

BHARATHIAR UNIVERSITY, COIMBATORE.
M. Sc. COSTUME DESIGN AND FASHION
(Affiliated Colleges)
(Effective from the academic Year 2011-2012)
SCHEME OF EXAMINATIONS – CBCS PATTERN

Sem.	Study Components	Course title	Ins. hrs/ week	Exam				Credit
				Dur.Hrs	CIA	Marks	Total Marks	
I	Paper I	Research Methodology and Statistics	7	3	25	75	100	4
	Paper II	Costumes and Textiles of the World	5	3	25	75	100	4
	Paper III	Indian Textile Industry	5	3	25	75	100	4
	Practical I	Fashion Illustrations	4	3	40	60	100	4
	Practical II	Draping for Fashion Design	5	3	40	60	100	4
	Elect	Paper I	4	3	25	75	100	4
II	Paper IV	Fashion Merchandising	5	3	25	75	100	4
	Paper V	Apparel Quality Standard and Implementation	6	3	25	75	100	4
	Practical -III	Designs with Prints	5	4	40	60	100	4
	Practical – IV	CAD in fashion Designing	5	3	40	60	100	4
	Practical V	Advanced Garment Construction	6	4	40	60	100	4
	Elect.	Paper II	3	3	-	-	100*	4
III	Paper VII	International Trade and Documentation	5	3	25	75	100	4
	Paper VIII	Technical Textiles	5	3	25	75	100	4
	Paper IX	Textile Testing	4	3	25	75	100	4
	Practical VI	Textile Testing	3	3	40	60	100	4
	Practical VII	CAD in Pattern Making	5	3	40	60	100	4
	Practical VIII	Ornaments and Accessories	4	3	40	60	100	4
	Elect.	Paper III	4	3	25	75	100	4
IV	Project work & Viva voce		\$	-	-	-	250	10
	Elect.	Paper IV	4	3	-	-	100*	4
		Total					2250	90

* Includes 25/40% continuous internal assessment marks for theory and practical papers respectively.

\$ - 2 hours / candidate/week. For Project report - 80%; Viva-voce - 20%

***Project guidelines:**

Each candidate must present his/her work carried out in three review meetings. Each review meeting will carry 50 marks (total 150 marks)

Dissertation details - 50 marks; No. of pages – 80 to 100; Minimum no. of book reference-30 & Journal-30.

List of Group Elective papers (Colleges can choose any one of the Group papers as electives)

	GROUP A	GROUP B	GROUP C
Paper I/ Sem I	Visual Merchandising	Entrepreneurship Development	Textile Economics
Paper II/Sem II	Garment Care & Labeling-Practical	Beauty Care Practical I	Textile Chemistry
Paper III/Sem III	Home Textiles	Business Organization & Office Management	Principles of Costing
Paper IV/Sem IV	Home Textiles-Practical	Beauty Care Practical II	Computer Applications in Business

SEMESTER –I
PAPER -I
RESEARCH METHODOLOGY AND STATISTICS

UNIT -I

Meaning of Research - Types of Research - Significance of Research - Research Process. Defining, the Research Problem - Sources, Identification, Selection and Statement, Review of related literature

UNIT-II

Research Design - Meaning, Different research designs, Basic Principles of experimental designs. Developing a Research Plan.

Sampling: Census and sample survey, Steps in sampling design, criteria for selecting a sampling. Procedure, characteristics of a good sample design, different types of sample designs.

UNIT - III

Methods of Data collection - observation, Questionnaire, Interview

Data processing and analysis, - Collection, classification, tabulation, Graphical, representation. and data analysis. .

UNIT-IV

Meaning and scope of statistics Role of statistics in research, measures of central tendency and dispersion, Co-relation,

Co-efficient of Co-relation and its Interpretation, rank Co-relation, regression equation and predictions.. .

UNIT- V

Elements of testing of a statistical hypothesis, formulation of the problem. Definition of type -I and type-II errors, Levels of significance large sample test for proportions. Difference in proportions for means and difference in means.

Application of students test for small samples for single mean, difference in means- test for equality of variance. Non - parametric test, Application of Chi-square test, ANOVA test.

