### Scheme of Examination

#### Semester – I

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components</th>
<th>Course Title</th>
<th>Hours per week</th>
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<td>Language I</td>
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<td>III</td>
<td>Core I Textile Science</td>
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<td></td>
<td>Core II Introduction to Computers</td>
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<td>Allied Paper I Woven Fabrics and Designs</td>
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<td>IV</td>
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#### Semester – II

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<td>Core III Garment Manufacturing Machines</td>
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<td>Core IV Pattern Making &amp; Grading</td>
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<td>Core Practical II Pattern Making</td>
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<td>Allied Paper II Basic Knitting Technology</td>
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#### Semester III

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<td>III Core V - Engineering Economics</td>
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<td>Core VI - Textile Wet Processing</td>
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<td>Core Practical III - Textile Wet Processing Practical</td>
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<td>Core VII Fashion Communication and Retailing</td>
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<td>Core IX Garment Construction</td>
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<tr>
<td>Core X Fashion Design Elements and Concepts</td>
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<td>Core Practical IV Textile Testing &amp; Standards - Practical</td>
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<td>Core XI Business Statistics</td>
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<td>Core XII Apparel Production Management</td>
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<td>Core XIII Garment Costing &amp; Programming</td>
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<td>IV Skill based Subject 3 (Diploma) Total Quality Management</td>
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<td>Semester VI</td>
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<tr>
<td>III Core XIV Apparel Marketing &amp; Merchandising</td>
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<td>Core XV Entrepreneurship Development</td>
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<td>Core XVI Human Resource Management</td>
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<td>Elective –III</td>
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<td>IV Skill based Subject 4 (Diploma) Export Sampling &amp; Product Development- Practical</td>
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@ No University Examinations. Only Continuous Internal Assessment (CIA)
# No Continuous Internal Assessment (CIA). Only University Examinations.

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

<table>
<thead>
<tr>
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<th>Inspection &amp; Quality Control</th>
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<tr>
<td></td>
<td>B</td>
<td>Visual Merchandising</td>
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<td>C</td>
<td>International Trade &amp; Documentation</td>
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<tr>
<th>Elective – II</th>
<th>A</th>
<th>Fashion Accessories &amp; Trims</th>
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<td></td>
<td>B</td>
<td>Apparel Retailing</td>
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<td>Industrial Psychology</td>
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<th>A</th>
<th>Fabric Manufacturing Technology</th>
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<td>B</td>
<td>Design Collection</td>
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<td>C</td>
<td>Fashion Accessories</td>
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</table>
SEMESTER – I CORE PAPER I - TEXTILE SCIENCE

UNIT I

Cotton: Producing countries – Botanical and commercial classification - Brief study on Indian hybrid and imported commercial cotton varieties – Fibre morphology – Chemical structure & composition - Properties - End uses. Brief study about organic cotton and it’s cultivation.

Jute: Producing countries – Fibre morphology – Chemical composition - Properties - End uses.

Flax: Producing countries – Fibre morphology – Chemical composition - Properties - End uses.

UNIT II
Wool: Producing countries - Grading - Fibre morphology – Chemical structure & composition - Properties - End uses - Felting – Study of Woolen and Worsted Yarns - End uses - Brief study on specialty hair fibers and uses.


UNIT III

Synthetic fibres: Common steps for the production – Brief study about Polyamide, Polyester, Poly Acrylic, and Spandex – Process flow for the production of Nylon 6,6, Nylon 6, Polyester filaments and staple fibres. Individual fibre properties and trade names – End uses.
- Texturisation and it’s effects, Types of textured yarns - Methods of texturisation – End uses of textured yarns.

UNIT IV
Classification of yarn types- Staple spinning system - Types – Cotton Yarn Production sequence and objectives – Principles of short staple spinning – Comparison of carded and combed yarn - Winding and it’s objects – Waxing and it’s significance – Properties required for export quality hosiery yarns. Study of yarn twist and it’s importance – Types of yarn twist – Various yarn & package defects.

