

BHARATHIAR UNIVERSITY: COIMBATORE-641046
M.Phil. / Ph.D. COSTUME DESIGN AND FASHION

Note : There is no change in the existing syllabi (except Part I - Paper I) from the academic year 2011-12. The revised syllabus for the Paper I is furnished below:

PART-I - Paper-I- Research Methodology in Costume Design and Fashion
(Effective from October 2011 batch onwards)

Unit I

Research Meaning – Types of Research, Research Process, Research Design, Research Problem – identification, selection and statement, Review of Literature

Unit II

Survey Research - Marketing Research, Fashion forecasting, preference study, standardisation of garments - steps involved in all the above given research Experimental Researches - Creation of new product, Need for a patent Comparative study between fabrics /yarns /fibers - steps involved in all the above given research

Unit III

Evaluation of the research – Visual Inspection, Testing of Fibers, fabrics and yarns and its interpretations. Develop a research plan for a topic in the area of the specialisation.

Unit IV

Methods of Data Collection, Data Processing and Analysis, Diagrammatic representations. Tests of significance – parametric tests and non-parametric tests (Only theory, no problems)

Unit V

Research Report – Format of research report, main body of the report, references and appendices, style of writing, typing the report, pagination, tables and figures, evaluating the report

References

- Research Methodology – Methods and Techniques – C R Kothari, New Age International Publishers, New Delhi, 2004
- Principles of Marketing – Philip Kotler and Gary Armstrong, Pearson Education, 2009
- Field guide: How to be a fashion designer, Martin, M. S,2009, Maomao publications, Singapore.
- Research methods, McBurney, D. H. 1994, 3rd edition, Brooks/Cole publishing company, California.
- Fashion forecasting, 2nd edition, Brannon, E. L. 2006, Fairchild publications inc, New York.
- The business of fashion, Burns, L. D. and Byrant, N. O, 2002, Fairchild publications, USA.
- Fashion marketing, 3rd edition, Easey, M, 2009, A John Wiley & Sons Ltd, Publications, Canada.
- Inside the fashion business, 7th edition, Dickerson, K. G, 2003, published by Pearson education Pvt Ltd, Singapore.
- Apparel Manufacturing Analysis, Solinger, New York, Textile books, 1987.

Journals

- Colourage
- Indian Textile Journal
- Apparel Online
- Textile Trends