

BHARATHIAR UNIVERSITY, COIMBATORE.
M. Sc. COSTUME DESIGN AND FASHION WITH COPULSORY DIPLOMA
(Affiliated Colleges)
(Effective from the academic Year 2009-2010)
SCHEME OF EXAMINATIONS – CBCS PATTERN

Sem.	Study Components	Course title	Ins. hrs/ week	Exam				Credit
				Dur.Hrs	CIA	Marks	Total Marks	
I	Paper I	Research Methodology and Statistics	6	3	25	75	100	5
	Paper II	Costumes and Textiles of the World	4	3	25	75	100	5
	Paper III	Indian Textile Industry	4	3	25	75	100	5
	Practical I	Ornaments and Accessories	4	3	40	60	100	3
	Practical II	Fashion Illustrations	4	3	40	60	100	3
	Practical III	Draping for Fashion Design	4	3	40	60	100	3
	Elect / Dip.	Paper I	4	3	25	75	100	3
II	Paper IV	Fashion Merchandising	5	3	25	75	100	6
	Paper V	Apparel Quality Standard and Implementation	6	3	25	75	100	6
	Paper VI	CAD in fashion Designing	5	3	25	75	100	6
	Practical – IV	Computer Applications	5	3	40	60	100	3
	Practical V	Advanced Garment Construction	6	4	40	60	100	3
	Elect./Dip.	Paper II	3	3	*	*	100*	3
III	Paper VII	International Trade and Documentation	6	3	25	75	100	6
	Paper VIII	Technical Textiles	5	3	25	75	100	6
	Paper IX	Textile Testing	5	3	25	75	100	6
	Practical VI	Textile Testing	5	3	40	60	100	3
	Practical VII	Designs with Prints	5	3	40	60	100	3
	Elect./Dip.	Paper III	4	3	25	75	100	3
IV	Project work & Viva voce		-	-	-	-	200*	6
	Elect. /Dip.	Paper IV	4	3	*	*	100*	3
		Total					2200	90

* Includes 25/40% continuous internal assessment marks for theory and practical papers respectively. For Project report - 80%; Viva-voce - 20%

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

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

Note :

1. The Syllabus for the above papers (Except Elective Diploma papers Group B & Group C) be the same as prescribed for the academic year 2007- 08.
2. The syllabus for the Elective Diploma papers Group B & Group C are furnished below.

SEMESTER-I GROUP A : DIPLOMA PAPER-I

VISUAL MERCHANDISING

UNIT I

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

UNIT II

Maslows Pyramid – Postive Negative Theory – Visual Signature

UNIT – III

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

UNIT IV

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

UNIT V

Branded, stores 7 International and National Level

REFERENCE

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

SEMESTER-II GROUP A : DIPLOMA PAPER-II GARMENT CARE & LABELLING-PRACTICAL

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

SEMESTER-III GROUP A : DIPLOMA PAPER-III

HOME TEXTILES

UNIT – I

Introduction to home textiles

UNIT – II

Designing and drafting home textiles

Bed Linens
Table linens
Curtains & Draperies

UNIT – III

Interior Decorations for Home

UNIT – IV

Collection of different types of layout

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

UNIT – V

Hanging / mats
Wall
Door

Reference

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

SEMESTER-IV GROUP A : DIPLOMA PAPER-IV
HOME TEXTILES -PRACTICAL

1. Designing and Constructing Home Textiles Introduction to Home Textiles
Bed Linens
Table linens
Curtains & Draperies

2. Collection of different types of layout
 - a. living room
 - b. Kitchen
 - c. Dining room
 - d. Bed room
 - e. Study room
3. Preparation of samples for hangings / mats
 - a. Wall hangings
 - b. Door hangings
 - c. Door mats

SEMESTER-I GROUP B : DIPLOMA PAPER-I
ENTREPRENEURSHIP DEVELOPMENT

UNIT-I

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

UNIT-II

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

UNIT-III

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

Selection of types of organization - Sole proprietorship. Partnership. Joint stock company.

Factors influencing the choice of organization.

UNIT-IV

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

UNIT-V

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

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

REFERENCES:

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

SEMESTER-II GROUP B : DIPLOMA PAPER-II
BEAUTY CARE I

UNIT I

Introduction and importance of Beauty care. Importance of Personal Hygiene. Skin - Types of Skin - Factors affecting skin condition - Skin care.