UNIT V
Blended textiles: Types of blending – Benefits of blending – Prominent blended yarns of fashion apparel market - Double yarn - Properties –Uses. Classification of Sewing threads & applications
Thread prerequisites – Essential properties - Production process of spun Polyester sewing thread & core spun sewing thread – Advantages. Yarn numbering systems.

REFERENCES:

12. Eric Oxtoby, Spun Yarn Technology
15. K.P.Chellamni, Yarns and Technical Textiles.

SEMESTER – I  CORE PAPER II  - INTRODUCTION TO COMPUTERS

UNIT I
UNIT II

UNIT III

UNIT IV

UNIT V
Virus, Types of viruses, How do virus spread, Symptoms of a virus attack, Prevention of virus attack, Detection of viruses, Removing viruses.

REFERENCES:
2. Greg Perry, Teach Yourself Microsoft Office 2000 in 24 Hours, Tech media Publications.

SEMESTER – I   PRACTICAL I - COMPUTER APPLICATIONS

LIST OF EXPERIMENTS
1. Do the following exercise using DOS commands.
   • Create a file and display it
   • Delete and rename a file
   • Display all files with the extension .exe or .bat

2. Create a batch file and macro using DOS commands.
3. Using Windows 98
   • Create a folder and sub folder
   • Edit and delete a folder
   • Rename the folder
   • Copy a folder in to floppy disc
4. Create a text file using Windows 98 and save it in a folder that is created and print the file using print command. Also create a shortcut of the file in the Desktop.

5. In Microsoft Word use the following utilities in your document
   - Find, replace, go to, header & footer, zoom
   - Insert a hyperlink and bookmark into your document

6. Create a document using the utilities of MS Word
   - Font, bullets and numbering, borders and shading, auto format
   - Auto correct, spell check
   - Create a table in MS Word

7. Create a letter and send to all the students who have different addresses using Mail merge facility. Also create a macro using same utility of MS Word.

8. Create a spread sheet which contains chart and pivot table.
9. Using MS Word, prepare the given report.
10. Using MS Excel, prepare the given balance sheet.
11. Using MS Excel get the output in the various graphs for the given data.
12. Using MS Excel do the given calculation and prepare the required statement.
13. Using MS Power point prepare the flow chart and presentation slides for given topic.
14. Design the given motif / design using Coral draw.
15. Create the given situation in Coral draw.
16. Work on Adobe photo shop for the given design card.
17. Design a web page for the given details using HTML / DHTML / Flash.

SEMESTER – I ALLIED PAPER I - WOVEN FABRICS AND DESIGNS

UNIT – I

UNIT – II
Objects of warping – Types of warping – Passage of material through slow speed conventional beam warping machine, high speed modern beam warping machine & sectional warping machine – Warping defects, Causes & remedies. Objects of sizing – Passage of material through...
two cylinder, multi cylinder & hot air sizing machines – Sizing ingredients & their functions – Size paste preparation – Sizing defects, causes & remedies.

UNIT – III
Passage of material through a plain power loom – Basic mechanisms of a loom – Primary, secondary & auxiliary motions – Tappet shedding – Cone over pick & under pick mechanisms – Beat up mechanism – Types of let off & take up mechanisms – Fabric defects, causes & remedies.

UNIT – IV

UNIT – V

REFERENCES:
SEMESTER – II  CORE PAPER III - GARMENT MANUFACTURING MACHINES

UNIT I

UNIT II
Introduction to garment cutting machines – Types of cutting machines and applications – Detailed study on straight knife, band knife and round knife cutting machines. Brief study on notchers, drills & thread markers.

UNIT III
Classification of industrial sewing machines – Applications – Description and working of Single Needle Lock Stitch machine, Double Needle Lock Stitch machine, Over Lock machines, Flat Lock machine – Types and parts of sewing machine needles – Needle sizes.

UNIT IV

UNIT V
Brief study on computer controlled cutting machine, Laser and Plasma cutting. Brief study on safety stitching, blind stitching, button stitching, button holing, placket making and bartacking machines. Study on various garment finishing machines for fusing, sucking, ironing and packing.

REFERENCES:


SEMESTER – II  CORE PAPER IV - PATTERN MAKING AND GRADING

UNIT I
Introduction – Concept of basic pattern and grading – 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 men’s wear: Basic round neck T shirt, raglon sleeve T shirt with hood, full sleeve shirt, narrow bottom trouser.