REFERENCE:

1. Introduction to Research in Education, Ary, Hort Reinhart (1982)
2. Research in Education, Best J N, Prentice Hall, Delhi (1979)
3. An Introduction to Statistical Methods, S P Gupta, Vikas Publishing House, New Delhi.
4. Research Methodology, C R Kothari, Published by K K Gupta for New Age International (P) Ltd, New Delhi
5. Statistics, Voll &2, G A Zeaf Textile Institute Manchestor

SEMESTER -I
PAPER -II
COSTUMES AND TEXTILES OF THE WORLD

UNIT I

America -Inuits and Aleuts, American Indians of the southwest, American Indians of Plains and northwest, Amish costumes, Guatemala, Mexico, Colombia, Peru and Bolivia, Chile and Brazil.

UNIT II

European countries - Egypt, Greece, Roman, Norway, Sweden , Denmark, Scotland, Austria, Switzerland, Hungary, Poland, Ukraine

UNIT III

Far Eastern Countries - Mongolia, China, , Japan, North and South Korea, SriLanka, Pakistan, Burma, Thailand, Philippines

UNIT IV

Africa- Costumes of North, East, West and South.

UNIT V

Middle East Countries Turkey and Iran, Costumes of Arab Peninsula.

REFERENCES:

1. Costumes of Indian and Pakistan, Das S N, D B TaraporevaIa Sons & Co, Bombay (1958)
2. Historic Costume, Chas A, 'Bernard and Co, illinois (1961)
3. Costume through the Ages, Laver, JamesSimon and Schuster, New York (1968).
4. Costumes throughout the Ages, Eoan C C, J B Limancott
5. The History of Costume; Kemper, Rachel H

SEMESTER –I
PAPER-III
INDIAN TEXTILE INDUSTRY

UNIT I

Origin, Growth and Development of Indian Textile Industry - Cotton, Wool, Silk, Rayon, Man-Made Textiles, Ready made garments

UNIT II

Five year plans for the textile Industry - Recent plan and previous 5 Five year plans Organisations related to the Textile and clothing Industry

Concept of GATT, MFA, WTO, AIC, Globalization

UNIT III

Technological developments in Fibre Industry, Significance and uses.

Technological developments in Yam Industry, significance and uses.

UNIT - IV

Technological developments in Fabric Industry -woven, significance and uses

Technological developments in Fabric Industry - knitting, significance and uses

Technological developments in Garment Industry, significance and uses

UNIT V

Technological developments in Printing and Dyeing Industry, significance and uses Technological developments in Processing Industry, significance and uses

REFERENCES:

1. Textiles - Fiber to fabric, Bernard P Corbman, 6th edition, Mc Graw Hill Book Co, Singapore
2. Fabric forming systems, Peter Schwartz, Trevor Rhodes, Mansour Mohammed, Noyes' Publications, New Jersey, USA(1996)
3. Fabric Care, Normia D'Souza, New Age International Pvt Ltd, New Delhi Journals:
4. Indian Textile Journal- Business Press P. Ltd, Maker Tower B-18 floor, Cuffparade, Mumbai - 400 009
5. Indian Cotton Mills Federation - ICM - Textile Centre 34 P-d, Mello Road, Mumbai 400 009
6. Indian Silk, Central Silk Board, Ministry of Textiles, M G Road, Bangalore - 560 001.
7. Man-made Textiles in India - SASMIRA, Sasmira marg, Worli, Mumbai
8. Textile Magazine, Magazine House, 710 Mount Road, Chennai
9. Textile trends, East land Publications Pvt Ltd, 44 Chittranjan Avenue, Calcutta-12.
10. Handloom Export Promotion Council 622 Mount Road Chennai
11. Garments India, Garment India Press, 53 South West Road, Chennai-17
12. Indian Jute Bulletin-Indian Regional office, 4K S Pay road, Calcutta -1
13. Hosiery and Textile Journal-International Magazine Home-164 Modi Street, Fort, Mumbai-1.
14. Textile Highlights, 396, Veerasavarkar marg, Poabhadevi, Mumbai-25
15. Clothing News Bulletin, Clothing Manufacturers Association of India House, Mumbai-26
16. The Textile Institute and Industry, 10 Back Brance. Street, Manchester

