retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location</p> <p>Reference Books:</p> <ol style="list-style-type: none">1. Barry Berman, Retail Management2. Gibson G. Vedamani, Retail Management3. U. C. Mathur, Retail Management: Text and Cases | | |

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| 2 | Event Management | CREDIT-5 TOTAL HOURS:75 |
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Unit 1:

Events, their need and management, Events and Event Management: What are events, Types of event & Event Management, Understanding Events - Events as a communication tool. Events as a marketing tool The Need : Why do we need events; Growing importance of events like, exhibitions, seminars and conventions worldwide

Unit 2:

Principles of event management planning, Creativity, Event feasibility, The competitive environment Setting realistic objectives, Taking a brief, Time lines and budgeting.

Unit 3:

Marketing Event Management, The marketing mix, Branding, Market segmentation, Pricing, Advertising and marketing the event, Promotion, Market research, International marketing

Unit 4:

Sponsorship, Core principles of sponsorship, Why companies sponsor, Elements of good sponsorship Identifying appropriate sponsors and sponsorships, Managing sponsorship relationships

Unit 5:

PR in Event Management, Creating a PR plan for your event, Press and broadcast media relations, Getting material onto TV and radio, Briefing journalists, Preparing press releases and press packs, Commissioning and briefing photographers, Maximizing publicity opportunities for your event

Reference Books:

1. Lynn Van Der Wagen, Event Management
2. Event Management: A Booming Industry and an Eventful Career

3**Home Furnishing Lab****CREDIT-3****TOTAL HOURS:45****Exercise 1:**

Introduction to home textiles, definition, types of home textiles, factors influencing selection of home textiles, recent trends in home textiles

Exercise 2:

Floor and wall coverings – definition, types of floor covering –hard, soft and resilient floor coverings and uses and care and maintenance of floor coverings .Wall covering- definition, uses, care and maintenance of wall coverings.

Exercise 3:

Door and window treatments –definition and parts of door and windows, curtains and draperies – definition and materials used for curtains and draperies .Types of Curtains –draw, tailored, pleated, café, three tier curtains. Types of Draperies – swags. Accessories- rods hook, rails, racks, curtain tape pins.

Exercise 4:

Soft furnishings for living and bed linen. Introduction to living and bedroom linens, types-sofa, sofa covers, wall hangings, cushion, cushion covers, upholsteries, bolster and bolster covers, bed sheets, covers, blankets, blanket covers, comfort and comfort covers, bed spreads, mattress and mattress covers, pillow and pillow covers, pads, uses and care.

Exercise 5:

Soft furnishings for kitchen and dining ,types of kitchen linens – kitchen towel, aprons, dish cloth, fridge, grinder and mixer covers, mittens, fridge holders –their uses and care. Types of dining- table mat, dish/pot holders, cutlery holder, fruit baskets, hand towels-uses and care. Bathroom linens – types, uses and care.

4**Project & Viva voce****CREDIT-5****TOTAL HOURS:75**

Every student will be assigned the Final Project at the end of the Fifth Semester.

The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Sixth semester. The student will make his/her final project on the subject/theme approved by the Director of the Institute/HOD in the fifth semester.

The Project Reports (induplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.

The Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners separately from out of 50 marks each.

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| 5 | Internship | CREDIT-6 TOTAL HOURS: |
| <ul style="list-style-type: none">• Students will be asked to go for 3 days in week internship training during final semester• Students will be given a case study during the internship and they have to submit a report thereon at the end of the semester, on dates announced by the institute/department. The guidelines for training will be provided by the institute/department.• A team consisting of Internal & External experts will evaluate the Record and conduct the Viva Voce at the end of the Final Semester. | | |