Procedure to draft the ¼th patterns for kids wear: Jabla, knicker, pedal pusher, A-Line frock.

Procedure to draft the ¼th patterns for Ladies wear: Blouse, kameez, salwar, midi, midi top.

UNIT V


REFERENCES:

**SEMESTER – II CORE PRACTICAL II - PATTERN MAKING**

**LIST OF EXPERIMENTS**

Draft and construct the pattern of given style / sample as per the specification given with and also grade the same for required sizes.

1. Men’s basic T shirt
2. Men’s raglan with pocket
3. Men’s polo T shirt
4. Men’s high neck shirt
5. Men’s boxer short
6. Men’s bermudas short
7. Men’s trouser
8. Men’s kimono sleeve
9. Men’s V – neck shirt
10. Men’s hood shirt
11. Men’s inner garment – vests RN / RNS
12. Men’s under garment: briefs with inner waist band or outer waist band of various models - Trunk type.
13. Ladies skirt
14. Ladies blouse
15. Ladies basic bodice
16. Women’s nighties
17. Kid’s wear of various styles
18. Children’s suits and pyjama
SEMESTER – II ALLIED PAPER II - BASIC KNITTING TECHNOLOGY

UNIT I
Different fabric forming methods- Comparison of weaving and knitting-principles of weft and warp knitting – Comparison of weft and warp knitting – Classification of knitting machines.

UNIT II

UNIT III
Knitting terms and definitions - Basic weft knit structures and their characteristics- Needle gating - Principal weft knit stitches - Formation and properties - Representation of weft knit stitches. Effects of loop length on knitted fabric properties.

UNIT IV
Yarn passage diagram of flat knitting machine - Needle bed assembly – Racking, carriage and cam box arrangement - Yarn feeding arrangement - Carriage driving mechanism - Fabric take down mechanism.

UNIT V

REFERENCES:

8. Bernard P. Corbman, Textiles, Fibre to Fabric
SEMESTER III CORE-V ENGINEERING ECONOMICS

UNIT - I

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

REFERENCES:

2. Contemporary Engineering Economics – Chan S. Park, Prentile Hall of India.
5. Macro Economics for Business and Management – H.L. Ahuja, S. Chand & Co. Ltd.
7. International Marketing - Francis Cherunilam, Himalaya Publishing House
SEMESTER III CORE-VI  TEXTILE WET PROCESSING

Unit – I. Water
Water & Quality Required For Wet Processing Industries - Softening Process: Ion Exchange - Sequestering Agent Methods - Terminology & Terms Related To Textile Industries (Ph, Acid, Base, Oxidation, Reduction) – Role Of Textile Auxiliaries.

Unit – II. Preparatory Process

Unit – III. Dyeing

Unit – IV. Printing

Unit – V. Finishing

References:
1. Technology Of Textile Processing (Vol 1-9) – By V.A.Shenai
2. Dyeing And Chemical Technology Of Textile Fibres – E.R.Trotman
Textile Science – Gohl

SEMESTER III  CORE PRACTICAL

TEXTILE WET PROCESSING  PRACTICAL

1. Estimation of water harness by EDTA method.
2. Scouring of grey cotton woven / knitted fabrics and estimate the scouring loss percentage.
3. Bleaching the given cotton knitted fabrics using hydrogen peroxide.
4. Dye the given cotton sample with natural dyes.
5. Dye the given cotton sample with cold brand reactive dyes.
6. Dye the given cotton sample with hot brand reactive dyes.
7. Dye the given cotton sample with vinyl sulphone dyes.
8. Dye the given cotton sample with reactive H-E dyes.
9. Dye the given silk material with acid / basic dyes.
10. Dye the given wool material with acid / basic dyes.
11. Dye the given polyester sample using carriers.
13. Develop a batik motif and print on the given sample.
14. Prepare the print paste with pigment colour and print on the given fabric.
15. Print the given fabric with reactive dyes by Resist Style.
16. Prepare the print paste with reactive dyes and print on the given fabric by discharge style.

