### BHARATHIAR UNIVERSITY – COIMBATORE: 641046

**B.Sc. Fashion Apparel Management Degree Course**  
(For the students admitted during the academic year 2015-2016 Batch onwards)

**SCHEME OF EXAMINATION – CBCS Pattern**

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<tr>
<th>Part</th>
<th>Study Components</th>
<th>Course Title</th>
<th>Hours per week</th>
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<td>Core Paper XV – Retail Management</td>
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<td>Core Paper XVI – Garment Costing &amp; Programming</td>
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<td>Core Paper XVII – Statistics for Management</td>
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<td>Core Paper XIX – Entrepreneurship and Small Business Development</td>
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<td>Core Paper XX Supply Chain Management</td>
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<td>Core Paper XXI - ERP in Apparel Industry</td>
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<td>Skill based Subject IV – Project Work &amp; Viva Voce*</td>
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<td>Extension Activities @</td>
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| Total | 3500 | 140 |

@ No University Examinations. Only Continuous Internal Assessment (CIA)
# No Continuous Internal Assessment (CIA). Only University Examinations.
*For Project Work 80% Marks & Viva Voce 20% Marks

| List of Elective papers (Colleges can choose any one of the paper as electives) |
|-------------------------------|-----------------|
| Elective – I                  |                 |
| A Fashion & Apparel Marketing |                 |
| B Industrial Engineering Techniques |                |
| C Industrial Economics        |                 |
| Elective – II                 |                 |
| A Visual Merchandising        |                 |
| B International Trade & Documentation |            |
| C Entrepreneurial Development |                 |
| Elective - III                |                 |
| A Apparel Brand Management    |                 |
| B Apparel Retailing           |                 |
| C Human Values And Professional Ethics |          |
Semester – I  Core Paper I – Principles & Elements of Fashion Design

Unit I - Introduction to fashion

Unit II - Elements of design
Introduction to design – Types of design – Elements and their importance in a design – Line – Types – Application of line in a garment – Influence of line in various illusion - Shape – Types – Importance of shape in garment design – Texture – Determinants of texture – Effect of texture on color & physical proportion

Unit III - Color & Color theory
Introduction to color theories – Dimensions of color – Color systems – Warm and cool colors – color schemes – Application of color in fashion design – Visual impact of color in a garment – Importance of color psychology

Unit IV - Principles of design
Importance of principles of design in fashion – Balance and its types – Proportion and its application in garment design – Emphasis – Creating emphasis in a garment using various techniques – Harmony and its impact in garment design – Rhythm – Application of rhythm in garment design

Unit V - Introduction to fashion style details and various garments
Importance of details in apparel design – Various types of neck, collar & sleeve – Different types of waist & hem lines – Types of plackets, Pockets- Garments for men, women and kids – Unisex garments – Intimate , active and functional garments

References

Core Paper II - Textile Science

Unit 1: Natural Fiber

Unit 2: Regenerated fiber

Unit 3: Synthetic Fiber

Unit 4: Yarn Formation

Unit 5: Latest trends in textile fibers and yarns
Introduction to organic cotton & specialty natural fibers such as, banana, pineapple, spider Silk – Brief study about OE & Airjet Spinning. Study about Fancy yarns and sewing threads, properties and end uses – Introduction to fibers and yarns used in technical textiles.

Reference Books:
3. Hand book of textile fibres by J.Gordon Cook
4. Manufactured fibre technology by V.B. Gupta & V.K. Kothari
5. Essential fibre chemistry by M.E. Cartor
7. Fibre chemistry by M. Lewin, E.M. Pearce, Marcel & Dekkan Inc.
8. Regenerated Cellulosic fibres by C. Wooding, Woodhead publishing Ltd.
9. The technology of short-shape staple spinning – W. Klein
10. Cotton spinning – Taggart
11. Spun yarn technology – Oxtoby
12. New Spinning Technology Vol. 4 & 5 – W. Klien
Core Paper III - Computer Application Practical

**MS Office**

1. Prepare an interview call letter and send using mail merge in MS Word.
2. Design the given advertisement using in MS word. Apply various fonts and pictures.
3. Create line, bar and pie charts for the given data using MS Excel.
4. Prepare students mark statement with the following fields Roll No, Name, Sub1, Sub2, Sub3, Sub4, Sub5. Calculate Total, Average, Result and Grade. Apply Conditional formatting.
5. Prepare employee salary list with fields Employee No, Employee Name, Experience, Basic Pay, HRA, DA, LIC, PF. Calculate Gross Salary & Net Salary based on the following conditions

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<tr>
<th>Experience</th>
<th>HRA</th>
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<td>5 Years &amp; Above</td>
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<td>3%</td>
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<td>Less than 5 Years</td>
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6. Prepare a power point presentation about a product. Apply animation and slide timing.
7. Create an EMail ID and use various mail features.

