

**BHARATHIAR UNIVERSITY (CBCS PATTERN)**

**B.Sc. COSTUME DESIGN AND FASHION**

(For the students admitted during the academic year 2017-2018 Batch onwards)

**SCHEME OF EXAMINATION - CBCS PATTERN**

Part	Sub Code	Study Components	Course Title	Ins.hrs/ Week	Examinations				Credit
					Dur.Hrs	CIA	Marks	Total Marks	
<b>Semester I</b>									
I	11T	Language – I		6	3	25	75	100	4
II	12E	English – I		6	3	25	75	100	4
III	13A	Core Paper I – Fundamentals of Apparel Designing		4	3	25	75	100	4
	13P	Core Practical I – Fundamentals of Apparel Designing Practical		4	3	40	60	100	4
	13B	Core Paper II – Principles of Pattern Making		4	3	25	75	100	4
	1AA	Allied : I Basic Illustration – Practical		4	3	20	30	50	2
IV	1FA	Environmental Studies #		2	3	-	50	50	2
<b>Semester II</b>									
I	21T	Language – II		6	3	25	75	100	4
II	22E	English – II		6	3	25	75	100	4
III	23A	Core Paper III – Care and Maintenance of Textile		3	3	20	55	75	3
	23P	Core Practical II – Fashion Sketching		4	3	40	60	100	4
	23Q	Core Practical III – Children’s Apparel Practical		5	4	40	60	100	4
	2AA	Allied : II Sewing Technology		4	3	25	75	100	4
IV	2FB	Value Education – Human Rights #		2	3	-	50	50	2
		10 Days Internship in Garment Unit							
<b>Semester III</b>									
III	33A	Core Paper IV – Historic Costumes & Textiles of India		4	3	25	75	100	4
	33B	Core Paper V – Fashion Designing		4	3	25	75	100	4
	33P	Core Practical IV – Fashion Designing Practical		4	3	20	30	50	2
	33C	Core Paper VI – Fiber to Fabric		5	3	25	75	100	4
	33Q	Core Practical V – Fiber to Fabric Practical		3	3	20	30	50	2
	3AA	Allied : III Fashion Business and Clothing Psychology		4	3	25	75	100	4
IV	3ZP	Skill based Subject - Basic Draping Practical		4	3	30	45	75	3
	3FC	Tamil @ / Advanced Tamil# (OR) Non-major elective – I (Yoga for Human Excellence)# / Women’s Rights #		2	3	-	50	50	2
<b>Semester IV</b>									
III	43P	Core Practical VI – Women’s Apparel Practical		5	4	40	60	100	4
	43A	Core Paper VII – Fabric Structure and Design		5	3	25	75	100	4
	43Q	Core Practical VII – Fabric Structure and Design – Practical		3	3	20	30	50	2

	43B	Core Paper VIII – Textile Processing	4	3	25	75	100	4
	43R	Core Practical VIII – Textile Processing Practical	3	3	20	30	50	2
	4AA	Allied : IV Garment Quality Control and Management	4	3	25	75	100	4
IV	4ZP	Skill based Subject – Surface Embellishments Practical	4	3	20	30	50	2
	4FD	Tamil @ /Advanced Tamil # (OR) Non-major elective – II (General Awareness #)	2	3	-	50	50	2
		10 Days Internship in any Textile Processing Unit/ Designer House / Buying House						
<b>Semester V</b>								
III	53A	Core Paper IX – Computers in the Garment Industry	4	3	25	75	100	4
	53B	Core Paper X – Textile Finishing	5	3	25	75	100	4
	53P	Core practical IX – Men’s Apparel Practical	5	4	40	60	100	4
	53Q	Core Practical X- Computer Aided Design (CAD) Practical – I	5	3	20	30	50	2
	5EA/ B/C	Elective – I %	3	3	-	-	50	2
	5ED/ E/F	Elective –II	4	3	20	55	75	3
IV	5ZA	Skill based Subject –Textile Printing	4	3	20	55	75	3
<b>Semester VI</b>								
III	63A	Core paper XI – Home Textiles	5	3	25	75	100	4
	63B	Core Paper XII – Knitting	6	3	20	55	75	3
	63P	Core Practical XI – Knitting Practical	3	3	20	30	50	2
	63Q	Core Practical XII – Computer Aided Design (CAD) Practical – II	6	3	20	30	50	2
	6EA/ B/C	Elective –III	5	3	25	75	100	4
IV	6ZP	Skill based Subject – Fashion Portfolio Presentation *	5	-	-	-	75	3
V	67A	Extension Activities @	-	-	50	-	50	2
		<b>Total</b>					3500	140

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Textile Printing -Practical
	B	Accounting and Business Management
	C	Entrepreneurial Development
Elective – II	D	Apparel Marketing and Merchandising
	E	Apparel Production Management
	F	Business Finance
Elective – III	A	Organization of Garment Unit
	B	Export Analysis and Documentation
	C	Apparel Quality Management

# : No Continuous Internal Assessment (CIA). Only University Examinations.

% : Theory – 10/40 Marks, Practical – 20/30 Marks.

\* : For Viva: 20% marks & report: 80% marks.

@ : No University Examinations. Only Continuous Internal Assessment (CIA).

**SEMESTER-I Core Paper-I**  
**FUNDAMENTALS OF APPAREL DESIGNING**

**UNIT-I**

Parts and functions of a single needle machine, essential tools – cutting tools, measuring tools, marking tools, general tools, pressing tools, seams and seam finishes – types, working of seams and seam finishes Hems – types, stitches used.

**UNIT-II**

Fullness- definition, types. Darts, tucks, pleats, flares and godets, gathers and shirrs, frills or ruffles, flounces, facings – bias facing, shaped facing and decorative facing. Binding – single bias binding, double bias binding.

**UNIT – III**

Plackets – definition, characteristics of a good placket, types – inconspicuous placket and conspicuous plackets. Method of constructing the same. Fasteners – conspicuous (Button and button-holes, button loops, button with holes, shank buttons, eyelets and cords). Inconspicuous (press buttons, hooks and eyes, zips).

**UNIT – IV**

Sleeves – definition, types, set-in-sleeves – plain sleeve, puff sleeve, bishop sleeve, bell, circular. Modified armhole – squared armhole. cap sleeve and Magyar sleeve. Sleeve and bodice combined – raglan, kimono and dolman. Yokes – types, simple yoke, yoke with fullness within the yoke, yoke supporting/ releasing fullness.