SEMESTER III CORE-VII FASHION COMMUNICATION AND RETAILING

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 III ALLIED: III KNITTING TECHNOLOGY- PRACTICAL

Part A:
3. Trace The Diagram Of Different Cams In The Conventional/Modern Knitting Machine With Measurements. Also Mention The Importance Of Each Cam.
4. Trace The Take Down Mechanism And Set The Mechanism For Maximum And Minimum Tension.
5. Trace The Positive Feeder Mechanism Available In The Modern Knitting Machine And Set The Mechanism For Two Different Feed Lengths.
6. Develop A Pattern For Flat Knitting And Set The Machine Accordingly.
7. Develop A Pattern For Circular Knitting And Set The Machine Accordingly.

Part B: Development Of The Following Samples:
6. Two Thread Fleece  7. Mini Jacquard Design
12. Interlock

and Analyse the Following Particulars:

A) Course and Wale density  B) Loop length  C) Areal Density (GSM)
D) Tightness factor  E) Technical Graph  F) Cam Order  G) Needle Order
(Any one of the above designs shall be given)
SEMESTER III DIPLOMA PAPER-I  PRINCIPLES OF MANAGEMENT

UNIT I

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

UNIT IV

UNIT V
Controlling – Need for co-ordinating – Meaning and importance of control - Control process –Types of control.

REFERENCES:
7. Dingar Pagore, Principles Of Management
8. L.M.Prasath, Principles Of Management
SEMESTER – IV CORE-VIII PRINCIPLES OF ACCOUNTING

Unit – I

Unit – II

Unit – III

Unit – IV

Unit – V

Reference :
1. Principles Of Accountancy –N.Vinayagam, P.L.Mani, KI.Nagarajan

SEMESTER IV CORE-IX GARMENT CONSTRUCTION

1. Elements And Functions Of Clothing

2. Stitches
Introduction –Definition -Basic Principles Of Stitch Formation – Classification Of Stitches Based on Federal Standards -- Formation Of Important Stitch Classes In
100,200,300,400,500 and 600 Series – Detailed Study Of Application Of All Stitches - Comparison Of Stitches.

3. Seams

4. Defects & Remedies
Detailed Study On Various Stitching, Sewing And Assembly Defects - Causes & Remedies: Skip Stitch, Unbalanced, Puckering, Gathering, Needle Defects, Thread Problems – Quality Of Threads And Its Impact On Sewing Quality – Sewability And Influencing Factors – Needle Cutting Index.

5. Alternative Methods Of Joining Materials:

References:
1. Apparel Manufacturing Hand Book – Jacob Solinger
2. Technology Of Clothing Manufacture – Harold Carr & B.Latham
3. Knitted Clothing Technology – T.Bracken Berry
4. Technology of Stitches & Seams –Coats Viyella Limited

SEMESTER IV CORE-X  FASHION DESIGN ELEMENTS AND CONCEPTS

UNIT I
Introduction to fashion: Fashion terminologies - Factors influencing fashion – Line: (1) Path, (2) Curve, (3) Direction, (4) Illusion. Shapes: (1) Basic types, (2) Structural & visual shapes

UNIT II
Colour: Colour wheel, Colour theory, Colour value & intensity, Texture - Colour harmony - Colour scheme – Colour psychology – Introduction to colour psychology – Importance of colour psychology in apparel export market.

UNIT III

UNIT IV
Ruffles, cowls, Shirring, smoking, quilting, yokes, draping, gathers, pleats, frills & flounces.
UNIT V
Basic concept of variety of skirts – Methodology of designing of skirts.
Basic concept of Trousers – Methodology of designing of trousers.
Basic concept & types of silhouettes.