**Corel Draw**

8. Design a T Shirt and apply patterns.
9. Design a wedding invitation

**Photoshop**

10. Create the given design

**HTML**

11. Design five web pages with hyperlinks linking all pages
Allied Paper I - Principles of Management

Unit I


Unit II

Unit III

Unit IV

Unit V

References
1. L.M.Prasath, Principles Of Management
Semester II  Core Paper VI - Pattern Development

Unit I
Introduction – Concept of basic pattern and grading – Different types of block pattern. Methods of pattern making with special reference to pattern drafting - Pattern making tools – Various pattern production terms – Standard body measurements for men’s wear, women’s wear and kids wear of different countries. Style wise component parts of a garment.

Unit II
Pattern positioning and lay out – Concept of pattern layout - Rules and methods of pattern layout – Adjusting the patterns to fabric. Fitting: Definition – Principles for a good fit – Checking the fit of a garment – Solving fitting problems in various garments.

Unit III

Unit IV
Procedure to draft the ¼th patterns for Ladies wear: Blouse, kameez, salwar, midi, midi top. Style detailing – Skirt, Plackets, Pockets, Pants, Sleeve, Collar, Necklines.

Unit V

References:
9. Gerry Cooklin, Master Patterns and Grading for Women’s Outsizes, Blackwell Science Ltd, England
Core Paper V - Apparel Manufacturing Technology

UNIT – I
Introduction – Concept of Basic Pattern and Grading - Pattern Making Tools – Production Terms & Information- Rules in pattern Layout – Common Methods for Layout – Layout Asymmetrical Designs, Bold Designs, Stripped and checked Designs. Procedure to Develop various Neckline – Procedure to Develop various Sleeves

UNIT – II
Procedure to Draft the Patterns of: Basic T Shirt – Polo Shirt – Shirt – Trouser ; Procedure to Draft the Patterns of: Kids Wear – Ladies Skirt – Ladies Nighty - Basic Bodice (With Reduced Scale) - Grading- Principle of Grading: Master Grades –Basic Back & Front Grades – Grading of Basic Sleeve–Selecting a Grading System

UNIT – III
Types of Cutting Machines and their application – Detailed Study on Band Knife and Straight Knife Machines – Introduction and Basic Concept of Fabric Spreading Machines.

UNIT – IV

UNIT – V

REFERENCE
2. How to Make Sensing Pattern – Maccam, Dinald H.
6. Fabric, Form and Flat Pattern Cutting – Winfred Aldrich.

Core Paper VI - Practical II - Pattern Making & Garment Construction

List of Experiments

Men’s Wear
1. Polo t-shirt with half sleeve 2. T-shirt with raglan sleeve. 3. Men’s Trouser

Kid’s Wear

Women’s Wear
Allied Paper II - Fabric Formation & Finishes

Unit – I Weaving

Unit – II Types of Weaves

Unit III Knitting
Comparison of weaving and knitting - Principles of weft and warp knitting – Classification of knitting machines - Yarn passage diagram of a circular knitting machine – Knitting machine elements and description - Knitting cycle of latch needle with sinker. Principal weft knit stitches. Study of Basic weft knit structures

Unit-IV Dyeing & Printing

Unit V Printing

References:
6. D.B. Ajgaonkar, Knitting Technology
7. David J.Spencer, Knitting Technology
8. Dyeing and chemical technology of textile fibres, Charles Griffin & Co – E.R.Trotman
10. The Bleaching and Dyeing of Cotton Material 1983, Weaver’s Service Cent Prayag R.S.,
Semester III Core Paper VII - Financial Accounting

Unit I
Overview: Accounting concepts, conventions and principles; Accounting Equation, International Accounting principles and standards; Matching of Indian Accounting Standards with International Accounting Standards.

Unit II
Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill.

Unit III
Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.

Unit IV

Unit V
Investment Decision: Appraisal of project; Concept, Process & Techniques of Capital Budgeting and its applications; Risk and Uncertainty in Capital Budgeting; Leverage Analysis – financial, operating and combined leverage alongwith implications; EBIT-EPS Analysis & Indifference Points.