**SEMESTER –I PRACTICAL –I
FASHION ILLUSTRATIONS**

Prepare the following Illustrations

1. Different Types of Lines in a Garment: Illustrate the line effects in the same silhouette - any 5 types
2. Creating Checked effects in a garment - one colour and more than one colour
3. Creating Printed effects in a garment - one colour and more than one colour
4. Drawing from Photographs - any 2 garment designs
5. Portfolio Presentation - with theme Board, Mood Board, Flat Sketches, Fabric swatches, Accessory samples - for the following collection
 - Fashion Show - with a theme - 10 garments
 - Winter collection - 10 garments
 - Summer Collection -10 garments
 - School Uniform - 10 garments

**SEMESTER -I
PRACTICAL -II DRAPING FOR FASHION DESIGN**

UNIT I

Basics of Draping
Basic Bodice – Front
Basic Bodice – Back
Basic Skirt
Dart Variations
Pleats, Dart Tucks and Gathers
Neckline variations
Armhole Variations
Waistline Variations

UNIT II

Skirt-any two
Flared skirt
Gore skirt
Pleated skirt
Hip yoke skirt
The princess waist

UNIT III

Collars - any two
Mandarin Collar
Band Collar
Convertible collar
Peter pan collar
Yokes – any two
Hip yoke, Shirt Yoke, Midriff Yoke

UNIT IV

Create anyone of the following garment for a girl child

Yoke frock

Baba suit - with bib

Middi and middi top

Create anyone of the following garment for a boy child

T-shirt and shorts

Kurta and Pyjama

¾ pants and Tops

UNIT V

Create anyone of the following for an teenagers

Full Gown

Salwar Kameez

Lachaas - Flowing skirt and short tops

Middi and Tops

REFERENCES:

Draping For Fashion Design, Hilde Jaffe , Nurie Relis.

Dress Design - Draping and Flat Pattern, Hill House M S, Houghton Mifflin Co, London, USA .

The Theory of Fashion Design, Brockman, Magritha, John Wiley Sons, New York.

Design through Draping, Sheldon, Marhta, Burgers Publishing company, Minneapolis, USA.

Modern Pattern Design, Popin, Harriet, Funk and Wagnalls, New York and London

SEMESTER –II
PAPER -IV
FASHION MERCHANDISING

UNIT I

Introduction to Merchandising, Understanding fashion Merchandising, Requirements of a merchandiser, Responsibilities of a merchandiser Fashion merchandising terminology, Role of Merchandiser

UNIT II

Types of Merchandising - Export House – manufacturer Exporter-Merchant exporter - Buying house- Buying Agency –Types of Buying agency
Selection of Buyer's & Buying Agency, Functions of merchandiser in an Export house, buying house and buying agency

UNIT III

Pre-buying Activity, Fabric types, properties and Behavior, selection of Fabric, Garment Construction, Quality requirements; quality problems, Merchandiser's role after production, Delivery date extension, transport delays - Natural calamities, Importance of LC amendments

UNIT IV

Importance of costing in textile industry-elements of costing, fabric construction/Gsm calculation, patterning vs. costing, fabric consumption calculation, fabric costing- woven and knits, value added materials in garments, Garment costing-men's style, ladies style, childrens style, shipping charges, trial costing

UNIT V

Marketing analysis - Advertising and Media Planning, Fashion shows and other events, Industry tour and Project. Surveys and organizing of exhibitions

REFERENCES:

1. Fashion Design and Product Development, Harold Carr and John Pomeroy, Black well Science Inc, Cambridge (1992)
2. Fashion marketing, Mike Basey, Oxford University press, Wynford Drive, Don Mills, Ontario (1995) . .
3. Introduction to Fashion, Patrick John, B T Batsford Ltd, Ireland, Fullham road, London (1992).
4. Fashion From Concepts to Consumer, Stephens Frings, Prentice Hall, 7th Edition 2002.
5. Marketing Management, Philip Kotler, Prentice Hall, 7th Edition 1996

SEMESTER -II
PAPER-V
APPAREL QUALITY STANDARDS AND IMPLEMENTATION

UNIT I

Introduction to quality standards, importance, benefits, levels and sources of quality, standards, British standards & ISO Standards for the Apparel Industry, ISO 9000 & 14000 standards, Total quality Management systems, Co Labeling & OKO Tex 100 standards. .