UNIT II

Nail Care- Factors affecting nail growth. Manicure &Pedicure - Hands & feet Types of Manicure & Pedicure. Hand massages step by step procedure.

UNIT III

Bleach - Types of Bleaches, Mixing procedure and application on face, neck, hands and other parts.

UNIT IV

Facials - according to types of skin. Removal of black head, Massage step-by-step procedure. Pack - Types of pack.

UNIT V

Hair - Types of hair, importance of hair care, factors affecting hair growth.

Hair cut- Straight cut, U-cut ,V-cut, Step cut.

Hair Styling - Basic hair styles, Model and party styles.

References:

1. Hair, skin & Beauty care(The Complete body Book - Blossom Kochar(2000) VBSPD/VBS publishers Distributors Ltd. NewDelhi.
2. Complete Beautician course - Dr.Renu Gupta(2001) Diamond pocket books PvtLtd, NewDelhi.
3. Practical Guide to Beautician Training - Madhumita Paudwal (2002). Asian publishers, NewDelhi.

PRACTICALS (To Gain Knowledge about Beauty Care- No Examination)

1. Threading
2. Types of Bleaching.
3. Manicure & Pedicure ,
4. Waxing - Hands, Legs.
5. Facial - Normal.
6. Basic hair cuts.
7. Basic hairstyles.

**SEMESTER-III GROUP B : DIPLOMA PAPER-III
BUSINESS ORGANIZATION AND OFFICE MANAGEMENT**

UNIT -1

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

BOOKS FOR REFERENCE

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

SEMESTER-IV GROUP B : DIPLOMA PAPER-IV

BEAUTY CARE II

UNIT I

Skin Treatments - Pimple, Dark circles, Pigmentation, preparation and importance of each treatments.

UNIT II

Skin treatment - Mature skin, sun tan, open pores, preparation and importance of each treatment.

UNIT III

Art of Make up - Importance of Make up.

Tools used in make up, Cosmetics used for face make up. Types - Foundation, Gel, Moisturizer, Face powder. Face compact, Concealer, Blusher, Eye shadow And lipstick.

Selection application and different methods used.

UNIT IV.

Hair treatment - Hair falling, Hair coloring, Dandruff treatment, Henna treatment, Dye application, Hair Conditioning.

UNIT V

Hair styles - Bridal hairstyles, Party hairstyles with make up, Hairstyles suitable for fashion show. Mehendi cone preparation and application.

Reference:

1. Complete Beautician course- Dr.Renu Gupta(2001) Diamond pocket books PvtLtd, NewDelhi
2. Classic make up and beauty Book Maureen Barry more Dave king (1996)
3. Dorling Kindersley, London. 3. 388 Great Hair style Margit Rudiger and Renate Von Samson (2002) Sterling Publishing Co., Inc, Newyork.
4. 4.Hair,skin & Beauty care(The Complete body Book) - Blossom Kocher(2000) VBSPD,VBS publishers Distributors Ltd., NewDelhi.
5. Practicals Guide to Beautician Training - Madhumita Paudwal(2002). Asian Publishers. New Delhi.

Practical (To Gain Knowledge about Beauty Care- No Examination)

1. Pimple, Under eye, Pigmentation
2. Mature skin, Sun tan, open pores
3. Make up - Bridal /Party
4. Hair falling, Hair coloring, Dandruff, Henna treatment
5. Dye application, Hair Conditioning
6. Mehandi Application.

SEMESTER-I GROUP C : DIPLOMA PAPER-I

TEXTILE ECONOMICS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

BOOKS FOR REFERENCE

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

SEMESTER-II GROUP C : DIPLOMA PAPER-II

TEXTILE CHEMISTRY

UNIT I

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

UNIT II

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

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

Dyeing defects, causes and remedies.

Enzymatic Dyeing

UNIT III

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

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

UNIT IV

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

UNIT V

Pollution - types-land, water, air and noise - causes and remedies

Effluent treatment - methods - colour removal - bio degradation

Eco friendly textiles

Field visit to processing unit.

Reference

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

SEMESTER-III GROUP C : DIPLOMA PAPER-III

PRINCIPLES OF COSTING

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

Reconciliation of Cost and Financial accounts.

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

Books for Reference:

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

SEMESTER-IV GROUP C : DIPLOMA PAPER-IV

COMPUTER APPLICATIONS IN BUSINESS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Books for Reference:

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