References
6) Ashish K. Bhattacharya- Essentials of Financial Accounting (PHI, New Delhi)
7) Ghosh T.P- Financial Accounting for Managers (Taxman, 3rd Edition)
Core Paper VIII – Product Engineering & Plant Layout

Unit I
Product analysis: Relationship between quality and construction of sewn product geometric principles of draping, drafting and industrial patterns product specifications.

Unit II
Production control and Engineering: Industrial engineering concepts - Development and application of standard data for pre-costing and factory scheduling - Basic production systems - production control charts. Manufacturing Information system: Systems and procedures

Unit III
Production Management analysis: Analysis of techniques for material utilization and cutting of raw materials for all types of sewn products principles and methods of costing, evaluation of equipment for examining, spreading, cutting, marking and ticketing - solution of production problems in spreading, cutting and cost control.

Unit IV
Plant Layout Definition - Types of production layout, criteria for evaluation of a plant layout, determining minimum space requirement, calculation grid, plant size location, Basic production line layout, Government regulations for plant layout.

Unit V
Time and motion study: General approach for making a time and motion study, preliminary data for time and motion study sheet; sewing work study, Principles of work cycle timing methods, objectives of time study, statistical approaches – statistical calculation of time study- operator efficiency distributions. Evaluating motion study data - Principles for improving sewing and pressing operations.

References:
Core Paper IX – Apparel Quality Assurance

Unit I

Unit II
Garment specification - manufacturing specification - name of operation and associated details in respect of sewing, dyeing and washing of garments.

Unit III

Unit IV
Quality of trims and accessories. Defects in garments and their remedies - A, B and C zones in a garment with respect to defects.

Unit V
Quality management concepts - quality control and inspections - SQC. - acceptance sampling - TQM. - ISO. Laboratory testing for quality and performance.

References:
Core Paper X - Practical III - Textile Testing and Fabric Design Analysis Practical

1. Determination of count of yarn using wrap reel & weighing scale.
2. Determination of lea strength & CSP using lea strength tester.
3. Determination of Fabric Bursting Strength.
4. Determination of color fastness of given sample to washing by using launderometer.
5. Determination of color fastness of given sample to rubbing by using crockmeter.
6. Determination of dimensional stability % of a given fabric / garment to washing.
7. Analyze the given knitted fabric sample for the following particulars:
   A) Course and Wale Density
   B) Loop length
   C) Areal Density (GSM)
   D) Tightness Factor
   E) Technical graph, Cam order, Needle order

Allied Paper III - Computer Aided Pattern Making

CAD software is used to practice the following on the styles mentioned,
1. Create Pattern on computer screen, adding details to patterns.
2. Digitizing, saving, extracting & editing patterns from stock library of Patterns.
3. Grading patterns on different size scale.
5. Estimating lay length and calculating marker efficiency.
6. Fit analysis of the given pattern using 3D CAD software.

Styles
1. Men’s Basic T Shirt
2. Raglan with Pocket
3. Men’s Polo T Shirt
4. Men’s Trouser
5. Men’s T-Shirt with hood
6. Men’s Inner Garment – Vests RN / RNS
7. Ladies Skirt
8. Women’s Nighties
9. Kid’s Wear – Romber
10. Kid’s Wear – A Line frock
11. Children’s Suits And Pyjama
Skill Based Subject I – Apparel Production Planning & Control

Unit I
Introduction: control parameters, apparel production parameters, planning and lead-time. Product development: Steps from prototype to production model, Importance of pre-production activities;

Unit II

Unit II
Operation sequence development: Garment breakdown with machine and attachment details, development of production grid for garment construction, development of production flowchart. Bundle tickets: Guidelines for bundle ticket design, functions of bundle tickets, bundle ticket control.

Unit III
Different manufacturing systems: Make through and Assembly line manufacturing - advantages and disadvantages. Lay lot planning: Numerical exercises on lay lot planning to optimize cutting cost, bundling, ticketing and cutting room control formats.

Unit IV
Production Planning And Control: Capacity calculation for cutting, sewing and finishing. Determination of machine requirements for new factory. Line balancing: Determination and allocation of manpower and, machine for balanced production in existing plant for a given target.

Unit V
Quality In Product Development: Quality assurance during product development - methods to avoid problems during pattern making, garment construction and other areas. Inspection procedures. Work-study in garment industry - methods to control time and cost.