**UNIT-V**

Collars – definitions, types, peter pan, scalloped, puritan, sailor, square, rippled, full shirt collar, open collar, Chinese, turtle neck, shawl collar pockets – types – patch pocket, bound pocket, pocket in a seam, front hip pocket.

**REFERENCE:**

1. Practical Clothing Construction – Part I and II, Mary Mathews, Cosmic Press, Chennai (1986)
2. The Complete Book of Sewing – Dorling Kindersley Limited, London (1986)
3. Sewing and Knitting – A Readers Digest, step- by – step guide, Readers Digest Pvt Ltd, Australia.

**SEMESTER-I                  Core Practical-I**  
**FUNDAMENTALS OF APPAREL DESIGNING PRACTICALS**

1. Preparation of samples for seam (any 5)-plain, Top Stitched, Flat fell, piped seam.
2. Preparation of samples for seam finishes (any 3) - overcast, Hem, Edge stitched, bound.
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.
4. Preparation of samples for facing and binding-bias facing, shaped facing, binding.
5. Preparation of samples for plackets and fasteners-continuous, bound, faced and zipper plackets, Tailored Placket, button and buttonhole, press button, hook and eye.
6. Preparation of samples for sleeves-plain sleeve, puff sleeve (any one type), raglan or cap sleeve.
7. Preparation of samples with yoke –simple yoke, yoke supporting fullness.
8. Preparation of samples for collar - peter pan collar , shirt collar,
9. Preparation of samples for pocket-patch Pocket

**SEMESTER-I                                  Core Paper-II**

**PRINCIPLES OF PATTERN MAKING**

**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 in to 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, one way designs. What can be done if cloth is insufficient, fabric cutting, transferring pattern marking, stay stitching, ease stitching.

### **REFERENCE:**

1. Practical clothing construction -part I and part-II Mary Mathews, cosmic press Chennai (1986)
2. Pattern Grading for women's clothing, The technology of sizing –Gerry cooklin ,Blackwell Science Ltd (1990)
3. Zarapker system of cutting –zarapker. K. r., Navneet publications Ltd.

## **SEMESTER I**

## **ALLIED PAPER I**

### **BASIC ILLUSTRATION – PRACTICAL**

1. Lines and line drawings – object drawing and perspective view drawings
2. Enlarging and reducing motifs.
3. Learning the usage of various drawing and sketching mediums- pencils, ink, charcoal, brushes, crayons, water color and poster colors.
4. Drawing a stick figure for both normal and fashion figure. Forming a fleshy figure over a stick figure.
5. 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.,
6. Practicing the art of creating textures.
7. Illustrating pattern details- pockets, sleeves, yokes, skirts, trousers, tops etc.,
8. Illustrating different type of ornaments and accessories.
9. Illustrating details of ruffles, cowls, shirring, smocking, quilting, draping, gathers, pleats, frills and flounces.
10. Basic concept and types of silhouette.

### **RERERENCES:**

1. Fashion Design Drawing & Presentation, Ireland Patrick John.
2. Fashion design Illustration: Children, Ireland Patrick John,
3. Fashion Design Illustration : Men, Ireland Patrick John
4. Fashion Design illustrations, Ritu
5. Foundation in fashion design and illustration – Julian Seaman

**SEMESTER-II** **CORE PAPER –III**  
**CARE AND MAINTENANCE OF TEXTILES**

**UNIT-I**

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

**UNIT-II**

Finishes – Stiffening Agents – Starch (cold water and hot water) , Other stiffening agents, preparation of starch  
Laundry blues, their application.

**UNIT-III**

Laundry equipment – for storage, for steeping and Washing – Wash board, suction washer, wash boiler, washing machine. Drying equipments – out door and indoor types. Irons and ironing board – types of iron (box, flat, automatic, steam iron). Ironing board – different types.

**UNIT-IV**

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, woolens, coloured fabrics, silks, rayon and nylon.

**UNIT-V**

Special types of Laundry – water proff 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.

**REFERENCE:**

1. Textiles fabrics and their Selection – Wingate I B, Allied publishers Ltd, Chennai.
2. Fundamentals of Textiles and their Care- Susheela Dantiyagi , Orient Longmann Ltd (1980).
3. Family Clothing – Tate of Glession , John Wiley & Sons I n c, Illinois.
4. Household Textiles and Laundry Work – Durga Duelpkar , Amla Ram & Sons, Delhi

**SEMESTER II CORE PRACTICALS II**  
**FASHION SKETCHING**

1. Analyzing a normal figure into fashion figure – front face to be done using pictures from magazines.
2. Analyzing profile using of a normal figure into fashion figure to be done using pictures from magazines.
3. Analyzing back of a normal figure into fashion figure using magazine to be done using pictures from magazines.
4. Creating illustrations with various garment styles for Men, Women and Children – for casual wear, party wear and sportswear.
5. Drawing the stylized figures of Men, Women and Children - using 10 heads or 12 heads.
6. Drawing garments for different seasons – summer, winter, autumn and spring – for Men, Women and Children.
7. Men and Women illustration on the background of party and office, children illustration on the background of party and picnic.

**REFERENCES:**

1. Fashion Design Drawing & Presentation, Ireland Patrick John.
2. Fashion design Illustration: Children, Ireland Patrick John,
3. Fashion Design Illustration : Men, Ireland Patrick John
4. Foundation in fashion design and illustration – Julian Seaman.
5. Fashion Sketch Book, Fair child publication, New York

**SEMESTER –II CORE PRACTICAL -III**  
**CHILDREN’S APPAREL PRACTICAL**

- 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
  2. Panty-plain or plastic lined panty
  3. Jabla- without sleeve, front open (or) Magyar sleeve, back opens
  4. Baba suit- knicker with chest piece attached (or) Romper
  5. A-Line petticoat- double pointed dart, neck line and arm hole finished with facing/petticoat with gathered waist.
  6. Summer frock- with suspenders at shoulder line, without sleeve/collars(or) Angel top with raglan sleeve, fullness at neck line
  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
  8. Knicker- elastic waist, side pockets.
  9. Shirt- open collar, with pocket

**REFERENCE:**

1. Practical Clothing Constructing-Part I and II, Mary Mathews, Cosmic Press, Chennai (1986)
2. Zarpker System of Cutting- Zarpker. K. R, Navneet Publications Ltd.
3. Practical cutting and tailoring part II Eshwasri Anwahi, Lakhraj Hans R.B Publications, Delhi

**SEMESTER-II**

**ALLIED PAPER II**

**SEWING TECHNOLOGY**

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

**REFERENCE:**

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 13<sup>th</sup> Edition, The Reader’s Digest Association Inc, Pleasant Ville.