UNIT II

Sensitizing dye stuffs, allergic dyes, carcinogenic amines, red-listed as per Eco specifications, Eco management of textile and apparel industry, Global Scenario, Eco mark & Environment friendly textiles.

Garment defects.- cutting defects, sewing defects, assembly defects, pressing, finishing and packaging defects ..

UNIT III

Eco specification & restrictions in apparels and textiles - dry cleaning using ozone. depleting chemicals, PH values, formaldehyde contents, heavy metal contents, Pesticides and herbicides, azo dye stuffs, Nickel,. Pentachlorol phenols, color fastness, brighteners, softening agents etc.,.

UNIT IV

Starting a quality control program, implementation of quality systems in production line, product specifications and analysis using analytical tools. Quality management through Inspection, testing and sewing quality tools

UNIT V

Quality costs and customer returns; inspection procedures, AQL and quality control

REFERENCES:

1. Managing quality in apparel industry, Pradeep V Mehta, NIFT Publications
2. An Introduction to quality control for the apparel industry, Mehta P V, Marcel Dekker
3. Physical testing and quality control, Vo123, No. 1/2/3 textile Institute (1993)
4. Textile Testing, John Skinkle, Brooklyn Publication, New York .
5. Textile Testing, P. Angappan & Gopala Krishnan, JK. Publications

**SEMESTER II
PRACTICALS III
DESIGN WITH PRINTS**

Design and construct a garment with Tie and Dye Print
Design and construct a garment with Batik Print
Design and construct a garment with Stencil Print
Design and construct a garment with Block Print
Design and construct a garment with Screen Print
Design and construct a garment with Fabric Painting

Pattern Making - Draping or Drafting

For Examination - Prepare the Printed sample and present the garment silhouette in the form of Illustration .

**SEMESTER II
Practical IV
CAD in Fashion Designing**

Design a collection with a theme

5 collections with 10 designs

Portfolio Preparation

5 portfolios with Mood board, Story board, Specification sheet, Fashion sketch, Flat sketch

Create garment designs with special effects

Screen print

Batik

Tie and dye

Block print

Checked fabrics

Striped fabric

**SEMESTER II
PRACTICAL V
ADVANCED GARMENT CONSTRUCTION**

1. Design and construct Children's garment of recent fashion- any 2 styles
2. Design and construct Women's garment of recent fashion- any 2 styles
3. Design and construct Men's garment of recent fashion- any 2 styles
4. Design and construct garment for a Party wear
5. Design and construct garment for a Fashion Show based on a theme

Method of Pattern Making - Draping or Drafting method

Develop Portfolio for all the garments

SEMESTER III - PAPER VII
INTERNATIONAL TRADE AND DOCUMENTATION
SEMESTER III

Unit I

Need for international Trade – Features – Advantages – Problems of foreign trade

Unit II

International trade documents – Regulatory frame work – Foreign trade documents – Regulatory & Commercial documents - Letter of credit – Contract terms and export documents.

Unit III

Export procedures – getting established as an exporter – entering into export contract – Execution - post shipment procedures – Export promotion measures – Incentive and facilities to exporters.

Unit IV

Import procedures - Import process – Customs clearance for imports – role of custom and exercise in international trade.

Unit V

Recent developments in foreign trade – WTO - globalization – EXI M policy – regional trade agreements – current trends in international trade.

Reference:

1. International Trade and Export Management (2008) Francis Cherunilam, Himalaya publishing house – New Delhi.
2. Foreign Trade (2005) Jeevanandam.C, Sultan Chand & Sons – New Delhi.