References:
Professional Books.
Semester – IV  Core Paper XI - Apparel Merchandising

Unit I

Unit II
Process flow in apparel industry – Buyer sourcing & communication – Enquiry – Order confirmation – order review and its importance – Planning & programming: Master planning, Scheduling or route card – Factors for route card - programming for yarn, knitting, dyeing, stitching, sampling, accessories – Samples: Meaning & importance – Types of samples – expedition of samples

Unit III
Inspection and its types – Testing – Check points before cutting - Pilot run or trial run and its importance – Approvals - Types of approvals – Shipping marks – Final inspection procedures – Self, Second and Third party inspection - Effective expedition procedures.

Unit IV

Unit V
Advertising- scope, importance, types, merits & demerits; sales promotion, personal selling. Retail management. Export associations – Apparel Export Promotion Council – Journals and magazines related to apparel and textiles –Trade shows and Fairs – Participation in trade shows – Advantages of trade shows and fairs - Apparel & Textile Trade shows and fairs in India.

References
1., Building Buyer Relationships, Daragho’ Reilly, Jullian J. Gibbs
2 Inside the Fashion Business, Mc Millan Publishing Co...
3. Fashion Merchandising, Elian Stone,
5. Apparel Merchandising, Robin Mathew, Book Enclave Publishers, Jaipur
Core Paper XII – International Business Environment

Unit I

Unit II

Unit III

Unit IV
International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO. Regional Economic Integration: Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, Regional Economic Integration in U.S.A., ASEAN, SAARC, Integration for Business.

Unit V
Introduction to Export Management: Introduction, Definition of Export, Benefits arising from Export, Export Prospect for Small Firms, Importance of Exports to India, Process of Export Marketing, Sources of Export Information, Important Publications, Important Organizations, Direction of Exports from India, Recent Trend in India’s Export.

References:
1) Agarwal Raj - International Trade (Excel, 1st Ed.)
2) Hill C.W. - International Business (TMH, 5th Ed.)
3) Daniels - International Business (Pearson, 1st Ed.)
4) Black J - International Business Environment (Prentice Hall)
5) Bhatta V.K. - International Business Environment (Anmol)
Core Paper XIII - Marketing Management

UNIT - I

UNIT - II

UNIT - III

UNIT - IV

UNIT - V

REFERENCE BOOKS:
1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
Core Paper XIV - Product Development and Sourcing

UNIT I

UNIT II
Pricing Strategies – Importance & Objectives – Pricing Methods - Pricing under various markets – Product Costing – Trade margins – Price Term such as Ex Factory, Ex Market, FOB, FOR, C&F, CIF etc – Quotation and order confirmation – Taxes and Duties.

UNIT III

UNIT –IV

UNIT –V

References
1. Urban, Hauser, and Dholakia, N. Essentials of New Product Management
2. U.C. Mathur, Product management
3. Fred Sollish, Strategic Global Sourcing Best Practice, Wiley Publications.
4. Mort Harris, Integrated Supply And Analysis, Hillcriest Publications.
Allied Paper IV - Fashion Media and Event Management

UNIT – I

UNIT – II

UNIT – III

UNIT – IV Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events


REFERENCES:
1. Event Management: A Blooming Industry and an Eventful Careerby Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
5. Advertising and Promotion”–an IMC Perspective–Kruti shah and Alan D’ souza-Tata cGraw–Hi
Skill Based Subject II – Apparel Fashion Business

Unit I

Unit II

Unit III

Unit IV

Unit V
Advertisement and Promotions: Advertising: purpose – methods - types of advertising media - Sales promotion methods - Trade fairs and fashion shows as sales promotion techniques - Feedback to production and marketing departments - Use of computers as a tool for effective merchandising - Fashion auxiliary services.

References

1. Fashion Merchandising, Elian Stone,
3. Apparel Merchandising
4. Fashion : Concepts to Consumers
Semester V - Core Paper XV – Retail Management

Unit I - RETAILING: Definition, characteristics and functions of retailing, retailing channels, retail strategy, trends in retailing. Retailing organization. Retail Customer Behaviour: Consumer behaviour, factors influencing consumer decision making, consumer decision process, influence of situational variables on shopping behaviour, case analysis on customer profile.


Unit III - PRODUCT AND MERCHANDISE MANAGEMENT: Product management, brand management and retailing, merchandise management, model stock plan, constraining factors, types of suppliers and selection criteria, category management, merchandise management planning in retail segments.

Unit IV - RETAIL PRICING: Influences on retail pricing strategy, development in retail prices, retail pricing objectives, approaches and strategies in retail pricing, consumer responsiveness to prices, role of price elasticity and sensitivity. Retail Promotion Strategy.