**SEMESTER-III** **CORE PAPER IV**  
**HISTORIC COSTUMES AND TEXTILES OF INDIA**

**UNIT-I**

Beginning of Costume, Growth of Dress out of painting, cutting etc....,

Study of dyed and printed textiles of India –Bhandhani, patola , ikkat, kalamkari- in all the above types and techniques used.

Study of woven textiles of India – Dacca Muslin, Banarasi/ Chanderi brocades, baluchar, himrus and amrus, Kashmir shawls, pochampalli , silk sarees of Kancheepuram.

**UNIT-II**

Costumes of India – Traditional Costume of different States of India

Tamil Nadu , Kerala , Andhra Pradesh ,Karnataka ,Assam, Orrisa, Bihar, Mizoram, ,Nagaland, W.Bengal,

**UNIT-III**

Traditional Costume of different States of India; Maharastra, Rajasthan, Haryana, Himachal Pradesh, Uttarpradesh, Jammu and Kashmir, Gujarat, Madhyapradesh.

**UNIT-IV**

Indian Jewellery – jewelleries used in the period of Indus valley civilization ,Mauryan period , Gupta Period , the Pallava and Chola Period ,Symbolic Jewellery of South India,Mughal period. Temple Jewellery of South India,Tribal jewellery

**UNIT-V**

Traditional embroideries of India – Origin ,Embroidery stitches used –embroidery of Kashmir , Phulkari of Punjab ,Gujarat – Kutch and Kathiawar, embroidery of Rajasthan , Kasuti of Karnataka ,Chickenwork of Lucknow, Kantha of Bengal – in all the above – types and colours of fabric /thread.

**REFERENCE:**

1. Indian Jewellery – M.L Nigam, Lustre Press Pvt Ltd ,India (1999)
2. Indian Costume –G.H Ghosrye, Popular books Pvt Ltd
3. The costumes and textiles and India – Jamila Brij Bhushan, D B Taraporevala Sons & Co, Bombay (1958)
4. Costumes of India –Dorris Flyn, Oxford &IBH Publishing Co ,Delhi (1971).
5. Costumes of India and Pakistan – Das S.N , DB Taraporevala Sons and co, Bombay(1956).

**SEMESTER III                      CORE PAPER-V**  
**FASHION DESIGNING**

**UNIT I**

Terms related to the fashion industry – fashion, style, fad, classic, and collection, chic Custom made , mannequin , fashion , show, trend, forecasting, high fashion, fashion cycle, haute couture, couture, couturier, fashion director, fashion editor, line, knock-off avant garde, bridge, buying house, apparel, fashion merchandising, pre – a – porter, sample.

**UNIT II**

Design- definition and types – structural and decorative design, requirements of a good structural and decorative design. Elements of design – line, shape or form, colour , size and texture. Application of structural and decorative design in a dress. Principles of design- balance – formal and informal, rhythm- through repetition, radiation and gradation, emphasis, harmony and proportion. Application of principles of designs in a dress.

**UNIT III**

Colour- definition, colour theories- prang colour chart and munsell colour system, Dimensions of colour- hue, value, and intensity. Standard colour harmonies- application in dress design. Colour in principles of design- application of the same in dress design.

**UNIT IV**

Designing dresses for unusual figures – becoming and unbecoming – for the following figure types. Stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face, prominent chin and jaw, prominent forehead.

**UNIT V**

Introduction to Fashion accessories, trimmings and decoration. Wardrobe planning for different age groups, factors influencing wardrobe selection, Fashion and season, Designing dresses for different occasions – business meetings, parties/ dinners, evenings/leisure hours, marriage functions, sports, uniforms for civil service, airhostess, hoteliers, schools – girls and boys (school, high school).

**REFERENCE:**

1. Fashion Sketch Book – Bina Abling, Fair Child Publications, New York
2. Strategies for Women – Judith Rasband, Delmar publishers London
3. Textiles and their Care- Susheela Dantyagi, 5<sup>th</sup> edition,. Orient Longman Ltd New Delhi
4. Inside the Fashion Business- Heannette A Jarnow et-al, macimilan Publishing Company, New York.
5. Art and Fashion in Clothing Selection – Mc Jimsey and Harriet, Iowa State University Press, Jowa.

**SEMESTER – III                      CORE PRACTICAL -IV**  
**FASHION DESIGNING – PRACTICAL**

1. Prepare the following Charts
  - a. Prang colour chart
  - b. Value Chart
  - c. Intensity Chart
  
2. Illustrate garment designs for the Elements of Design
  - a. Line
  - b. Colour
  - c. Texture
  - d. Shape or form
  - e. Size
  
3. Illustrate garment designs for the Principles of Design
  - a. Balance in dress
  - b. Harmony in dress
  - c. Emphasis in dress
  - d. Proportion in dress
  - e. Rhythm in dress
  
4. Illustrate the colour harmony in dress design
  - a. Monochromatic colour harmony
  - b. Analogous colour harmony
  - c. Complimentary colour harmony
  - d. Double complementary colour harmony
  - e. Split complementary colour harmony
  - f. Triad colour harmony
  
5. Designing dresses for figure irregularities- becoming and unbecoming Stout figure, thin figure, narrow shoulders, broad shoulders, large bust, flat chest, large hip.

**SEMESTER-III                      CORE PAPER VI**  
**FIBRE TO FABRIC**

**UNIT-I**

Introduction to the field of textiles- classification of fibres –natural and chemical – primary and secondary characteristics of textile fibers.

**UNIT-II**

Manufacturing process ,properties and uses of natural fibres – cotton ,linen ,Jute , pineapple ,hemp ,silk , wool, hair fibers, man-made 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 and fancy yarns , Sewing threads and its properties.

**UNIT-IV**

Weaves – weaving mechanism, parts of a loom and basic process, basic weaves –plain, twill, satin.

Fancy weaves- pile, double cloth, leno, swivel, dobby and jacquard.

**UNIT-V**

Non-Wovens- felting, fusing, bonding ,lamination ,netting, braiding and calico,tatting and crotcheting.

**REFERENCE:**

1. Textiles –fibre to fabric, Corbmann B.P, International student's edition, Mc Graw Hill
2. Book company, Singapore 1985.
3. Fabric Science 5<sup>th</sup> edition , Joseph J Pretal , Fairchild Publications ,Newyork 1990.

**SEMESTER III                      CORE PRACTICAL V**  
**FIBRE TO FABRIC**

Identification of textile fibres

Fibres – Cotton, Silk, Wool, Nylon, Polyester, Lilen, Rayon,  
Jute.