SEMESTER III - PAPER VIII
TECHNICAL TEXTILES

UNIT I

Introduction, definition and scope of technical textiles, Application of technical textiles

UNIT II

Finishing of Technical textiles - Introduction, finishing process, Mechanical finish

UNIT III

Heat and flame protection, water proof fabrics, Geo-textiles

UNIT IV

Medical textiles, Textiles-for survival

UNIT V

Smart textiles and intelligent textiles

REFERENCES :

Hand book of Technical textiles - A R Morrocks and S C Anand, Wood head publishing ltd, England 2000

SEMESTER III
PAPER IX
TEXTILE TESTING

UNIT I

Introduction to testing - terminology of testing - selection of samples for testing standard R H and temperature for testing - measurement of moisture regain conditioning oven - Shirley moisture meter

UNIT II

Fiber testing

1. Cotton fiber length - Baer Sorter
2. Fineness - Air flow principle instruments, Sheffield micronaire
3. Maturity - Caustic Soda swelling
4. Strength - Pressley bundle strength tester, Stelometer
5. Determination of trash and lint in cotton - Shirley trash analyzer

Unit III

Yam Testing

1. Yam numbering system - conversion of count from one system to another
2. Instruments for count determination - quadrant balance, Beesley balance
3. Yam strength testing - Principles of CRT, CRL, CRE - Single strength tester, Lea strength tester
4. Yam twist - Direction of twist, twist multipliers, Twist testers - tension type, A TIRA direct type tester

5. Yam evenness - classification of variation, methods of measuring evenness – black board, ASTM Standards, Uster evenness tester, Uster Standards, Yam faults, classifications, Classimat
6. Yam hairiness and crimp testing

UNIT IV

Fabric testing

1. Fabric Particulars –length, width, crimp, weight, cover factor
2. Fabric Strength - fabric tensile strength tester, tearing strength tester, hydraulic bursting strength tester
3. Fabric Abrasion - resistance, handle, serviceability, assessment, Martindale abrasion tester
4. Fabric Pilling - I C I Pill box tester
5. Fabric drape -Measurement, Drape meter
6. Fabric Stiffness - Shirley stiffness tester
7. Fabric crease resistance and crease recovery measurements
8. Fabric permeability - Shirley air permeability tester, fabric water permeability tester, Bundersmann tester

UNIT V

Colour Fastness in Textiles - Crocking test, perspiration test, sunlight, laundering, pressing and dry cleaning aspects, whiteness index, matching cabinets, computer matching

REFERENCE:

Principles of textile Testing, Booth J E, Hoybooks, London (1970)
Technology of textile properties, Marjorie A Taylor, Forbes publications Ltd, London (1972)
Textile Testing, Angappan P and Gopalakrishnan R, SSM Institute of textile teclmology, Komara Palayam
Fiber Science, Mishra S P and Kesavan B K, SSM Institute of textile teclmology, Komara Palayam
Objective evaluation of fabrics, Styios G, John Wiley & Sons USA

SEMESTER III PRACTICAL VI TEXTILE TESTING

1. Determination of Tensile Strength of the given Fabric
2. Determination of Stiffness of the given Fabric
3. Determination of Abrasion Resistance of the given Fabric
4. Determination of Crease Recovery of the given Fabric
5. Determination of Drape of the given Fabric
6. Determination of Tensile Strength of the given Fabric
7. Determination of Bursting Strength of the given Fabric
8. Determination of Colour Fastness of the given Fabric by Crock meter
9. Determination of Color Fastness of the given Fabric by Perspirometer
10. Determination of Color Fastness of the given Fabric by Laundromete
11. Determination of Shrinkage of the given Fabric

SEMESTER III
PRACTICALS VII
CAD in Pattern Making

Prepare pattern making, Grading and marker planning for the following garments

Children's wear

Yoke frock
Baba suit
Summer frock
Skirt and tops

Women's wear

Salwar
Kameez
Tops
Nightie
Princess line dress

Men's wear

Slack shirt
Full sleeve
T-Shirt
Bermudas
Pleated trouser
Bell bottom

SEMESTER -III
PRACTICAL –VIII
ORNAMENTS AND ACCESSORIES

Prepare the following Samples using the available raw materials / any base material
(Example - on top of a bangle or slipper)

1. Hand bags -4 varieties
2. Purses / Wallets / Cell Phone covers -. 4 varieties
3. Chains I Necklaces - 5'models
4. Bangles / Bracelets / Watches - 5 models
5. Slippers / Shoes - 5 models
6. Ear rings - 5 models
7. Finger rings / toe rings- 5 models
8. Belts - 5 models
9. Hair bands - 5 models
10. Anklets - 5 models
11. A set. of Bridal Ornaments - select a Bridal costume.
12. A set of Ornaments for a Dress designed for a Fashion Show

SEMESTER-I GROUP ELECTIVE A

PAPER-I VISUAL MERCHANDISING

UNIT I

Introduction – Elements of Visual Merchandising – Needs – Psychology – Display.