Unit V - E-TAILING: Objectives, online retail categories, pitfalls of e-tailing. Relationship marketing in retailing: Evolution of relationship marketing, relationship marketing strategies in retailing, relationship marketing in the organized and unorganized retail sectors.

TEXT BOOKS:

REFERENCES:
Core Paper XVI – Garment Costing & Programming

Unit – I
Principles of costing - requirements of good costing system - cost unit - types of costs - Elements of cost - direct material cost - direct expenses - direct wages - indirect materials - indirect expenses - indirect labour - overheads - prime cost - work cost - cost of production - total cost. INCO terms & its relationship with costing

Unit – II
Budgeting: The budgeting process: Budgeting principles for the apparel industry- Fixed vs. variable budget - Master budget - laminations of budgets - any justification effort - Planned Vs Actual Cost.

Unit III

Unit – IV
Estimation of factory cost for Woven & Knitted - vest, briefs, shorts, t-shirts, pajamas, children’s wear, ladies wear, Woven Shirt, Woven Tops & Bottom. Various factors to be considered in costing for domestic products & international products.

Unit – V
Determining Pricing of apparel products: Price elasticity of demand and supply, sample costing-marginal revenue and marginal cost, cost plus pricing methods; Full cost pricing, conversion cost pricing, differential cost pricing, variable cost pricing, direct cost pricing derivation of cost of apparel products - woven/knits.

References

Core Paper XVII Statistics for Management

UNIT I  INTRODUCTION TO STATISTICS & PROBABILITY

UNIT II  SAMPLING DISTRIBUTION AND ESTIMATION
Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III  TESTING OF HYPOTHESIS
Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way – Design of experiments.

UNIT IV  NON-PARAMETRIC METHODS

UNIT V  CORRELATION, REGRESSION, INDEX NUMBERS AND TIME SERIES ANALYSIS
Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations. Index Numbers – Laspeyre’s, Paasche’s and Fisher’s Ideal index.

TEXT BOOKS

REFERENCES
Core Paper XVIII – TQM in Apparel Industry

Unit I

Unit II

Unit III
Control charts: concepts and uses – Control limits – Control charts for Variables and Attributes: X Charts – R chart – P chart – NP chart – C chart – Acceptance sampling – Types of sampling plans: Single, Double and Multiple Sampling plans – OC curves – AQL and LTPD – Sampling errors and sampling risks – Producer’s risk and Consumer’s risk

Unit IV

Unit V

References

1. Dr. S.P.Gupta, “Statistical Methods”
**Skill Based Subject -III Fashion Communication**

**Unit – I**
Retailing - Fashion Retailing - Scope of Retailing – Classifications - Retail Store Functions - Retail Marketing Channels - Retail Strategy Development - Retail Adaptation

**Unit - II**
Retail Environment - Retailing and Economy - Political and Social Influences - Retailing Structures - Department Stores, Specialty stores and Discount Retailers - General Merchandise Chains - Classic Shopping Malls

**Unit - III**

**Unit - IV**
Online Marketing Communication – Strategies of Fashion Communication – Individual and Group Influences on Consumer Behaviors – Impact of Technology on Fashion Communication

**Unit - V**

**References:**
Semester VI  Core Paper XIX - Entrepreneurship and Small Business Development

Unit I
Entrepreneurship: Concept and Definitions; Entrepreneurship and Economic Development; Classification and Types of Entrepreneurs; Entrepreneurial Competencies; Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training; Traits/Qualities of an Entrepreneur; Entrepreneur; Manager Vs. Entrepreneur.

Unit II
Opportunity / Identification and Product Selection: Entrepreneurial Opportunity Search and Identification; Criteria to Select a Product; Conducting Feasibility Studies; Project Finalization; Sources of Information.

Unit III
Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale; Rationale; Objective; Scope; Role of SSI in Economic Development of India; SSI; Registration; NOC from Pollution Board; Machinery and Equipment Selection; Project Report Preparation; Specimen of Project Report; Project Planning and Scheduling using Networking Techniques of PERT / CPM; Methods of Project Appraisal.

Unit IV
Role of Support Institutions and Management of Small Business: Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD; State Financial Corporation SIC; Marketing Management; Production Management; Finance Management; Human Resource Management; Export Marketing; Case Studies.

Unit V
Incentives and subsidies – Subsidied services – subsidy for market. Transport – seed capital assistance – Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.

References
Core Paper XX - Supply Chain Management

UNIT I: INTRODUCTION
Supply chain- definition, importance, types of supply chain flow, decision process in supply chain - a strategy design, chain planning and operation; organization of supply chain, process view – push/pull and cycle view; achieving strategic fit.