REFERENCES:

SEMESTER IV CORE PRACTICAL-IV
TEXTILE TESTING AND STANDARDS- PRACTICAL

1. Determination Of Count Of Yarn: Wrap Reel & Weighing Scale.
3. Determination Of CSP: Lea Strength Tester –
7. Fabric Analysis For Determining GSM, CPI, WPI, SI, CI & Count Of Given Sample: Course Length Tester And Weighing Scale.
8. Fibre Identification: Microscope And Chemical Test
9. Blend Composition – Chemical Test
10. Determination Of Color Fastness Of Given Sample To Washing By Using Launderometer And Rating With Help Of Grey Scales
11. Determination Of Color Fastness Of Given Sample To Rubbing By Using Crockmeter And Rating With Help Of Grey Scales –

SEMESTER IV ALLIED: IV GARMENT CONSTRUCTION- PRACTICAL

2. Get At Least Five Different Stitch And Seam Samples Stitched On Various Machines And Furnish The Machine Threading Diagram Along With Stitch Density And Thread Consumption Details, For Given Details
3. Developing Seams Of Various Types - Superimpose, Bound, Lap, Piping Etc.
4. Developing Samples Of Components Such As
   a. Round Neck
   b. Scallop Neck
   c. Gents Placket
   d. Ladies Placket
   e. Cross Pocket
   f. Band Collar
   g. Henley Band, etc., (As Per Diagrams And Sketches Also May Be Given)

Draft The Pattern, Cut & Construct The Following Components For The Given Measurement:
1. Different Neck Lines (At Least 3Types)
2. Different Collars (At Least 3 Types)
3. Different Sleeves (At Least 3 Types)
4. Different Plackets (At Least 3 Types)
5. Different Pockets (At Least 3Types)
6. Slits

and develop and construct the following.
1. Men’s Crew Neck / Henley Neck / Raglan Sleeve Shirt
2. Men’s Vest RN / RNS
3. Ladies Skirt
SEMESTER IV DIPLOMA-II FASHION MERCHANDISING AND RETAILING

UNIT I

UNIT II
Scope of fashion business: Primary level, secondary level and retail level – Type of fashion designers - Fashion focus on Children Apparel: History, organization & operation, merchandising & marketing activities – Fashion focus on Ladies Apparel: History, organization & operation, merchandising & marketing activities

UNIT III
Fashion Focus on Men’s apparel: History, organization & operation, merchandising & marketing activities – Fashion focus on Apparel accessories: History, organization & operation, merchandising & marketing activities – Fashion Forecasting – Forecasting techniques – Sources of forecasting

UNIT IV

UNIT V
Fashion Shows –Types of Fashion Shows – Organising fashion shows – Check points for fashion shows – Foreign Fashion Designers: American, French, Italian, German, UK – Indian Fashion Designers – Fashion Association in India – Fashion Auxiliary services

Reference:
1. Strong Elian, Fashion Merchandising
2. Inside the Fashion Business.. Mc Millan Publishing Co.,
3. Apparel Merchandising
4. Fashion : Concepts to Consumers
SEMESTER V CORE PRACTICAL V

COMPUTER AIDED DESIGNING – PRACTICAL

Part – A

Develop The Patterns For The Following Styles Using Any Cad Software For The Given Measurements And Also Grade The Patterns To Various Sizes And Estimate The Lay Length And Marker Efficiency.

1. Men’s Basic T Shirt
2. Raglan with Pocket
3. Men’s Polo T Shirt
4. Men’s High Neck Shirt
5. Men’s Boxer Short
6. Men’s Bermudas Short
7. Men’s Trouser
8. Men’s Kimono Sleeve
10. Men’s T-shirt with hood
11. Men’s Inner Garment – Vests RN / RNS
13. Ladies Skirt
14. Ladies Blouse
15. Ladies Basic Bodice
16. Women’s Nighties
17. Kid’s Wear Of Various Styles
18. Children’s Suits And Pyjama

Part – B

Digitize The Given Patterns And Store Them As Style Files And Apply Grade Rules And Estimate The Lay Length And Marker Efficiency

SEMESTER V CORE-XI BUSINESS STATISTICS

UNIT – I

UNIT – II
MEASURE OF CENTRAL TENDENCY: A Requisites of A Good Average – Arithematic Mean – Weighted Arithematic Mean – Geometric Mean – Median – Mode – Relationship between Mean, Median and Mode.

UNIT – III
MEASURE OF DISPERSION: Range – Quartile Deviation – Mean Deviation – Standard Deviation – Co-efficient of Variation.