UNIT II

Maslows Pyramid – Postive Negative Theory – Visual Signature

UNIT – III

Applications of Visual Merchandising – Exterior, Interior, Trade show & Fair, product Package – POP (purchase of product) – Importance of POP.

UNIT IV

Mission of Shopping – Meeting Shoppers Mission – Big Shopping – Small Shopping "Store "Multi Brand Store.

UNIT V

Branded, stores 7 International and National Level

REFERENCE

1. Fashion Merchandising & Information, PRISCO
2. Fashion Merchandising, Elaini Store
3. Fashion Merchandising Introduction – Stores & Shoppers
4. Visual Merchandising
5. The business of fashion inside outside Kitty Dickerson

SEMESTER-II GROUP ELECTIVE A :

PAPER-II GARMENT CARE & LABELLING-PRACTICAL

1. Manufacturing of soap (Hot & Cold Process)
2. Starching Process (Hot & Cold Process)
3. Laundry Blue
4. Principle of washing
5. Landry of different fabric.
6. Dry cleaning
7. Stain removal
8. Study of various care labels.

SEMESTER-III GROUP ELECTIVE A

PAPER-III HOME TEXTILES

UNIT – I

Introduction to home textiles

UNIT – II

Designing and drafting home textiles

Bed Linens

Table linens

Curtains & Draperies

UNIT – III

Interior Decorations for Home

UNIT – IV

Collection of different types of layout

- a. living room
- b. Kitchen
- c. Dinning Room
- d. Bed Room
- e. Study Room

UNIT – V

Hanging / mats

Wall

Door

Reference

1. Interior decorating effects, Stewart and sally Walton, Lorenz books – 2000.
2. The book of upholstery, Candace ord manroe, Pub – 1987 present books.
3. Design and detail, the Practical guide to sayling a house, Tricia Guild of Elizabeth Wilhide. 1st pub conran octopus limit.
4. Sunset slip cover and bed spreads step by step instruction decorating ideas, Editor Christian barne and Maureen Williams.
5. House keeping management Dr.D.K.Aggarwal Amman publication, New Delhi.

SEMESTER-IV GROUP ELECTIVE A
PAPER-IV HOME TEXTILES -PRACTICAL

1. Designing and Constructing Home Textiles Introduction to Home Textiles
 - Bed Linens
 - Table linens
 - Curtains & Draperies
2. Collection of different types of layout
 - a. living room
 - b. Kitchen
 - c. Dinning room
 - d. Bed room
 - e. Study room
3. Preparation of samples for hangings / mats
 - a. Wall hangings
 - b. Door hangings
 - c. Door mats

SEMESTER-I GROUP ELECTIVE B
PAPER-I ENTREPRENEURSHIP DEVELOPMENT

UNIT-I

Definition of entrepreneur - Functions - Types. Concept of women entrepreneur - Functions and problems. Recent trends and development in women entrepreneurship.

UNIT-II

Project identification- Classification. Project formulation- Feasibility analysis and report. Selection. Project appraisal - Concept, Methods - cash flows, Pay back period, ARR. Methods of minimizing risk.

UNIT-III

Steps for starting a small scale enterprise - Steps to be taken. Preparation of Project report - Guidelines. Procedure and formalities for registration.

Selection of types of organization - Sole proprietorship. Partnership. Joint stock company. Factors influencing the choice of organization.

UNIT-IV

Institutional finance to entrepreneurs - Commercial Banks . Other financial Institutions - IDBI, IFCI, ICICI, IRBI, LIC, UTI, SIDC, SIDBI, EXIM Bank.

UNIT-V

Institutional support to entrepreneurs - Need for support - NSIC, SIDO, SSIDC, SISI, SFC, DIC, TCO, TIIC, Kadhi and Village Industries Commission, Industrial Estates.

Introduction to TQM & ISO . WTO and its role in textile industry.