1. Microscopic Method
2. Flame test.
3. Chemical test.

Testing of yarns/ fabrics

1. counting of the yarn using wrap reel.
2. Counting of the yarn using beesley's balance.
3. Twist of the yarn using twist tester.
4. Determining the weight of the fabric.
5. Determining the fabric count by
  - a Raveling method
  - b Pick Glass method
6. Course length and loop length of knitted fabric.
7. Colour fastness to water.
8. Test of Shrinkage.
9. Test of Absorbency.

**SEMESTER-III** **ALLIED PAPER III**  
**FASHION BUSINESS AND CLOTHING PSYCHOLOGY**

**UNIT-I**

Factors influencing fashion changes. Role of costume as a status symbol, Personality and dress, cloths as sex appeal, cultural value, repetition of fashion . Understanding Fashion designer – types – classicist, idealist, influenced, realist, thinking poet. Indian Fashion designers –Haute couture, Minimalists, Village India, Studio line. World fashion centers.

**UNIT-II**

Fashion evolution – Fashion cycles , Length of cycles , consumer groups in fashion cycles – fashion leaders , fashion innovators, fashion motivation , fashion victim, Fashion followers .Adoption of Fashion- Fashion theory. Fashion forecasting – Need for forecasting - Forecasting agencies – Role of forecasting agencies - Fashion direction and recent trends.

**UNIT-III**

Introduction – Elements of Visual Merchandising – Needs – Psychology – Types of Display ,Elements of display – the merchandise , mannequins and forms , props , signage , lighting Merchandising presentation – tools and techniques- back drop, forms, fixtures . Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Planogram.

**UNIT-IV**

Store Management in Merchandising - Introduction, Objectives, Types of Stores, Location of a Store, Store Layout, Types of Store Layouts, Store Space Allocation. Store Design - Introduction, Concept of Store Design, Exterior of a store, Interior of a store, Merchandise Presentation Strategies.

**UNIT-V**

Applications of Visual Merchandising – Exterior, Interior, Trade show & Fair, Fashion show- Definition, planning, budgeting, location, timings, selection of models, collection, set design, music, preparing the commentary , choreography, rehearsal .

**REFERENCE:**

1. Retail Fashion promotion and Advertising – Drake et-al , Macmillan publications company ,new york.
2. Fashion –From concept to consumer – Gini Stephens Frings , 6th edition, prentice Hall (1999).
3. Inside the fashion business –Bennett, Coleman & o ,Mumbai(1998). Art and Fashion in clothing selection – Harriet T ,Mc Jimsey, The Iowa state university
4. Fashion Merchandising & Merchandising, 4<sup>th</sup> Edition, Mary G.Wolfe, The Goodheart-Willcox Co.,Inc, Illions, 2014.
5. Fashion- from Concept to Consumer, 9<sup>th</sup> Edition, Gini Stephens Frings, Pearson Education Ltd, Harlow, 2014.
7. Visual Merchandising and Display, 6<sup>th</sup> Edition, Martin M. Pegler, Fairchild Books, UK.
8. New Trends in Visual Merchandising – Retail Display Ideas that Encourage Buying, Judy Shepard, Harper Design Publishers, 2013.
9. The business of fashion inside outside, 7<sup>th</sup> Edition, Kitty Dickerson, 2003.

### SEMESTER III

### SKILL BASED SUBJECT

#### BASIC DRAPING-PRACTICAL

#### List of Experiment:

1. Introduction to draping and dress forms
2. Draping basic front and back
3. Draping basic skirts
4. Draping yokes, Shirt yoke and midriff yoke
5. Draping collars- Peter pan, Mandarin and Shirt Collar

### SEMESTER IV

### CORE PRACTICAL VI

#### WOMEN'S APPAREL PRACTICAL

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

1. saree Petticoat- Six Panel , Decorated bottom.
2. Skirts – Circular/umbrella/panel with style variations.
3. Blouse- front open ,Fashioned neck, Waist band at front , with sleeve.
4. Salwar (or) Churidhar (or) Parallels (or) Bell Bottom
5. Kameez – with /without slit, with or without flare ,with /without opening ,with or without panels, with /without yoke.
6. Nightie –With yoke, front open , with sleeve , full length.
7. Ladies pant- waist band , zip attached ,tight fitting / parallel pants.
8. Short kurta / top – Decorative / surface design in tailored placket, with or without collar.

#### REFERENCE:

1. Scientific garment quality –K M Illege and Sons , Plot No. 43 , Somuvar Peth pune 411011
  2. Easy cutting –Juvekar commercial Tailors Corporation p vt 166 Dr. Ambedkar Road dadar.
  3. Commercial system of cutting - Juvekar commercial Tailors Corporation p vt 166 Dr. Ambedkar Road dadar.
  4. Zarapker system of cutting –K.R Zarapker ,Navneet publication ltd.
  5. Dress making- Smt Thangam Subramaniam Bombay Tailoring and embroidery college ,32
  6. North park street ,Ambattur , channi.
- Practical clothing construction – Part I and II Mary Mathews ,cosmic Press Chennai

**SEMESTER-IV                      CORE PAPER VII**  
**FABRIC STRUCTURE AND DESIGN**

**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, huck a back and its modifications, crepe weaves, mock leno.

**UNIT-II**

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 – face to back, back to face, both. Centre stitched – warp and weft. Interchanging double cloth.

**REFERENCE:**

1. Watson's textile design and colour. Grosichkli Z Newness, Butter worths, London 1980.
2. Watson's advanced textile design, Grosichkli Z Newness, Butter worths, London 1989
3. Textiles – fibre to fabric, corbmann B P , International students edition, Mc Graw Hill book Co, Singapore 1985.



**SEMESTER-IV** **CORE PRACTICAL VII**  
**FABRIC STRUCTURE AND DESIGN PRACTICALS**

To analyze the following particulars of woven fabrics

- Warp Particulars - Ends per inch, Crimp percentage.
- Weft Particulars - Picks per inch, Crimp percentage.
- Fabric Particulars - Total cover factor, Thickness.
- Design, Draft and Peg plan.

1. Plain weave and its derivatives ( Warp rib, Weft rib)
2. Twill Weave – Right hand twill and Left hand twill.
3. Satin
4. Sateen
5. Honey comb Weave
6. Huck a back Weave
7. Extra Warp and Weft Figuring.