UNIT – IV

UNIT – V

REFERENCES:
1. Statistical Methods – S.P.Gupta, Sultan Chand & Sons, New Delhi

SEMESTER V CORE-XII APPAREL PRODUCTION MANAGEMENT

Unit – I Human Resource Development


Unit – 2. Plant Engineering & Line Balancing
Unit – 3. Work Study

Unit – 4. Production And Productivity

Unit – 5 Production Planning And Control
Function, Qualitative And Quantitative Analysis Of Production - Coordinating Departmental Activities - Basic Production Systems - Evaluating And Choosing The System - Flow Process And Charts For Garment - Scheduling Calculations - Assigning Operators Optimally - Setting Up Complete Balanced Production Lines To Produce Given Amount Of Garments

References:
1. Technology Of Clothing Manufacture – Carr & Latham
2. Apparel Manufacturers Handbook – Jacob Solinger
3. Introduction To Clothing Manufacture – Gerry Cooklin
4. Introduction To Production Management – A. J. Chuter
5. Personal Management And Industrial Relations – Tripathi
6. Industrial Engineering And Management – OP. Khanna

SEMESTER V CORE-XIII GARMENT COSTING AND PROGRAMMING

Unit – I

Unit – II

Unit - III
Unit – IV
Estimation Of Factory Cost For Vest, Briefs , Shorts, T-Shirts, Pyjamas, Children’s Wear, Ladies Wear Etc.-

Unit – V
Various Factors To Be Considered In Costing For Domestic Products & International Products.

Books for Reference:
3. Fashion Marketing – Mike Eassey(Ed), Blackwell Science
4. Marketing Management - Rajan Nair
5. Strong Elian, Fashion Merchandising
6. Apparel Merchandising

SEMESTER V DIPLOMA-III TOTAL QUALITY MANAGEMENT

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
Environmental Management System (EMS) – Meaning & Definition – Elements of EMS –
Benefits of EMS – Environmental Policies – Implementation of ISO 14000 – Study on other
management systems : OTN 100, SA 8000, OHSAS 18000, WRAP

REFERENCES:
1. Dr. S.P.Gupta, “Statistical Methods”

SEMESTER VI CORE-XIV APPAREL MARKETING AND MERCHANDISING

Unit-I
Definition Of Marketing-Marketing Management-Marketing Concept-Meaning
Importance Of Marketing In Developing Countries-Consumer Concept- Difference
Between Agricultural Industrial And Consumer Goods – Function Of Marketing-
Marketing Environment-Various Environmental Factors Affecting Marketing Function -
Marketing Of Fashion Products – Importance Of Fashion Marketing

Unit-II
Buyers Behavior-Buying Motive Explanation Of Motivation-Marketing Segmentation Of
Different Basics. Marketing Strategy-Market Structure-Definition And Types Of
Channels-Channel Policy- Selection Criteria-Whole Sellers Retailers And Middle Men And
Their Functions - Buying Office, Buying Agency. Introduction-Definition Of Marketing
Research-Nature & Scope –An Aid To Rational Decision-Market Research Methodology -

Unit –III
Sales Forecasting-Various Method Of Sales Functioning-Product Policy-Product Life Cycle-
Product Mix- Modification And Elimination-Brand Policy-Packing Promotions Strategy- Selling
And Salesmen Ship-Steps In Selling - Brand – Branding – Meaning & Definition – Selecting A
Brand Name – Characteristics Of A ‘Good Brand’ Types Of Brands. Brand – Positioning –
Types Of Positioning – Various Positioning Strategies – Need For “Made In India Label”
(Common – Brand)

Unit-IV
Pricing-Meaning To Seller And Buyer-Price Policies-Objective Factors Influencing Price
Decisions-Competitors Reaction To Price-Multi Product Pricing Distribution Cost
Analysis-Management Of Physical Distribution Marketing Risks
Unit-V
Reference:
1. Marketing Management - Philip Kotler
2. Marketing Management – Sharlekar
3. Fashion Marketing – Mike Easey(Ed), Blackwell Science
4. Marketing Management - Rajan Nair

SEMESTER VI CORE-XV ENTREPRENEURSHIP DEVELOPMENT

Unit – I

Unit –II

Unit – III

Unit – IV

Unit – V
Developing Women And Rural Entrepreneur - Special Incentives – Assistance To Educated Unemployed – Model Scheme – Export Promotion – Expectation Of Entrepreneurs

Reference:
1. C.E. Guptha & Mp Srinivasan – Entrepreneurship Development
SEMESTER VI CORE-XVI HUMAN RESOURCE MANAGEMENT

UNIT I
Human Resource Management: Definition - Objectives and functions - Role and structure of personnel function in organisations - Personnel principles and policies.