REFERENCES:

1. Entrepreneurship development - C.B. Gupta & N.P. Srinivasan
2. Entrepreneurship development - S. Khanka
3. Projects -Planning,Analysis,Selection,Implementation & Review - Prasanna Chandra

SEMESTER-II GROUP ELECTIVE B
PAPER-II BEAUTY CARE PRACTICAL I

1. Threading
2. Cream bleaching
3. Manicure
4. Pedicure
5. Facial –Normal skin
6. Basic Hair styles
7. Basic hair cuts

SEMESTER-III GROUP ELECTIVE B
PAPER-III BUSINESS ORGANIZATION AND OFFICE MANAGEMENT

UNIT -1

Nature and scope of Business, Forms of Business Organisation - **Sole Trader, Partnership firms, Companies and Co- operative Societies - Public Enterprise.**

UNIT - II

Location of Business - Factors influencing location, localization of industries- Size of forms, Sources of Finance - Shares, Debentures, Public Deposits, Bank Credit and Trade Credit - Relative Merits and Demerits.

UNIT - III

Stock Exchange - Functions - Procedure of **Trading - Functions of SEBI - DEMAT of shares- Trade Association- Chamber of Commerce.**

UNIT - IV

Office - Its functions and significance - Office layout and office **accommodation - Filing and Indexing**

UNIT - V

Office machines and equipments - Data Processing Systems - EDP -Uses and Limitations - Office Furniture.

BOOKS FOR REFERENCE

1. Y.K.Bhushan - *Business Organisation and Management* - Sultanchand & sons
2. Shukla - *Business Organisation and Management* - S.Chand & Company Ltd.,
3. Saksena - *Business Administration and Management* - Sahitya Bhavan
4. Singh.B.P & Chopra - *Business Organisation and Management* - Dhanpat Rai & sons
5. R.K.Chopra - *Office Management* - Himalaya Publishing House
6. J.C.Deneyer- *Office Management*
7. Chatterjee - *Modern Business*

SEMESTER-IV GROUP ELECTIVE B

PAPER-IV BEAUTY CARE PRACTICAL II

1. Pimple treatment
2. Dark circles
3. Pigmentation
4. Bridal make up
5. Dandruff treatment
6. Dye application
7. Mehendi application

SEMESTER-I GROUP ELECTIVE C

PAPER-I TEXTILE ECONOMICS

UNIT I

SCOPE OF METHODOLOGY : Definition of Economics – Nature and Scope of Economics – Utility analysis – Law of diminishing utility – Law of Equi Marginal utility – Indifference curve – Approaches of Economic Analysis – Methodology of Economics maximization and other objectives – Marshall's utility Analysis – Law of Diminishing Marginal Utility – Social Responsibilities.

UNIT II

THEORY OF CONSUMER BEHAVIOUR : Demand Analysis – Demand Schedule – Law of Demand – Demand Curves – Elasticity of Demand – Consumer's surplus – Analysis Schedule.

UNIT III

Production – Factors of Production – Law of diminishing Returns – Law of variable proportions – Return to scale – scale of production – Law of supply – Cost and Revenue – concepts and Curves – THEORY OF PRODUCTION . Production Function – Factors of Production Enterprise as a Factor.

UNIT IV

PRODUCT PRICING : Market Definition – Types – Equilibrium under perfect competition of Firm and Industry – Pricing – Pricing under perfect competition. Monopoly – Price Discrimination – Pricing under Monopolistic competition – Pricing under Oligopoly.

UNIT V

FACTOR PRICING – Marginal Productivity theory – Theories of wages, rent, interest and profit.

BOOKS FOR REFERENCE

1. Principles of Economics - Seth M.L.
2. A Text Book of Economic Theory - Stonier and Hague
3. Macro Economics - Jhingan

SEMESTER-II GROUP ELECTIVE C **PAPER-II TEXTILE CHEMISTRY**

UNIT I

Introduction Process sequence - singeing, shearing, designing, scouring, bleaching and mercerizing - objectives, types, process parameters, operations and machines. Evaluation of fabrics - absorbency, whiteness, chemical change and degradation.

UNIT II

Dyeing - Theory of dyeing -Classification of colourants -fastness properties of dyes- direct, reactive, vat surphur, azoic, acid, basic, disperse and natural dyes -properties and application on suitable material.