**SEMESTER –IV** **CORE PAPER VIII**  
**TEXTILE PROCESSING**

**Unit – I**

Typical sequence of processes. Object and methods

Singeing, Desizing, Scouring, Synthetic Fiber Heat setting, Wool carbonizing, Weighting of silk.

**Unit II**

Wet processing equipment – kier – J box – pad roll – U box – Roller bed – Conveyor steamer – stenter.

Mercerization – Theory process - Methods – Chemicals – effects.

**Unit III**

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 IV**

Dyes – Classification of colorants – fastness properties of dyes. Stages of Dyeing– fiber, yarn, fabric and Garment dyeing.

Dyeing machines – loose stock fiber bale – hank package – jigger – winch – HT Beam jet – padding mangles. Garment dyeing machines.

### Unit – V

Wet processing of Knitted fabrics – Scouring – Bleaching – Dyeing – Printing – Calendaring – Shrink Controlling – Steaming.

Wet Processing of Polyester ,Nylon, Silk and Wool.

### REFERENCE:

1. Paters R.H.Textile Chemistry” Vol. I,II Textile institute, Manchester 1970.
2. Shenai V.A.” Technology of textile processing” Vol. III, V,Vii,VII Sevale publications, Bombay 1981.
3. Lewis D.M.”Wool Dyeing” SDC publications England 1990.

### SEMESTER –IV

### CORE PRACTICAL VIII

### TEXTILE PROCESSING- PRACTICALS

Preparation of samples for Processing

- Desizing
- Scouring
- Bleaching
- Mercerising

Dye the given fabric using suitable dye

- Direct Dye
- Sulphur Dyes
- Vat Dye
- Disperse Dye
- Reactive Dyes
- Acid Dye
- Basic Dye
- Vegetable Dyes (any one)

**SEMESTER-IV** **ALLIED PAPER IV**  
**GARMRNT QUALITY CONTROL AND MANAGEMENT**

**UNIT-I**

Definition and Scope of Quality control – establishing merchandising standards- establishing raw material quality control specifications – quality control of raw material. Establishing Processing quality specification – Training quality control personnel – Quality control inspection procedures for processing- Quality control of finished garments – Quality control for packaging , warehousing and shipping – Statistical quality control - Sampling plans – Industry-wide quality standards .

**UNIT-II**

Function of production control – Production analysis – Quality specifications – quantitative specifications –Basic production systems – whole garment, departmental whole garment, subassembly systems and progressive bundle systems, Principles for choosing a production system – Evaluating production systems

**UNIT-III**

Functions of cost control, types of costs and expenses – Apparel manufacturing cost categories – sales cost control,purchasing cost control, production cost control, administration cost control – cost ration policies – the manufacturing budget –cash flow controls – standard cost sheet, break-even – charts.

**UNIT-IV**

Quality – Evolution of Quality management – Quality function and quality planning – Basic concepts of Total Quality Management (TQM) – Principles of TQM – Quality Trilogy – Four pillars of TQM – PDCA cycle & PDSA cycle – Kaizan concept – 5’S Philosophy – Quality circles.

**UNIT-V**

Environmental Management System (EMS) – Meaning & Definition – Elements of EMS – Benefits of EMS – Environmental Policies – Implementation of ISO 14000 – study on other management system: SA8000, OHSAS 18000 and WRAP.

**REFERENCE:**

1. Solinger, Jacob, Apparel manufacturing analysis, New York, textiles books, 1961.
2. Solinger, Jacob, Apparel manufacturing hand book, analysis principles and Practice, Columbia media corp, 1988.
3. J.M.Juran, “Quality Control Hand book”.
4. Basker S, “Total Quality Management”, Anuradha Publications, Kumbakonam.
5. Shridhara Bhat K, “Total Quality Management”, Himalaya Publishing Corporation, Delhi.
6. Amstrong, “Hand book of Toatal Quality Management”, Jaico Publications, Delhi.

**SEMESTER-IV** **SKILL BASED SUBJECT**  
**SURFACE EMBELLISHMENT PRACTICALS**

Prepare samples for the following

1. Hand embroidery – 20 stitches -10 samples
2. Traditional embroidery -Embroidery of Kashmir ,Phulkari of Punjab ,Gujarat – Kutch embroidery, embroidery of Rajasthan , Kasuti of Karnataka ,Chickenwork of lucknow, Kantha of Bengal.
3. Machine Embroidery- 3 samples.
4. Smocking -3types

**SEMESTER-V** **CORE PAPER- IX**  
**COMPUTERS IN THE GARMENT INDUSTRY**

**UNIT-I**

Classification of computers, computer generations, computer specification ,organization of computer sections. Types of storage devices ( primary and secondary) ,input devices , output devices .

**UNIT-II**

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.

**UNIT-III**

CAD in designing

Textile designing – Weaving , Knitting and printing.

Creating embroidery designs.

Garment designing – 2D and 3D forms .

**UNIT-IV**

CAD in pattern making and grading – system description – information flow – process involved in pattern making , process involved in pattern grading.

**UNIT-V**

Computer application in fabric defect checking, laying / spreading, cutting marker planning ,labeling – parts and functions. Computerized sewing machines .

**REFERENCE:**

1. Clothing Technology – Hannelore Eberle et –al, Verlaag Europa – Lehrmittel, Vollmer GmbH & Co 4287, Haan – Gruilen.
2. Computer Fundamentals – P K Sinha , BPB Publications, Delhi (1992)
3. The technology of clothing manufacture – Harold Carr and Barbara Latham, Blackwell Ltd (1994)
4. Pattern Grading for Women’s Cloths The Technology of sizing – Gerry Cooklin, Blackwell Science Ltd (1990)

**SEMESTER V      CORE PAPER X**  
**TEXTILE FINISHING**

**UNIT I**

Production sequence of textile fabrics – flow chart – brief description.  
Finishes – classification – Importance of finishes – application methods

**UNIT II**

Mechanical finishes – methods and applications;  
Aesthetic finishes: Luster – glazed, moiré, schreiner, embossed;  
Drape – crisp and transparent, burnt out, sizing, weighting;  
Texture – sheared,brushed,embossed,plisse,pleated,flocked,embroidered,napped,fulled;

**UNIT III**

Functional finishes – methods and applications –wrinkle free finishes, water repellent finish, flame retardant finish, rot and mildew proof finish, antistatic finish, and soil release finish.

**UNIT IV**

Special purpose finishes – methods and applications – silicone finish, denim finish – stonewash and enzyme wash; fragrance finish, UV protection finish, anti bacterial finish, and phase change finishes.