UNIT II

UNIT III

UNIT IV

UNIT V
Personnel Records/ Reports - Personnel research and personnel audit -Objectives - Scope and importance.

REFERENCES:

SEMESTER VI DIPLOMA-IV
EXPORT SAMPLING AND PRODUCT DEVELOPMENT -PRACTICAL

Students Will Be Given Export Order Or Export Enquiry And They Are Asked To Design The Samples As Per The Specification Given And Also Prepare A Report Containing The Following Details.

1. Yarn Details & Composition
2. Yarn Consumption Per Garment
4. Size Details
5. Factory Cost Of Garment
(Totally 6 Export Orders & 6 Export Enquiries Related To Following Styles Shall Be Given) 
( Men’s Basic T Shirt / Men’s Crew Neck Shirt / Men’s Polo T Shirt / Men’s High Neck Shirt / 
Men’s Boxer Short / Men’s Bermuda Short / Men’s Trouser / Men’s Full Arm Shirt / Men’s V –
Neck Shirt / Men’s Collar Neck Shirt / Men’s Inner Garment – Vests Rn / Rns / Men’s Under 
Garment: Briefs With Inner Waist Band Or Outer Waist Band Of Various Models - Trunk Type. 
/ Ladies Skirt With Pleats / Ladies Blouse / Ladies Basic Bodice / Women’s Nighties / Kid’s 
Wear Of Various Styles / Children’s Suits And Pyjama)

ELECTIVE I – A : INSPECTION AND QUALITY CONTROL

Unit – I  Introduction To Quality & Inspection
Quality – Meaning – Definition - Quality Vocabulary – Inspection – Definition - Types Of 
Inspections - Needle Quality - Sewing Thread Quality - Yarn Quality Parameters - Sewing 
Defects - Accessories Inspection

Unit – II Inspection
Inspection: Types – Benefits Of Inspection. Importance Of Sampling. Sampling Plan: 
Definition - Types Of Sampling Plans.

Unit – III AQL Concepts 
AQL Concepts – AQL Levels - Application Concepts - In Process Inspection - Pre-
Final Inspection - Final Inspection Procedures

Unit – IV Organizing For Quality 
Requirements And Functions Of A Quality Controller - Organograms Of Various 
Departments - Functions & Characteristics Of Quality Controller - Functions Of IC - 
Functions Of Quality Assurance Department.

Unit – V. Quality Circles 
Process Improvement – TQMAX – TQ Purchase - Record Maintenance In Expediting - 
Effective Expediting Procedures - Sample Order Expediting – Quality Circles And Its 
Functions.

References:

1. Hand Book Of Quality Control – Juran 
2. Performance Of Textiles- Dorothy. S. Lyle 
3. Managing The Quality – Mehta 
4. TQM Journals 
6. Bench Marking Journal
ELECTIVE I – B : VISUAL MERCHANDISING

UNIT I

UNIT II
Maslows Pyramid - Positive Negative Theory - Visual Signature

UNIT III
Application 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
5. The businesses of fashion inside outside Kitty Dickerson

ELECTIVE I – C : INTERNATIONAL TRADE & DOCUMENTATION

Unit – I Firm Establishment

Unit – II Foreign Trade Documents
Unit – III. Import Procedure

Unit – IV. Shipment And Customs

Unit – V. Payment And Deliveries

Text Book:
Paras Ram : Hand Book Of Import And Export Procedures.

References:
3. How To Start Export.
4. CBI Booklets – Netherland
5. ECGC Services And Guidelines
6. AEPC BOOKLETS

ELECTIVE II – A : FASHION ACCESSORIES AND TRIMS


2. Sewing Threads And Its Applications – Quality Control In Sewing Thread – Types Of Thread Packages – Embroidery Threads – Quality Requirements – Appliqué Works – Sequence Works, Beads, Crystals & Stones


References:
1. Technology Of Clothing Manufacture – Carr & Latham
2. Apparel Manufacturers Handbook – Jacob Solinger
3. Introduction To Clothing Manufacture – Gerry Cooklin

ELECTIVE II – 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 – Cross 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

ELECTIVE II – C : INDUSTRIAL PSYCHOLOGY

UNIT I
Organisational Behaviour: Definition & Meaning – Nature & Scope of OB – Understanding Human behaviour: Individual level, Interpersonal level, Group level, Inter-group level – Perception – Concept of perception – Perceptual process – Factors that influence perception

UNIT II
Personality – Contributing factors to personality – Attitude – Concept of attitude – Distinguish between Attitude, Opinion & Belief – Attitudinal influences on behaviour – Measurement of attitude: Bipolar scale, Thurstone’s scale, Likert’s scale – Motivation – Concept of motivation – Nature & Objective of motivation – Importance of motivation

UNIT III
Group – Concept & characteristics of group – Factors influencing group formation – Types of groups – Group dynamics – Concept & Importance of group dynamics – Advantages & disadvantages of group – Team building – Team building cycle – Leadership – Types of leadership – Traits of a good leader – Conflict: Definition & Meaning – Types of conflict – Managing conflicts

UNIT IV

UNIT V

REFERENCES:
3. Luthans and Fred, “ Organisational Behaviour”
4. Uma Sekaran , “ Organisational Behaviour
5. Industrial Psychology

**ELECTIVE III – A : FABRIC MANUFACTURING TECHNOLOGY**

**Unit I**  
Basic Knitting Technology  

Unit II  
Single Knit Structures  
Principal Weft Knit Stitches - Knit, Tuck, Miss Stitch Formation And Properties - Representation Of Weft Knit Stitches - Basic Weft Knit Structures - Characteristics Of Single Jersey Fabrics.

Unit III  
Double knit and speciality Structures  

Unit IV  
Weaving  
Sequence Of Preparatory Processes For Weaving & It’s Objectives - Passage Of Material Through Weaving Machine (Loom) - Important Motions of Weaving - Important Parts Of Loom.

Unit V  
Woven Fabrics & Designs  
Introduction To Fabric Designing - Plain weave & its derivatives –Twill weave – Pointed twill – Herring bone twill - Satin and Sateen Weaves - Crepe Weaves –Honeycomb and Huck a back weaves. Jacquard designs

**References**

1. Knitting Technology – David J Spencer  
2. Knitting Technology – Prof..D.B.Ajgoankar  
4. Yarn Preperations Vol I & II B. Senguptha  
5. Mechanism Of Weaving Machines - J.Chakrovarthy.  
6. Principles Of Weaving – Marks And Robinson  
7. Weaving Mechanism - T. Ashwani  
8. Fabric Forming – B. Hasmukhrai..
ELECTIVE III – B : DESIGN COLLECTION

Students Are Asked To Visit Different Sectors Of Garment Manufacturing Industries During This Semester & Develop Six Garments With Their Own Creativity Using A Theme. A Team Consisting Internal & External Examiners Will Evaluate The Portfolio Submitted By The Candidate.

ELECTIVE III – C : FASHION ACCESSORIES

Unit - I
The concept of three-dimensional sketching and relation to accessories design- Concentrating on design detail, sketch the basic shapes of footwear, handbags, hats, gloves, personal leather goods, etc. Introduction to accessory design. Various types of shoes, handbags, hats and gloves.

Unit - II

Unit - III
Selection of Materials, Design, functional and aesthetic performance and their advantages - and the various styles – footwear, belts, gloves, hand bags, hats and wallets. Concepts of patternmaking techniques, Basic machinery and equipment used for these accessories

Unit - IV

Unit – V

Reference:
2. Strategies for Women – Judith Rasband, Delmar publishers London Fundamentals of