UNIT II: NETWORK
Designing and distribution – roles, factors influencing and design options-its advantages and disadvantages; value of distributors - factors influencing design frame work and networks in practice

UNIT III: DEMAND AND SUPPLY
Forecasting – definition, role, importance, characteristics of forecasting, basic approaches in demand forecasting and forecasting methods; managing demand and managing supply in supply chain, roles of aggregate planning in supply chain. Quick response strategy in apparel industry

UNIT IV: INVENTORY AND SOURCING
Inventory – definition, roles, characteristics and Inventory Functionalities; determining optimum level of availability, order point, EOQ, role of safety inventory and accommodating uncertainties. Sourcing – role, supplier assessment, selection criteria, design collaborations and plan analysis for sourcing, JIT Technology of inventory management in apparel industry

UNIT V: TRANSPORTATION, PRICING AND TECHNOLOGY
Transportation – modes, factors influencing the selection, routing and scheduling, transport network; Role of revenue management in supply chain – customer and seasonal demand, role of bulk and spot contract in revenues; the role of IT in supply chain – CRM, ISCM, SRM, TMF and E-Business. Effect of lack of coordination in supply chain and international issues in supply chain

REFERENCES
Core Paper XXI  ERP in Apparel Industry

Unit I

Unit II
Implementation of ERP: ERP implementation lifecycle, implementation methodology, hidden costs, organizing the implementation, vendors, consultants and users, contracts with vendors, consultants and employees, project management and monitoring

Unit III
The Business Modules: Business modules in an ERP package - finance, manufacturing, human resources, plant maintenance, materials management, quality management, sales and distribution. Significance and advantages of each of the modules

Unit IV
ERP in apparel industry: Production resource planning – principles and management of and demand chain analysis – quick response strategy - material management for ‘Quick Response’ – ‘Just in Time (JIT) Technology’; Production planning, costing and merchandising software

Unit V
Computer Applications: Management Information System in garment industry – EDI in garment technology; Use of Computers in Designing, Pattern making, computerized production systems, communicating with vendors and buyers; Telephone, fax, video conferencing, intranet, internet, etc; Export documentation, retailing; Methods of communicating with consumers

References
5. Enterprise Resource Planning, Theory & Practice – Rahul Altekar , V., Printice Hall of India, New Delhi, 2005

Skill Based Subject IV – Project Work & Viva Voce

Students have to undertake project in the areas of Knitting / Weaving/ Processing /Garment Manufacturing industry. A Team consisting of Internal & External Experts will evaluate the Project Report. The Viva-Voce will be conducted.

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Semester V Elective I – A - Fashion & Apparel Marketing

Unit I
Meaning and classification of marketing, Fashion marketing, fashion market – size and structure, marketing environment – micro and macro marketing environment, trends in marketing environment

Unit II
Marketing function – assembling, standardization and grading and packaging, product planning and development, importance of fashion products, nature of fashion products. The fashion industry and new product development, product-mix and range planning, fashion and related cycles.

Unit III
Fashion advertising and preparation of advertising for apparel market, advertising media used in apparel market – advantages and limitations, advertising department – structure and functions, advertising agencies- structure and functions. Advertising budget

Unit IV
Fashion sales promotional programmed for apparel marketing, communication in promotion, personal selling, point of purchase, sales promotion – objectives and methods, Marketing research – definition, scope and process – areas of research

Unit V
Pricing policies and strategies for apparel products, Importance of price policies, Functions and factors influencing pricing – internal and external, pricing strategies for new products, methods of setting prices

References
1. Marketing – *R S N Pillai and Bhagavathi, S Chand* and company ltd, New Delhi, 1987
Semester V Elective I – B: Industrial Engineering Techniques

Unit I
Introduction: Definition, purpose, available techniques, Aspects, physical facilities & operating facilities, scientific management, resources productivity. Work Study: Definition, objectives, Techniques, method study, work measurement, Purpose of work study, steps, different phases,

Unit II
Method Study: Definition, Steps, Selection of problems, Collection of facts and consideration about objectives, Recording techniques, Elements of a process analysis, Operation process chart, Different process charts, Critical examination.

Unit III
Work Measurement :Definition ,Uses, Techniques, Time Study, Measuring Instruments, Elements in time study, factors, alignment chart, Performance rating methods, observed time & normal time , allowances, Standard time, Work sampling Predetermined Motion Time study, Motion time data for assembly operations, Work factor system, method time measurement.