**UNIT V**

Recent trends in finishing – micro encapsulation techniques, nano finishes.  
Environmental pollution during chemical processing of textiles. Treatment of textile effluents.

**REFERENCE:**

1. Understanding Textiles 6<sup>th</sup> edition, Billie J.Collier,Phyllis G.Tortora,Prentice Hall Inc.,New Jersey,2001
2. Textiles by Sara.J.Kadolph and Anna .L.Langford,2000.
3. Textile Finishing by V.A.Shenai.
4. Textile Finishing by R.S.Prayag.
5. Functional Finishes by Lewin And Sello.
6. Technology of Finishing by J.T.Marsh.

**SEMESTER V**

**CORE PRACTICAL IX**

**MEN'S APPAREL PRACTICAL**

- 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. S.B.Vest – with/ without collar, button attached, sleeveless
  2. Slack shirt – full open, shirt collar, patch pocket,
  3. Nehru kurtha –stand collar, side pocket, half open
  4. Pyjama- Elastic /Tape attached waist.
  5. Pleated trousers – pleats in front, Darts at back, side pocket, fly with button /zip.
  6. T-Shirt – open collar, zip attached
  7. Bermudas –patch pocket

**REFERENCE:**

1. Scientific garment quality – K M Illege and sons, Plot no 43, somuvar peth, pune, 411011
2. Easy cutting – Juvekar, commercial tailors corporation pvt ltd, 166, Dr.Ambedkar Road,Dadar
3. Commercial system of cutting - Juvekar, commercial tailors corporation pvt ltd, 166, Dr.Ambedkar Road,Dadar
4. Zarpker system of cutting – K R Zarpker Navneet Publications ltd
5. Dress making – Smt Thangam Subramaniam, Bombay tailoring and embroidery college, 32 north park street,ambattur, Chennai
6. Practical clothing construction – Part I and II, Mary Mathews, cosmic press, Chennai

**SEMESTER-V**

**CORE PRACTICAL - X**

**COMPUTER AIDED DESIGNING- PRACTICALS-I**

Create the following designs

1. Motifs / small designs.  
Embroidery designs for Kerchiefs , Neck lines  
Chest prints for T-shirts
2. Children's Garments  
Jabla- different styles  
Frocks- different styles  
Middi and Tops - different styles
3. Women's Garments  
Churidhar- different styles Full  
gowns - different styles Middi &  
Tops - different styles  
Princess line Dress- different styles.  
House coats, Aprons, Nighties
4. Men's Garments  
S B vest  
T- Shirt - different styles  
Shirts - different styles  
Kurta pyjama - different styles
5. Create logos for branded companies.
6. Create label for garments / companies

## **SEMESTER-V**

## **SKILL BASED SUBJECT**

### **TEXTILE PRINTING**

#### **UNIT-I**

Printing – Introduction to printing , differences between printing and dyeing , preparation of fabric for printing – cotton , linen, polyester, wool and silk, methods and styles of printing, preparation of printing paste, selection of thickening agents.

#### **UNIT-II**

Direct printing : Block printing – Brief History , Preparation of design , Blocks, table, print paste and printing process. Stencil printing – Brief history , preparation of fabric , stencils (For one or more colour) Materials used for preparing stencils, process involved and techniques used .  
Roller Printing- Process and techniques involved.

#### **UNIT-III**

Screen printing – brief history , Flat screen and Rotary screen printing , Preparation of screen , print paste , screen printing process, Discharge printing – chemicals used , process involved .

#### **UNIT-IV**

Resist printing: Brief history, Batik printing wax used, Equipments required, process sequence and techniques used. Tie and dye – Brief history, Equipments required, process sequence and techniques used.

#### **UNIT-V**

Other printing methods : Ink jet printing, Heat transfer printing , photo printing.  
Fixation and after treatment, Printing

#### **REFERENCE:**

1. Textiles – Ninth edition ,Sara J Radolph and Anna L Langford, Prentice hall, New Jersey (2002).
2. Textile processing – J L Smith, Abhishek publications, Chandigarh (2003). 3.Textile Chemistry – Peters R H , Vol I, & II, Textile Institute Manchester (1970)



**SEMESTER-VI                      CORE PAPER XI**  
**HOME TEXTILES**

**UNIT I**

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

**UNIT II**

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.

**UNIT III**

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.

**UNIT IV**

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

**UNIT V**

Soft furnishings for kitchen and dining ,types of kitchen linens – kitchen towel, aprons, dish cloth, fridge, grinder and mixie 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.

**REFERENCE:**

1. Cheryl Mendelson, Home Comforts-the arts and science of keeping home, published by Scriber, New York,2005.
2. Hamlyn octopus, Cushions and Pillows- professional skills –made easy, Octopus publishing group, New York,2001.
3. Magi Mc McCormick Gordon, The ultimate sewing Book 200 sewing ideas for you and your home, Collins and Brown,London,2002.
4. Anne van Wagner Childs Leisure Arts- Inc., Sew no more Home Décor,Arkansas,U.S.A,1993.
5. Mary Mulasi, Garments with style, Chiton Book Company,Pennsylvania,1995.
6. Rhoda J.Murphy, House Beautiful-A seasonal guide to decorating with fabric, Quadrille publishing Ltd, New York,1997.
7. Art and craft of fabric decoration-Juliet Bawden, published in London,1994.

8. Dorothy Gates, The essential guide to upholstery, published in 2000 by Merehurst Ltd, London.
9. Wendy Baker, Curtain and fabric selector, 2000, published by Collins and Brown Ltd, London.
10. Susie Johns, Cornucopia of cushions, published by Apple Press, London, 1997.
11. Diana Lodge, Traditional Needle Arts – Quilting, published by Mitchell Beazley, 1995, London.
12. Design and make curtains by Heather Luke, published by New Holland publishers, London, 1999.

## **SEMESTER-VI**

## **CORE PAPER-XII**

### **KNITTING**

#### **UNIT-I**

Knitting – Definition, classification and history, types of knitting- hand and machine, characteristics of knitted goods.

#### **UNIT-II**

General terms and principles of knitting technology, machine knitting, parts of machine, knitted loop structure, stitch density.

#### **UNIT-III**

Weft knitting – classification- circular rib knitting machine, purl, interlock, jacquard- single jersey machine- basic knitting elements- types and functions – knitting cycle, CAM-system- 3 way technique to develop design- knit, tuck, miss- effect of stitches on fabric properties.

#### **UNIT-IV**

Warp knitting- lapping variations- tricot, raschel, simplex and Milanese - kitten raschel- single bar, 2 bar, multi bar machines. types of threading, production of nets, curtains, heavy fabrics, elasticized fabrics.