Dyeing machines - fibre, yarn, hank and package. Fabric - Jigger, winch, soft flow, HPHT, Jet, Continuous dyeing and garment dyeing machines.

Dyeing defects, causes and remedies.

Enzymatic Dyeing

UNIT III

Printing - Ingredients - styles of printing - direct discharge and resist. Stencil, block, flock, batick, transfer, foam, screen, Capsule printing and tie-dye printing.

Printing machines - roller, flat bed, rotary screen and garment printing. Printing defects, causes and remedies.

UNIT IV

Wool carbonizing - degumming of silk, weighting of silk, Finishing -calendaring, shrinkage, control, heat-setting, anti creasing, water proof and repellency, fire retardants, soil release, softening, stiffening, moth proof, stone wash anti microbial and enzyme wash. Non-slip finishes, Anti static finishes, Antipilling finishes, Electrometric finishes, UV protection finishes, Insect resist and mite protection finishes. Enzymes finishes, Anti odour and fragrance finishes.

UNIT V

Pollution - types-land, water, air and noise - causes and remedies
Effluent treatment - methods - colour removal - bio degradation
Eco friendly textiles
Field visit to processing unit.

Reference

1. Technology of textile processing - Volume, I, II, III, IV, VI, VIII, IX & X - V-A Shenai.
2. Dyeing and chemical technology of textile fibres - E.R. Erotman
3. Technology of Textile printing - Prayag R.S
4. Pollution in textile industry, K.B. Krishnakumar, SSM ITT Staff and students co operative stores.
5. Treatment of textile processing effluents sakthi publications, Coimbatore
6. Chemical finishing of textiles - W.D. Schidler and P.J. Hauser, woodhead publishing and Textiles Cambridge England
7. Chemical Technology in the pretreatment processes of Textiles by S.R. Karmakar (1999) Edition Elsevier Science E.V., Amsterdam, The Netherlands.

SEMESTER-III GROUP ELECTIVE C

PAPER-III PRINCIPLES OF COSTING

UNIT I

Cost Accounting - Definition - Meaning and Scope - Concept and Classification -Costing an aid to Management — Types and Methods of Cost - Elements of Cost Preparation of Cost Sheet.

UNIT II

Material Control: Levels of material Control - Need for Material Control - Economic Order Quantity - ABC analysis - Perpetual inventory - Purchase and stores Control: Purchasing of Materials - Procedure and documentation involved in purchasing - Requisition for stores -Stores Control - Methods of valuing material issue.

UNIT III

Labour: System of wage payment - Idle time - Control over idle time - Labour turnover.

UNIT IV

Overhead - Classification of overhead - allocation and absorption of overhead.

UNIT V

Reconciliation of Cost and Financial accounts.

NOTE : Distribution of marks : Theory 40% and Problems 60%

Books for Reference:

1. S.P.Jain and KL. Narang, "Cost Accounting", Kalyani Publishers,New Delhi.Edn.2005
2. R.S.N. Pillai and V. Bagavathi, "Cost Accounting",S. Chand and Company Ltd., New Delhi.Edn.2004.

SEMESTER-IV GROUP ELECTIVE C

PAPER-IV COMPUTER APPLICATIONS IN BUSINESS

UNIT I

Computer : Introduction - Meaning - Characteristics - Generations - Types of Digital Computer - Components of Computer - Input, Storage and Output Devices - Uses of Computers in Modern Business.

UNIT II

Software: Meaning - Types of Software - Operating Systems: Meaning - Functions - Types - Programming Language - Compilers and Interpreters.

UNIT III

Database Processing: Data Vs. Information - Database Management Systems: Meaning - Components - Uses - Limitations - Types.

UNIT IV

Management Information System: Meaning - Characteristics - Functional Management Information Systems: Financial - Accounting - Marketing- Production - Human resource -Business Process Outsourcing.

UNIT V

Networking - Meaning - Types - Internet : Meaning - Internet Basis - World Wide Web - Internet Access - Internet Addressing - Search Engines - Electronic Mail.

Books for Reference:

1. Fundamentals of Information Technology - Alexis Leon & Mathews Leon
2. Information Technology for Management - Henry C. Lucas
3. Computers and Commonsense - Roger Hunt and John Shellery
4. Management information System - Dr. S.P. Rajagopalan