Unit IV

Unit V

References
1. Industrial Engineering and Management by O. P. Khanna,
2. Textile Mill Management by Ormerod,
3. Engineering Economics by Kleinfeld,
4. Managerial Economics by M.V.Palyee, K.C. Sankaranarayan &. J.T. Payyappilly,
5. Essentials of Engineering Economics by Kasner,
6. Management in a Global Perspective by K’oonze & Weihrich.,
7. Quantitative Approach to Management by Levin, Rubin, et. al.,
Semester V Elective I – C: Industrial Economics

UNIT-I : FRAMEWORK OF INDUSTRIAL ECONOMICS
Concept and organization of a firm - Ownership control and objectives of a firm - Passive and active behavior of firm - Size, Growth, Profitability, Productivity, Efficiency and Capacity Utilization - Concept and measurement - Role of Industrialization in Economic Development - Factors for and against industrial development.

UNIT-II : INDUSTRIAL LOCATION AND REGIONAL DEVELOPMENT
Determinants of Industrial Location - Technical, economic, infrastructural and other factors - Theories of industrial location - Weber, August Losch, Sargent Florence - Development of Backward Regions - Government Policy and approach for the development of backward regions - Recent Programs for Development of Backward Regions.

UNIT-III : INDUSTRIAL STRUCTURE AND INDUSTRIAL PRODUCTIVITY
Alternative Patterns of Industrialization - Hoffman’s hypothesis of capitalistic economies - Simon Kuznet’s interpretation - Industrialization and planned economies - Cheney’s Patterns of industrial changes - Industrial Productivity in India - Labor Productivity - Factors influencing the labor productivity - Productivity Trends in India.

UNIT-IV : INDUSTRIAL PROJECT APPRAISAL
Classification of Industries - Industrial Policies and Industrial Legislations in India - Role of Public and Private Sectors - Recent Trends in MNC and LPG, FDI, and Joint ventures - Issues in Industrial Proliferation and Environmental Preservation - Pollution Control Policies - Project Appraisals - CBA - CB - NPV, IRR - Industrial Sickness.

UNIT-V : INDUSTRIAL FINANCE
Owned, external and components of funds -Role, nature, volumes, types of institutional finance -IDBI, IFCI, ICICI, SFCs, NIDC, SIDCS, UTI, LIC, General Insurance Corporations and Commercial Banks - Financial Statement Analysis.

Reference Books
Semester V Elective II – A Visual Merchandising

Unit I
Introduction: Visual merchandising - introduction, concepts and role, importance in store planning and utilizing basic visual merchandising techniques; Role of atmosphere in garment retailing – immediate effects and simulation types, visual merchandisers in garment retailing

Unit II
Store Exterior And Interior: Store exterior – marquee, facade, exterior display, surrounding stores and displays; Store interior – store atmospheric, aesthetic, execution of store lay out - selection of display locations, lifts, staircase, elevators, utilization of store space; Display composition: Elements and principles of design, tools and materials

Unit III
Store layout: Factors considered in organizing effective display – balance, rhythm, proportion, texture, harmony and emphasis. Store layout planning - grid, race track, freeform – direction of flow and planogram; Design elements to create mood and impression – colour, angle, motion, simplicity, and repetition

Unit IV
Display: Seasonal and trend decision for point of emphasis – creativity in display; Planning of assortment, theme, ensemble, racks, shelves, bins, etc. and balance of display in a show room. Wall as retail selling tool – types of materials used merchandise display and effective wall planning; Application of colour schemes, colour psychology, creating mood by colour

Unit V

References
7. Industrial Psychology
Semester VI Elective II - B – International Trade & Documentation

Unit – I

Unit – II

Unit – III

Unit – IV

Unit – V

References:
3. How To Start Export.
4. CBI Booklets – Netherland
5. ECG C Services And Guidelines
6. AEPC Booklets
Semester VI Elective II – C - Entrepreneurial Development

UNIT-I : THE CONCEPT OF ENTREPRENEURSHIP
Entrepreneurial culture - establishing entrepreneurial system - idea processing, personal, financial information and intelligence - rewards and motivation - concept bank - role of industrial fair - Theories of entrepreneurship - entrepreneurial traits - types of entrepreneurs - behavioral patterns of entrepreneurs - entrepreneurial motivation.

UNIT-II : APPRAISAL OF PROJECT PROPOSALS
Feasibility prospects - project objectives, design, assessment of technical, economic, financial and marketing aspects - format to report - project management techniques - network analysis - activity performance, time schedules - factory design - Factory requirements - Factory Act provision.