#### **UNIT-V**

Care and maintenance of knitted material- washing, drying, ironing, storing.

#### **REFERENCE:**

1. Knitting technology, David Spencer, Pergamon Press, Oxford (1982)
2. Principles of knitting, D B Ajonker, Universal Publishing Corporation. (1998)
3. Warp knit elements, Wilkens C U, Wilkens (1997).

**SEMESTER-VI**

**CORE PRACTICAL XI**

**KNITTING PRACTICALS**

Identify the given fabric Sample.

Methodology used – unravel and graphic representation

- Plain Knit
- Rib Knit – 1x1,2x2
- Interlock
- Pique – any 2 structures
- Tricot
- Raschel

Defect Analysis

- Vertical and horizontal lines
- Holes and cuttings
- Distorted stitches
- Any other

**SEMESTER-VI**

**CORE PRACTICAL - XII**

**COMPUTER AIDED DESIGNING PRACTICALS-II**

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

2. Applications of Principles of design in dress design

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

3. Design Garments for the following.

- Party Wear – Women ,Men, Children.

- Sports Wear- Tennis, Basket ball/foot ball (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.

4. Prepare pattern for the following.

- Bib
- Jabla
- Knicker

5. Grade the following patterns.

- Bodice front
- Bodice back

#### **SEMESTER-VI**

#### **SKILL BASED SUBJECT**

#### **PAPER –IV FASHION PORTFOLIO PRESENTATION**

Portfolio development and presentation technique;

- To be planned for a season or occasion.
- Mood board, Story board, Fabric board, colour board  
(To be presented separately or in a combined form)
- Fabric development chart
- Design development chart
- Final presentation.
- Number of garments in a collection 4-6 garments.

**SEMESTER-V** **ELECTIVE PAPER I - A**  
**TEXTILE PRINTING-PRACTICALS**

1. Preparation of sample for printing.
  - Cotton
  - Polyester
  - Silk.
2. Preparation of printing paste.
3. Create Design with Block printing – Vegetable/ wooden blocks
4. Create Design for Chest print/ Neck /Yoke designs with Stencil printing.
5. Tie and Dye Designs with any three methods with single/ double/ Multi colours.
6. Batik printing with any three methods with single/ double/ Multi colours.
7. Print a Design using Screen printing methods.

**SEMESTER-V** **ELECTIVE PAPER I - B**  
**ACCOUNTING AND BUSINESS MANAGEMENT**

**UNIT I**

Accounting concepts and conventions –rules of accounts – importance of accounting – nature and scope of accounting – double entry system – advantage – difference between double entry and single entry

**UNIT II**

Journal, ledger, and Trial balance, subsidiary books – purchase book, sales books, purchase returns book, sales returns book and cash book with single, double and triple column cash book

**UNIT III**

Final accounts – trading and profit and loss A/C and balance sheet with simple adjustments

**UNIT IV**

Cost accounting – elements of cost, classification of cost – preparation of simple cost sheet (problem) – accounting for overheads – classification of overheads, allocation and apportionment of overheads – reapportionment of service department cost to production department, absorption of overheads

**UNIT V**

Nature and objectives of business – legal forms of business of ownership – sole trader, partnership, company and co-operative societies –advantages and limitations

**Note: problems – 70 marks, theory – 30 marks**

**REFERENCE:**

1. Introduction to accountancy – T S Grewal
2. Principles of accountancy – N Vinayagam, P L Main, K L Nagarajan
3. Cost accounting – S P Jain and K L Narang
4. Cost and management accounting – S N Maheswari
5. Business management – Dinker Pagare
6. Business Organisation and management – Y K Bhushan

**SEMESTER – V** **ELECTIVE I - C**  
**ENTREPRENEURIAL DEVELOPMENT**

**UNIT I**

Concept of Entrepreneurship: Definition Nature and Characteristics of Entrepreneurship - Functions and types of Entrepreneurship phases of EDP. Development of women Entrepreneur and rural Entrepreneur – including self employment of women council scheme.

**UNIT II**

The Start – up process, Project Identification – Selection of the product – Project formulation evaluation – Feasibility Analysis, Project Report.

**UNIT III**

Institutional service to Entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO, ITCOT, IIC, KUIC and commercial Bank.

**UNIT IV**

Institutional finance to Entrepreneur – IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI, SIPCOT – SIDBI and commercial Bank venture capitals.

**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.

**REFERENCE:**

1. Entrepreneurial Development – C.B. Gupta and N.P. Srinivasan
2. Fundamentals of Entrepreneurship and small Business – Renu Arora and S.KI.Sood
3. Entrepreneurial Development – S.S.Khanka
4. Entrepreneurial Development – P.SaravanaVel
5. Entrepreneurial Development – S.G.Bhanushali
6. Entrepreneurial Development – Dr.N. Ramu

**SEMESTER-V** **ELECTIVE II - D**  
**APPAREL MARKETING AND MERCHANDISING**

**UNIT-I**

Meaning and classification of Marketing ,fashion Marketing , Marketing environment. Marketing Function – Assembling, standardization and Grading and packaging ,product planning and development. The fashion industry and new product development, product mix and range planning. Pricing policies and strategies for apparel products, Functions and factors Influencing pricing, pricing strategies for new products, methods of setting prices.

**UNIT-II**

Fashion sales promotional programme for apparel marketing , communication in prop motion, Personal selling, point of purchase. Fashion Advertising and preparation of advertising for apparel market , Advertising media used in apparel market, Apparel & Textile Trade shows and fairs .Advertising department and advertising agencies – structure and functions . Advertising Budget.

**UNIT-III**

Merchandising: Introduction, Meaning- Apparel Merchandising. Export merchandising and retail merchandising. Types of merchandiser - Functions of a merchandiser – Essential requisites of a good merchandiser – Vendor sourcing, evaluation and development – Global sourcing – Vendor nomination by buyers – Reasons for vendor nomination.

**UNIT IV**

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 V**

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. Order sheet and its contents – Packing list and its contents – Document formats: order sheet, packing list, invoice, inspection and testing reports etc., - Assortment and its types.

**REFERENCES:**

- 1.Marketing- RSN Pillai and Bhagavathi, S Chand and Company Ltd , New Delhi,1987.
- 2.Marketing management – Dr B K Chatterjee Jaico, Juice publishing house , Bombay 1982.
- 3.Marketing Principles and methods – Philip C F and Duncon, Irwin Publications.
- 5.Fashion marketing – Mike Easey ,Black well Science Ltd,1995.
- 6.Advertising – C N Sonatakki, Klyani Publishers New Delhi, 1989.



7. Building Buyer Relationships, *Daragho' Reilly, Jullian J. Gibbs*
8. Inside the Fashion Business, Mc Millan Publishing Co.,.
9. Fashion Merchandising, *Elian Stone,*
10. Apparel Merchandising, An integrated Approach, Krishnakumar, M, 2010, Abishek Publications
11. Apparel Merchandising, *Robin Mathew,* Book Enclave Publishers, Jaipur
12. Apparel Merchandising, *Jerry A & Rosenau,* Fairchild Publications, London

## **SEMESTER-V**

### **ELECTIVE II – E APPAREL PRODUCTION MANAGEMENT**

#### **UNIT I**

Nature and scope of management – Management Science/Art – Development of management theory – Scientific management – Henry Foyal's principles of management.

#### **UNIT II**

Planning – Meaning and purpose of planning – Steps in planning – Types of planning – Objectives and policies – Objectives, policies, procedures and methods, nature and types of policies – Decision making – Process of decision making – Types of decisions – Problems involved in decision making.

#### **UNIT III**

Organizing – Types of organization – Organizational structure – Span of control – Committees. Delegation and centralization line & staff relationship – staffing – Sources of recruitment – Selection process – Training methods – Performance appraisal.

#### **UNIT IV**

Directing – Nature and purpose of directing – Motivation – Discipline – Leadership – Supervision – Communication – Requirements for effective controls – Critical control points and standards.

#### **UNIT V**

Controlling – Need for co-ordinating – Meaning and importance of control – control process – types of control.

#### **REFERENCE:**

1. O.P.Khanna, Industrial Engineering and Management, Dhanapat Rai Publications, New Delhi(2006).
2. Patrick.J.Montana and Bruce.H.Charnov, Management, Barrows(2000).
3. D.P.Jain, Business Organisation and Management, Vrinda Publications(1999).
4. Harold Koontz and Heinz Weihrich, Essentials of Management, Tata McGraw Hill(1998).

**SEMESTER-V                      ELECTIVE II - F**  
**BUSINESS FINANCE**

**UNIT I**

Business Finance: Introduction – Meaning – Concepts – Scope – Functions of finance, Traditional and modern concepts – content of modern finance functions.

**UNIT II**

Financial Plan: Meaning – Concept – objectives – Types – Steps – Significance – Fundamentals.

**UNIT III**

Capitalisation – Bases of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation – Under Capitalisation – Symptoms – causes – remedies – Watered Stock Vs. Over Capitalisation.

**UNIT IV**

Capital Structure – Cardinal Principles of capital structure – Trading on equity – Cost of capital – concept – Importance – Calculation of Individual and composite cost of capital.

**UNIT V**

Sources and forms of Finance: Equity Shares, Preference Share, Bonds, Debentures and fixed deposits – features – advantages and disadvantages.

**REFERENCE:**

1. Essentials of Business Finance – R.M.Sri Vatsava
2. Financial Management – SaravanaVel
3. Financial Management – L.Y.Pandey
4. Financial Management – S.C.Kuchhal
5. Financial Management – M.Y.Khan and Jain

**SEMESTER-VI** **ELECTIVE III - A**  
**ORGANISATION OF GARMENT UNIT**

**UNIT-I**

Entrepreneurship- Meaning definition and types , need for Entrepreneurs, qualities and types of Entrepreneurship. Difference between Entrepreneur and manager.

Management- Definition , Management as a process –Planning ,organizing ,Directing Controlling, Co ordination.

**UNIT-II**

Organizational structure of a garment unit, Design department ,Finance department, purchasing department , Production department, Organizing different sections – hierarchy

Personnel involved in all the departments, nature of the job .

**UNIT-III**

Factory Design and layout – importance of factory design , factors affecting factory design , Types of buildings, ( single and Multi –storey) –advantages and limitation . Factory layout – Process, Product and combined layout

Design requirement – requirements relating to health, safety and welfare

**UNIT-IV**

Principles of costing- requirement of good costing system. Cost estimation of yarn and woven fabric. Cost estimation for cutting, stitching, checking, packing, forwarding, shipping and insurance.

**UNIT-V**

Performance of Indian Garment Export, SWOT Analysis Setting up of garment unit for export market ,Export Document ,Export finance- Payment method ,Export shipping

Institutions supporting entrepreneurs- DIC, NSIC ,SISI,SIPCOT, TII,KVIC, CODISSIA, COMMERCIAL BANKS –SBI.

**REFERENCE:**

1. Principles of management- Dinakar pagare, sultan chand and sons, delhi.
2. Entrepreneurship Development in India – Dr. C.B Gupta , Dr N.P . Srinivasan, sultan Chand and sons delhi 1997.
3. Garment Exports – Darlie O Koshy (1997)
4. Introduction to clothing production management – AJ Chester 2<sup>nd</sup> Edition , Wrenbury Associates Ltd (1998).
5. The technology of clothing manufacture – Harold Carr and Barbara Latham ,Blackwell Science (1994).
6. Apparel Costing, A functional Approach- Krishnakumar.M, Abishek Publications, Chandigarh.

**SEMESTER-VI** **ELECTIVE III - B**  
**EXPORT ANALYSIS & DOCUMENTATION**

**UNIT I**

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.

**UNIT II**

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.

**UNIT III**

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.

**UNIT IV**

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.

**UNIT V**

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

**REFERENCE:**

1. Paras Ram, Hand Book of Import and export Procedures

**SEMESTER-VI** **ELECTIVE III - C**  
**APPAREL QUALITY MANAGEMENT**

**UNIT I**

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 interlings, buttons and fasteners.

**UNIT II**

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 labeling and international care symbols.

**UNIT III**

Principles of TQM – Deming's PDCA Cycle - KAIZAN concepts – 5 'S' applications in apparel industry. Application of seven QC tools in apparel industry.

**UNIT IV**

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.

**UNIT V**

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

**REFERENCE:**

1. D.L.Shah Trust, ISO 9000 Quality Management System, DL Shah Trust.
2. Pradeep V Mehta, Managing the Quality in Apparel Industries, New Age International (P) Ltd, New Delhi – 1998 Edition.
3. Booth J.E, Principles of Textile Testing, CBS Publishers and Distributors, New Delhi, First Edition.
4. Kothari V.K. Testing and Quality Management, IAFL Publications, New Delhi, First Ed, 1999.