UNIT-III : SOURCES OF PRODUCT FOR BUSINESS
Pre-feasibility study - criteria for selection of product - ownership - capital budgeting - project profile preparation - matching entrepreneur with the project - feasibility report preparation and evaluation.

UNIT-IV : SOURCES OF PROJECT FINANCE
Credit facilities - types of credit available - evaluation of loan proposals by financial institutions - leasing arrangement - evaluation of lease proposal - Marketing channel - selecting of channel members - setting quality standards - recruitment strategies - outstanding options.

UNIT-V : SUPPORT SYSTEM FOR ENTREPRENEURSHIP DEVELOPMENT: Entrepreneurship development programs in India - training institutions - institutions provided technical, financial marketing assistance - role of consultancy organizations. Recommended /

Reference Books
Semester VI Elective III - A – Apparel Brand Management

Unit I
Introduction : Brand – introduction, functions, brand significance; branding – types and strategies international apparel brands - identification of perspectives and challenges to build brand- Indian garment brands and prospects of Indian brands

Unit II
Brand Appraisal: Brand appraisal – Definition and methods - exploration, market, customer, competition analysis, reasoning of brands importance and methods involved - laddering, emotional and rational, Brand mapping – circle, prism and triangle

Unit III
Positioning: Positioning – definition, types – benefit, usage, features, users, price, value technology, tradition, perceptual map – product class and customer segment; positioning strategies – non functional values, brand loyalty and pyramid; positioning strategies of international garment retailers

Unit IV
Identity And Extension: Brand identity and articulation – name, colour, design, logo and symbols, brand service advertising and cross cultural influence; brand extension – need and types; labelling and licensing of apparel products – types, license agreement, and international property rights; need for developing brand names and labels for apparel manufactured and exported from India

Unit V
Brand Measurement: Brand measurement- definition, need and methods – audit, track, brand overtime – managing brand image - need, concepts of management, forces affecting brand and maintenance of brand, Study on brands and brand management of Indian Garment

References
5. Branding – Vanauken, Jaico Books, Delhi
7. Personal Branding – Montoya, Jaico Books, Chennai
Semester VI Elective III - B - Apparel Retailing

Unit I
Retail & Retailing – Meaning & definition – Scope of apparel retailing – Retailing terminologies – Types of retailers and retail formats – Global retailing scenario – Retailing scenario in India – Functions of retailers

Unit II
Retail strategies : Operational excellence , Product differentiation, Customer intimacy – Growth strategies – Market expansion strategies – Store planning – Location planning – Store design – Store design & retailing image mix – Space mix – Effective retail space management – Store layout – Floor space management

Unit III
Retail merchandising – Merchandise planning – Merchandise hierarchy – Buying function – Category management – Mark up & Mark down – Shrinkage in merchandising management – Gross margin return on inventory – Supply chain management in apparel retailing – ERP in apparel industry

Unit IV

Unit V

References
2. “Retail management “
3. Retail Merchandising – part I
5. Fundamentals of retailing – Madan, Tata Mcgraw, New Delhi
6. Retailing Management – Levy, Diamond Publications, Delhi
Semester VI Elective III - C  Human Values and Professional Ethics

UNIT I
MANAGEMENT: Meaning, Definition, Significance, Functions – Planning, Organizing, Staffing, Directing and Controlling, Principles of Management.

UNIT II
PROBLEM SOLVING METHODS: SWOT Analysis of a Traditional Engineer – Kaizen Strategy and Values – Kaizen Approach for Problem Solving. – Process Oriented Management Vs Result Oriented Management.
HUMAN VALUES: Value Crisis in Contemporary Indian Society, Aesthetic Values, Moral and Ethical Values, Spiritual Values, Values in the Work Place.

UNIT III
INTERPERSONAL RELATIONSHIPS: Managing Emotions, Emotional Intelligence, Building Better Interpersonal Relations, Managing the Boss, Dealing with Subordinates – Case Study.
CREATIVITY: Creativity and Problem Solving – Creativity Process – Creative Individuals and their Characteristics – Techniques for Creative Problem Solving.

UNIT IV
HUMAN RESOURCE MANAGEMENT: Importance, Objectives, Functions, Job Analysis and Recruitment, Selection and Placement.

UNIT V
MOTIVATION: Meaning and Definition – Mechanism of Motivation – Maslow’s Need Hierarchy Theory, Mc Gregor’s Theory X and Y- Herzberg’s Two Factor Theory.

REFERENCES: