

B.Sc. Fashion Apparel Management

Syllabus

AFFILIATED COLLEGES

Program Code: 26R

2023 – 2024 onwards



BHARATHIAR UNIVERSITY

(A State University, Accredited with “A++” Grade by NAAC,
Ranked 21st among Indian Universities by MHRD-NIRF)

Coimbatore - 641 046, Tamil Nadu, India

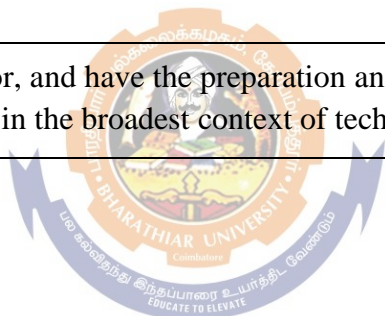
Program Educational Objectives (PEOs)	
The B.Sc. Fashion Apparel Management program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	Graduates will have successful professional careers in Industry and Academia in the field of Apparel and Fashion technology
PEO2	Graduates will become successful entrepreneur in Apparel, Fashion and related fields
PEO3	Graduates will continue to learn and advance their careers through attainment of professional certification and seeking higher education.
PEO4	Graduates will be competent through effective communication, soft skills and teamwork skills and will be able to relate garment industry issues to broader social contexts
PEO5	Graduates will be professional, ethical and demonstrate spirit of excellence and leadership in their successful professional career



Program Specific Outcomes (PSOs)	
After the successful completion of B.Sc. Fashion Apparel Management program, the students are expected to	
PSO1	To be able to understand the buyer requirements and expectations of domestic and international market and quality standards prevailing in the fashion and apparel industry.
PSO2	Demonstrate the knowledge and understanding of the processes related to apparel manufacturing
PSO3	Apply domain knowledge and problem-solving skills to solve real time problems in apparel production
PSO4	Develop new designs and products for apparel and technical applications
PSO5	Have Entrepreneurship and Life Skills to start their own businesses



Program Outcomes (POs)	
On successful completion of the B.Sc. Fashion Apparel Management	
PO1	Students will be able to understand the principles and techniques of various processes in apparel manufacturing
PO2	To be able to identify, analyze the quality and production issues in apparel manufacturing and to design an optimal solution using the tools and techniques
PO3	Demonstrate the knowledge and skills of production process in creating new designs and products
PO4	Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
PO5	Demonstrate knowledge and understanding of various aspects of domestic and export apparel trade in setting up the business
PO6	Able to demonstrate technical, managerial and entrepreneurial skills in setting up a production unit
PO7	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.



BHARATHIAR UNIVERSITY: COIMBATORE 641 046

B. Sc. Fashion Apparel Management Curriculum

(For the students admitted from the academic year 2023-2024 and onwards)

Scheme of Examination

Part	Title of the Course	Hours/ Week	Examination				Credits
			Duration in Hours	Maximum Marks			
				CIA	ESE	Total	
Semester I							
I	Language I	6	3	25	75	100	4
II	English I	6	3	25	75	100	4
III	Core Paper I - Principles and Elements of Fashion Design	4	3	20	55	75	3
III	Core Paper II - Textile Science	4	3	25	75	100	4
III	Core -Practical I - Computer Application Practical	4	3	30	45	75	3
III	Allied Paper I - Principles of Management	4	3	25	75	100	4
IV	Environmental Studies *	2	3	-	50	50	2
Total		30	-	150	450	600	24
Semester II							
I	Language II	6	3	25	75	100	4
II	English II	4	3	25	25	50	2
	Naan Mudhalvan Skill Course - Language Proficiency for employability- Effective English	2	-	25	25	50 #	2
	http://kb.naanmudhalvan.in/Special:FilePath/Cambridge_Course_Details.pdf						
III	Core Paper III -Fabric Science	4	3	20	55	75	3
III	Core Paper IV -Textile Colouration and Finishing	4	3	20	55	75	3
III	Core - Practical II - Fabric Analysis Practical	4	4	40	60	100	4
III	Allied Paper II -Accounting for Managers	4	3	25	75	100	4
IV	Value Education -Human Rights *	2	3	-	50	50	2
Total		30	-	180	420	600	24

Semester III							
I	Language III	4	3	25	75	100	4
II	English III	4	3	25	75	100	4
III	Core Paper V- Apparel Manufacturing Technology	4	3	20	55	75	3
III	Core - Practical III- Manual Pattern Making	6	3	30	45	75	3
III	Allied Paper III – Practical IV - Computer Aided Pattern Making Practical	6	3	40	60	100	4
III	Skill based Subject I - Fashion Communication	4	3	20	55	75	3
IV	Tamil** / Advanced Tamil* (OR) Non-major elective - I (Yoga for Human Excellence) * / Women's Rights*	2	3	-	50	50	2
Total		30	-	160	415	575	23
Semester IV							
I	Language IV	4	3	25	75	100	4
II	English IV	4	3	25	75	100	4
	Naan Mudhalvan Skill Course – Digital skills for employability - Office Fundamentals	2	-	25	25	50 #	2
	http://kb.naanmudhalvan.in/Special:FilePath/Microsoft_Course_Details.xlsx						
III	Core Paper VI - Apparel Quality Assurance	4	3	20	55	75	3
III	Core Practical V- Stitches and Seams Practical	6	3	30	45	75	3
III	Allied Paper IV – Practical VI - Textile Testing Practical	4	3	20	30	50	2
III	Skill based Subject II – Apparel Costing	4	3	20	55	75	3
IV	Tamil**/Advanced Tamil* (OR) Non-major elective -II (General Awareness*)	2	3	-	50	50	2
Total		30	-	165	410	575	23
Semester V							
III	Core Paper VII -Apparel Merchandising	4	3	20	55	75	3

III	Core Paper VIII - Industrial Engineering	4	3	25	75	100	4
III	Core Practical VII - Garment Construction I- Practical	5	3	40	60	100	4
III	Core Paper IX Internship and Viva Voce ##	10	-	25	75	100	4
III	Elective Paper I	4	3	25	75	100	4
III	Skill based Subject III – TQM in Apparel Industry	3	3	20	55	75	3
Total		30	-	155	395	550	22
Semester VI							
III	Core Paper X-Entrepreneurship and Small Business Development	4	3	20	55	75	3
III	Core Paper Practical VIII - Garment Construction II Practical	5	3	40	60	100	4
III	Core Paper XI - Project Work and Viva Voce ##	10	-	25	75	100	4
III	Elective Paper II	4	3	25	75	100	4
III	Elective Paper III	4	3	25	75	100	4
III	Skill based Subject IV – ERP in Apparel Industry	3	3	20	55	75	3
V	Extension Activities **	-	-	50	-	50	2
	Naan Mudhalvan Skill Course: Employability readiness Naandi / Unmati/ Quest / Izapy / IBM Skill Build						
Total		30	-	205	395	600	24
Grand Total		180	-	1015	2485	3500	140

CIA – Continuous Internal Assessment

CEE – Comprehensive External Examination

* No Continuous Internal Assessment (CIA). Only University Examinations.

** No University Examinations. Only Continuous Internal Assessment (CIA)

@ English II- University semester examination will be conducted for 50 marks (As per existing pattern of Examination) and it will be converted for 25 marks.

Naan Mudhalvan – Skill courses- external 25 marks will be assessed by Industry and internal will be offered by respective course teacher.

Mark Division for Internship and Project

Paper title	Total Marks	CIA	CEE	
			Evaluation	Viva-Voce
Internship and Viva Voce ##	100	25	50	25
Project Work and Viva Voce ##	100	25	50	25

Additional Credit Course

Earning Additional credit course is not mandatory for Programme Completion.

Prescribed courses under UGC – SWAYAM/ MOOCS/ NPTEL will be available for the affiliated colleges, as an optional.

List of Elective papers (Colleges can choose any one of the papers as electives)		
Elective – I	A	Fashion Marketing
	B	Statistics for Management
	C	Supply Chain Management
Elective – II	A	Visual Merchandising
	B	International Trade and Documentation
	C	Industrial Psychology
Elective - III	A	Apparel Brand Management
	B	Human Resource Planning
	C	Human Values and Professional Ethics

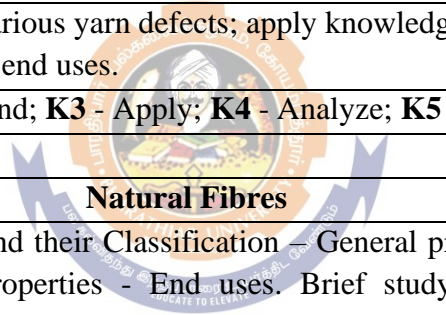


Course Code	13A	Principles and Elements of Fashion Design	L	T	P	C
Core	Paper I		4	-	-	3
Pre-requisite	Basic knowledge in science		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Enable the students to learn about the basics of fashion, design and roles of fashion designer 2. Describe about elements of design and colour theory 3. Elaborate about the fashion style details 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Differentiate the various types of fashion designers					K3
CO2	Classify the various elements of fashion					K2
CO3	Select and apply colours in fashion design					K3
CO4	Understand about principles of design and its applications					K2
CO5	Differentiate various fashion style details					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to Fashion				12 hours	
Fashion Definition – Fashion terminologies – Classification of fashion – Fashion cycle – Fashion forecasting – Factors influencing in fashion – Role and responsibilities of a fashion designers – Types of fashion designers						
Unit:2	Elements of Design				12 hours	
Introduction to design – Types of design – Elements and their importance in a design – Line – Types – Application of line in a garment –Influence of line in various illusion - Shape – Types – Importance of shape in garment design – Texture – Determinants of texture – Effect of texture on colour and physical proportion						
Unit:3	Colour and Colour theory				12 hours	
Introduction to colour theories – Dimensions of colour – Colour systems – Warm and cool colours – colour schemes – Application of colour in fashion design – Visual impact of colour in a garment – Importance of colour psychology						
Unit:4	Principles of Design				12 hours	
Importance of principles of design in fashion – Balance and its types – Proportion and its application in garment design – Emphasis – Creating emphasis in a garment using various techniques – Harmony and its impact in garment design – Rhythm – Application of rhythm in garment design						
Unit:5	Fashion Style Details				12 hours	
Importance of details in apparel design – Various types of neck, collar and sleeve – Different types of waist and hem lines – Types of plackets, Pockets- Garments for men, women and kids – Unisexgarments – Intimate, active and functional garments						
Total Lecture hours					60 hours	

Text Book(s)3	
1	Elements of Fashion and Apparel Design, Sumathi. G. J, New Age International (P) Ltd, New Delhi 2002
2	Apparel Making in Fashion Design, Injoo Kim and Mykyung Uh, Fairchild Publications, New York, 2002
Reference Books	
1	Fashion Design Drawing and Presentation, Patric John Ireland, B.T. Batsfort Ltd, London 1982
2	A Complete Guide to Fashion Designing, Jenny Davis, Bharat Bhushan Abishek Publication, 2006
3	Fashion Source Book, Kathryn Mckelvey and Janine Munslow, Blackwell Publication, 2006
4	A Guide to Creative Colour Combinations, Bride M. Whelan, Colour Harmony Rockport Publishers, 1997
5	Encyclopaedia of Fashion Details, Patric John Ireland, Prentice Hall, NJ, 1987
Related website	
1	https://www.toptal.com/designers/ui/principles-of-design
2	https://blog.bannersnack.com/elements-and-principles-of-design/
3	https://purushu.com/2010/08/elements-of-design-in-fashion.html
Course Designed By: Dr.D.Anita Rachel	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	M	M	S	L	M
CO2	S	M	M	M	S	L	M
CO3	S	M	M	M	S	L	M
CO4	S	M	M	M	S	L	M
CO5	S	M	M	M	S	L	M

*S-Strong; M-Medium; L-Low

Course Code	13B	Textile Science	L	T	P	C
Core		Paper II	4	-	-	4
Pre-requisite		Basic knowledge in science	Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Enable the students to learn about the various textile fibres used in the apparel industry and their characteristics 2. Describe about yarn manufacturing process and its types 3. Elaborate about the various yarn defects, yarn quality criteria 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Differentiate the characteristics various natural fibres					K3
CO2	Differentiate the production of semi synthetic fibres and their characteristics					K2
CO3	Differentiate the various production methods of synthetic fibres manufacturing and classify the fibre characteristics					K2
CO4	Understand the principle of cotton spinning system and Differentiate the characteristics carded and combed yarns					K3
CO5	Identify the causes for various yarn defects; apply knowledge on yarn quality requirements for various end uses.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
						
Unit:1	Natural Fibres				14 hours	
Introduction to Textile fibres and their Classification – General properties. Cotton: Botanical and commercial classification - Properties - End uses. Brief study about Organic Cotton. Flax: properties - End uses. Wool: Grading - properties - End uses. Woollen and Worsted Yarns. Silk: Types - properties - End uses. Production of Raw silk - Degumming.						
Unit:2	Regenerated Fibres				12 hours	
Methods of Filament Spinning. Semi synthetic fibres: Rayon - Regenerated and modified cellulose-Viscose rayon process flow – Modal and Lyocell Fibre properties and End uses. Bamboo fibre – Enduses. Acetate fibre - Properties and End uses						
Unit:3	Synthetic Fibres				12 hours	
Introduction to Polymer and Polymerization and its types. Synthetic fibres: Brief study about polyamide, polyester, polyacrylic, and spandex - fibre properties and End uses. Micro fibresand its properties. Texturization: Objectives, Types of textured yarns and Methods of Texturization.						
Unit:4	Yarn Manufacturing				10 hours	
Yarn: Classification of yarn types- Staple spinning system – Types. Influence of fibre properties on yarn quality. Cotton Yarn Production sequence and objectives - Comparison of carded and combed yarn - Winding and its objects – Yarn numbering systems - Significance of yarn twist.						

Unit:5	Yarn Properties	12 hours
Brief study about OE and Compact Spinning. Melange Yarn. Blended textiles: Types of blending - Reasons for blending. Double yarn – Properties. Sewing threads: Types, features, uses - Properties required for export quality hosiery yarns, Various Yarn and Package defects.		
Total Lecture hours		60 hours
Text Book(s)		
1	A text book of fibre science and technology, Mishra, S.P., New Age International Publishers, 2005	
2	Textile yarns, Technology, Structure and Applications, Goswami.B.C., Martindale.J.G, Scardino.F.L., Wiley India Pvt., Ltd., 2010	
Reference Books		
1	Hand book of textile fibres, Volume II, Fifth edition, Gordon Cook, J, Wood head publishing Ltd., 1984	
Related websites		
1.	https://www.textileschool.com/2782/comprehensive-list-of-textile-fibers/	
2.	http://textilefashionstudy.com/what-is-textile-fiber-classifications-of-textile-fiber/	
3.	http://gpkt.weebly.com/classification-of-textile-fibers.html	
4.	https://p2infohouse.org/ref/11/10023/YarnFormation.asp	
5.	https://sites.google.com/site/textileschoolorg/yarn/process-of-yarn-formation	
6.	https://www.cottonworks.com/topics/sourcing-manufacturing/yarn-manufacturing/the-basics-of-yarn-manufacturing-spinning-process/	
7.	http://textilefashionstudy.com/what-is-spinning-types-of-spinning-process/	
Course Designed By: Dr.P.P. Gopalakrishnan and Dr.D.Anita Rachel		

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	L	L	L	M
CO2	S	S	M	L	L	L	M
CO3	S	S	M	L	L	L	M
CO4	S	S	M	L	L	L	M
CO5	S	S	M	L	L	L	M

*S-Strong; M-Medium; L-Low

Course Code	13P	Computer Application Practical	L	T	P	C
Core		Practical - I	-	-	4	3
Pre-requisite	Basic knowledge in computer science		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn the basics of creating a document using MS word and MS Excel 2. Learn the basics of designing using Corel draw 3. Learn the basics of web page designing 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Create a document using MS Word, MS Excel, MS Access, MS power point				K5	
CO2	Create a design using CorelDraw				K6	
CO3	Design a web page				K6	
CO4	Perform mail merge a document				K5	
CO5	Create an e mail id				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
On the successful completion of the course, student will be able to:						
1.	Prepare an interview call letter and send using mail merge in MS Word.				5 hrs	
2.	Design the given advertisement using in MS word. Apply various fonts and pictures.				5 hrs	
3.	Create line, bar and pie charts for the given data using MS Excel				5 hrs	
4.	Prepare students mark statement with the following fields Roll No, Name, Sub1, Sub2, Sub3, Sub4, and Sub5. Calculate Total, Average, Result and Grade. Apply Conditional formatting.				5 hrs	
5.	Prepare employee salary list with fields Employee No, Employee Name, Experience, Basic Pay, HRA, DA, LIC, PF. Calculate Gross Salary and Net Salary based on given conditions				5 hrs	
6.	Prepare a power point presentation about a product. Apply animation and slide timing.				5 hrs	
7.	Create an Email ID and use various mail features				5 hrs	
8.	Create a table for railway reservation system using MS Access.				5 hrs	
9.	Create an invitation using CorelDraw.				5 hrs	
10.	Design a T-shirt with patterns using CorelDraw				5 hrs	
11.	Design web pages with hyperlinks linking all pages				5 hrs	
12.	Design a webpage with order list and unordered list.				5 hrs	
Total Lecture hours					60 hours	
Text Book(s)						
1	MS office 2000 for everyone, Sanjay saxena, Sangam books Ltd, 2000					
Reference Book(s)						
2	Fundamentals of computers, Rajaraman V, Prentice-Hall of India, 1985					
3	Practical techniques in MS Word, Neibauer, Alan R, 1986					
Course Designed By: Dr. S. Nivas						

Related online content	
1	https://www.coreldraw.com/en/pages/tutorials/coreldraw
2	https://www.computer-pdf.com

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	L	M	L	S	S	M
CO2	L	L	M	L	S	S	M
CO3	L	L	M	L	S	S	M
CO4	L	L	M	L	S	S	M
CO5	L	L	M	L	S	S	M

*S-Strong; M-Medium; L-Low



Course Code	1AA	Principles of Management	L	T	P	C
Allied		Paper I	4	-	-	4
Pre-requisite		Basic knowledge about organization and management	Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
1. Introduce Profession of Management and help the students gain understanding of the functions and responsibilities of the manager						
2. Provide participants tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the evolution and differentiate various management thoughts					K2
CO2	Plan the strategy and manage the organization					K3
CO3	Develop and Organize the structure of management					K2
CO4	Recognize the importance of leadership					K3
CO5	Learn the application of overall control for effective management					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Evolution of Management concept				12 hours	
Management overview-Definition, Nature, Scope, Function -Is Management Arts or Science-Management and Administration –Evolution of Management Evolution and Trends - Classical schooland Modern School of Management thoughts - Roles of Managers						
Unit:2	Planning				12 hours	
Meaning and purpose of planning –Planning Process –Types of Plan and planning -Measures of effective Planning, Barriers to Effective Plan - Objectives-Management by Objectives Strategies - Types of strategies -Policies and Planning Premises –Management Framework –Role Played by Mission, Vision and Values- Forecasting - Decision Making - Types of decision - Decision Making Process - Rational Decision Making.						
Unit:3	Organizing				12 hours	
Importance and Principles- Organizational Structure and Process- Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Change Management: Organizational Change – Change Factor- Organizational Change Management.						
Unit:4	Directing				12 hours	
Motivation – motivation theories – motivational techniques –Work Attitude and Behaviour: Job satisfaction – job enrichment – Leadership: Types and theories of leadership – communication – process of communication – barrier in communication – effective communication – Communication and IT - Organization Culture - Elements and types of culture - Managing cultural diversity.						

Unit:5	Management Control	12 hours
Control: - System and process of Controlling - Requirements for effective control - The Budget as Control Technique - Information Technology in Controlling – Control Techniques- Control and planning- Types of Control– Reporting - Co-ordination; Principles in Control and Co ordination		
Total Lecture hours		60 hours
Text Book(s)		
1	Principles and Practice of Management, D.K. Tripathi, Wisdom Publications, 2009	
2	Principles of Management, Kumkum Mukherjee, Tata McGraw Hill Education Pvt. Ltd., 2010	
Reference Books		
1	Principles of Management, Dinkar Pagare, Sultan Chand and Sons, 2006	
2	Principles of Management, P.C. Tripathi, P.V. Reddy, McGraw Hill Education, 2012	
3	Principle of Management, M. Govindarajan & S. Natarajan, PHI Learning Private Learning., 2008.	
4	Essentials of Management, H. Koontz, H. Weihrich, and Ramachandra Aryasri A., 9st Edition, Tata McGraw -Hill Publishing Company Ltd., 2006.	
Related websites		
1	https://www.businessmanagementideas.com/management/principles-of-management-lecture-notes/7447	
2	https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf	
Course Designed By: Dr.N. Velmathi		

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	L	M	S	S	S	M
CO2	M	L	M	S	S	S	M
CO3	M	L	M	S	S	S	M
CO4	M	L	M	S	S	S	M
CO5	M	L	M	S	S	S	M

*S-Strong; M-Medium; L-Low



***Second
Semester***

Course Code	23A	Fabric Science	L	T	P	C
Core	Paper III		4	-	-	3
Pre-requisite	Basic knowledge in textile fibers and yarns		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn the basics of weaving and Knitting processes 2. Compare characteristics of various woven structures and understand the differences between them 3. Compare characteristics of weft and warp knitted structures and understand their applications in apparel industry 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Differentiate the purpose of various preparatory processes for weaving.					K2
CO2	Learn about formation of various fabric structures and types of looms and analyze the loom requirements for various structures					K4
CO3	Learn the principle of knitting process and various elements of weft knitting machine					K2
CO4	Differentiate the characteristics of basic knit fabric structures					K3
CO5	Differentiate the requirements for jacquard and Fleece structures, flat and warp knitting techniques					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Preparatory Process for Weaving				12 hours	
Classification of fabric forming methods – Weaving preparatory processes and its objectives – Warping, Sizing and Drawing – in. Passage of material through a plain power loom – Primary, secondary and auxiliary motions of a loom						
Unit:2	Looms				12 hours	
Classification of Looms. Shuttle less looms: Introduction - Advantages - Types of shuttle less looms. Introduction to weaves – Plain weave and derivatives – Twill weaves and derivatives – Satin and sateen weaves.						
Unit:3	Basics of Knitting				12 hours	
Comparison of weaving and knitting - Principles of weft and warp knitting – Terms and definitions of weft knitting. Knitting machine elements and description Classification of knitting machines - Yarn passage diagram of a circular knitting machine						
Unit:4	Weft Knit Structures				12 hours	
Knitting cycle of latch needle with sinker. Description of circular Rib and Interlock knitting machine – Characteristics of basic weft knit structures – Ornamentation of basic weft knit structures - Principal weft knit stitches. Knit, tuck and miss stitch formation and properties - Representation of weft knit stitches.						
Unit:5	Flat Knitting and Warp Knitting				12 hours	
Jacquard and Speciality Knitting: Needle selection techniques - Auto stripes - Terry and Fleece. Flat Knitting – Yarn passage diagram of a flat knitting machine – Mechanical type Flat knitting						

machine - Needle bed assembly – Racking, Carriage and Cam box arrangement. Introduction to warp knitting – Warp knitting terminologies. Introduction to non-woven	
Total Lecture hours	60 hours
Text Book(s)	
1	Knitting Technology, D.B. Ajgaonkar, Universal Publishing Corporation, 2006
2	Handbook of weaving, Sabit Adanur, SRC Press, 2009
Reference Books	
1	Knitting Technology Second Edition, David Spencer, Wood Head Publishing Ltd., 1989
2	Flat Knitting, Samuel Raz, Meisenbach Bamberg, 1993
3	Fabric Forming Systems, Peter Schwartz, Trevor Rhodes and Mansour Mohamed, Mahajan Publishers, 1996
4	Textile Fibre to Fabric, Bernard P. Corbman, McGraw Hill Publishers, 1983
Related websites	
1	https://nptel.ac.in/courses/116/102/116102005/
2	https://textilestudycenter.com/classification-of-loom/
3	https://www.textileflowchart.com/2015/04/flow-chart-of-warping-process.html
4	https://www.textileadvisor.com/2019/07/warping-process-direct-warping-process.html
5	http://textilefashionstudy.com/what-is-warping-objects-and-importance-of-warping/
6	https://www.textileschool.com/246/basics-weaving-woven-fabrics/
7	https://www.cottonworks.com/topics/sourcing-manufacturing/weaving/the-art-of-weaving-basic-functions-of-the-weaving-loom/#
8	https://www.onlineclothingstudy.com/2020/08/classification-of-knitting-machines.html
Course Designed By: Dr.P.P. Gopalakrishnan and Dr.D.Anita Rachel	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	L	L	L	M
CO2	S	S	M	L	L	L	M
CO3	S	S	M	L	L	L	M
CO4	S	S	M	L	L	L	M
CO5	S	S	M	L	L	L	M

*S-Strong; M-Medium; L-Low

Course Code	23B	Textile Colouration and Finishing	L	T	P	C
Core	Paper IV		4	-	-	3
Pre-requisite	Basic knowledge in textile fibres and their properties		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Describe basics of preparatory processes for textile colouration 2. Describe the selection of dyes and machines for dyeing and printing of various fibres 3. Elaborate about the various types of finishing available for weft knitted structures 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Define the process route for various textile materials					K3
CO2	Define the selection of machine and dyes for dyeing process					K2
CO3	Select the right method and technique for printing					K3
CO4	Identify the fabrics with various finished effects					K3
CO5	Understand the importance of ETP and merits of enzymes					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
Preparatory Processes					12 hours	
Water: water hardness – types - softening process: ion exchange –Lime Soda Process. Preparatory process sequence for Woven and Knitted fabrics. Preparatory process: Singeing – objectives, principles and methods - yarn and fabric singeing machines. Desizing methods. Scouring– scouring of coloured fabrics. Bleaching: hypochlorite and hydrogen peroxide bleaching – Fluorescent brightening agents. Mercerization						
Unit:2						
Dyeing					12 hours	
Colour: Electromagnetic spectrum, classification of dyes. Dye bath Auxiliary chemicals. Dyeing of blended textiles. Features and working principles of processing machines: Cheese, jigger, jet and soft-over-flow machines. Padding mangles. Garment Dyeing Machines						
Unit:3						
Printing					12 hours	
Differences between dyeing & Printing. Various methods of printing. Screen preparation. Styles of printing – direct, resist, discharge. Print paste ingredients. After treatments for printed textiles. Garment printing techniques						
Unit:4						
Finishing					12 hours	
Introduction to finishing- objectives- Classification of finishing. Raising and Shearing: Compacting. Calendaring. Heat Setting. Types of garment washes: Stone Wash, Enzyme Wash, Bio-Polishing, Acid Wash. Sand Blasting.						
Unit:5						
Machines & Effluent Treatment.					12 hours	
Application of enzymes in textile processing. Pollution - Treatment of Textile Effluents. Eco Labels & Norms. Introduction to computer colour matching system. Wool scouring and carbonizing – Silk Degumming.						
Total Lecture hours					60 hours	

Text Book(s)	
1	Dyeing and Chemical Technology of Textile Fibers (Sixth Edition), E.R. Trotman, Charles Lubrecht & Cramer Ltd, 1991
2	Textile Colouration and Finishing, Warren.S. Perkins, Carolina Academic Press, Durham, North Carolina, 1996
Reference Books	
1.	Technology of Bleaching and Dyeing of Textile Fibres Vol.1, Part-I, Chakravarthy RR And Trivedi S.S, Mahajan Book Publishers, 1979
2.	The Bleaching and Dyeing of Cotton Material, Prayag R.S, Weaver's Service Cent, 1983
3.	Chemical Processing of Synthetic Fibres and Blends, Datye K.V and Vaidhay A.A., John Wiley & Sons, New York. 1982
4.	Processing of Manmade Fibres, Moscow Usenko V, MIR Publishers, 1975
5.	Colour for Textiles: A User's Handbook, Wilfred Ingamells, Society of Dyers and Colourists, 1993
6.	Cellulosic Dyeing, John Shore, Society of Dyers and Colourists, 1995
Related websites	
1.	https://www.fibre2fashion.com/industry-article/3871/dyeing
2.	http://textilefashionstudy.com/process-flow-chart-of-dyeing-textile-materials-basic-structure-of-wet-processing-technology/
3.	https://www.contrado.co.uk/blog/printing-methods-differences/
4.	https://www.creative-enzymes.com/resource/Application-Of-Enzymes-In-Textile-Industry_62.html
5.	https://www.textileschool.com/503/industrial-enzymes-in-textile-production-and-application/
Course Designed By: Dr.P.P. Gopalakrishnan	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	L	L	L	M
CO2	S	S	M	L	L	L	M
CO3	S	S	M	L	L	L	M
CO4	S	S	M	L	L	L	M
CO5	S	S	M	L	L	L	M

*S-Strong; M-Medium; L-Low

Course Code	23P	Fabric Analysis Practical	L	T	P	C
Core	Practical II		-	-	4	4
Pre-requisite	Basic knowledge in knitting & weaving		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> Analyze the single jersey & double jersey weft knitted structures to determine the stitch density, loop length, Tightness factor, and to determine the cam order, needle order requirements Analyze the feeder striper & auto striper structures to determine the yarn requirements, and yarn feeding order in creel Analyze the jacquard structures to determine the yarn requirements, and to determine the cam setting details Analyze the woven structures to determine the EPI, PPI, yarn count, yarn crimp & Cover factor, and to determine drafting order and peg planning 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Analyze & Identify the type of fabric structure and fabric particulars for woven Fabrics					K4
CO2	Evaluate the machine requirements for producing woven fabric structures					K5
CO3	Analyze & Identify the type of fabric structure and fabric particulars for knitted Fabrics					K4
CO4	Evaluate the machine requirements for producing knitted fabric structures					K5
CO5	Create a fabric design for weaving / Knitting					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Ex.No.1	Analyze the given knitted fabric sample for the following particulars:					
Course and Wale Density B) Loop length C) Areal Density (GSM) D) Tightness Factor E) Technical graph F) Cam order G) Needle order						
Single jersey derivative – 3 samples					12 hours	
Double jersey derivatives- 3 samples					12 hours	
Auto stripe & Jacquard designs – 2 samples					8 hours	
Ex.No.2	Analyze the given woven fabric sample (Plain, Twill, Satin and its derivatives) for the following particulars and draw the design, draft and peg plan					
A) EPI B) PPI C) Warp and Weft crimp & count D) Cover Factor E) GSM						
Plain weave & its derivative – 3 samples					8 hours	
Satin & its derivative – 2 samples					10 hours	
Twill weave & its derivative - 3 samples					10hours	
Total Lecture hours					60 hours	
Text Book(s)						
1	Fabric Structure and Design, N. Gokarneshan, New Age International Publishers, 2008					
2	Knitting Technology, Ajsaonkar D.B, Universal Publishing Corporation, 1998					

Reference Books	
1	Knitting Technology Second Edition, David Spencer, Wood Head Publishing Ltd. England 1989
2	Flat Knitting, Samuel Raz, Meisenbach Bamberg, 1993
3	Principles of Weaving, R. Marks, A.T.C. Robinson, The Textile Institute, Manchester, 1976
Related websites	
1	https://www.textileschool.com/360/types-of-fabric-weaving-looms
2	https://textilelearner.blogspot.com/2013/08/woven-fabric-analysis-analysis-of-woven.html
3	https://www.textileflowchart.com/2014/12/process-flow-chart-of-weaving
Course Designed By: Dr.P.P.Gopalakrishnan	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	L	L	S	S
CO2	S	S	M	L	L	S	S
CO3	S	S	M	L	L	S	S
CO4	S	S	M	L	L	S	S
CO5	S	S	M	L	L	S	S

*S-Strong; M-Medium; L-Low



Course Code	2AA	Accounting for Managers	L	T	P	C
Allied	Paper II		4	-	-	4
Pre-requisite	Basic knowledge in numeric calculations		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
1. Familiarize the students with financial statements, principles of accounting and develop their skills in reading annual reports.						
2. Provide foundations for developing the skills in interpreting financial statements for managerial decisions.						
3. Acquaint the students with the intricacies of Financial Accounting and Management Accounting						
4. Learn about Accounting Information System						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the Fundamentals of accounting					K2
CO2	Learn to prepare financial statements					K4
CO3	Learn to analyze financial statements					K4
CO4	Understand the concept of management accounting decision making and carry out CVP & Ratio analysis					K3
CO5	Understand the application of Tally Accounting Software					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Basics of Accounting				12 hours	
Accounting: Meaning, Need, Features, Book Keeping Vs Accounting; Accounting Equation; Double entry system of accounting, Accounting concepts, conventions; Branches of Accounting, Financial accounting; meaning, Features, Scope of Financial accounting - journal, Ledger & Trial balance.						
Unit:2	Financial Accounting				12 hours	
Preparation of final accounts, Depreciation; meaning, Characteristics, Methods, Profit policies with Depreciation - Inventory; Meaning, Types, Importance inventory management in business						
Unit:3	Financial Statement Analysis				12 hours	
Financial Statements - Methods of Financial Analysis - Comparative Statements, Trend Analysis, Common size Statements. Advantages and Limitations of Financial Statement Analysis.						
Unit:4	Management Accounting				12 hours	
Management Accounting; meaning, Importance, Managerial Accounting in Decision making Budgetary control and CVP Analysis - Ratio Analysis; meaning, importance, types of Ratios						
Unit:5	Accounting Information system				12 hours	
Application of TALLY accounting Software. Tally versions, Advantages and disadvantage of Tally, company creation, select company, Alter company, shut company, ledger creation, voucher entry, payroll preparation						
					Total Lecture hours	60 hours
Text Book(s)						
1	An Introduction to Accountancy, 9th Edition, Maheshwari S.N & Maheshwari S K, Vikas Publishing House Pvt Limited, 2006					
2	Financial Accounting, T.S. Reddy & A. Murthy Margham Publications, 2012					

Reference Books	
1	Essentials of Financial Accounting Ashish K. Bhattacharya, PHI, New Delhi, 2017
2	A text book of Accounting for Management, 1st Edition, Maheshwari S.N & Maheshwari S K Vikas Publishing House Pvt. Limited, 2012
3	Financial Accounting for Management, 2nd Edition, Ambrish Gupta, Pearson Education, 2008
4	Management Accounting, Dr. R. Ramachandran, Dr. R. Srinivasan, Sriram Publications, 2013
5	Management Accounting, Murthy A, Gurusamy, S Tata McGraw Hill Publishing Co. Ltd, 2009
6	Financial Accounting, R.L, Gupta, V.K. Gupta, Sultan, Chand & Sons, 2019
7	Financial & Management Accounting, J.C. Varshney, Wisdom Publications, Delhi, 2010
Related websites	
1	https://youtu.be/aZsyO7Lxgvo
2	https://www.accountingtools.com/accounting-for-managers
3	https://lecturenotes.in/subject/60/financial-accounting-fa
4	https://www.academia.edu/21069786/ACC_1311_Introduction_to_Financial_Accounting_Lecture_Notes
Course Designed By: Dr.N. Velmathi	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	L	L	S	S	S	M
CO2	L	L	L	S	S	S	M
CO3	L	L	L	S	S	S	M
CO4	L	L	L	S	S	S	M
CO5	L	L	L	S	S	S	M

*S-Strong; M-Medium; L-Low



***Third
Semester***

Course Code	33A	Apparel Manufacturing Technology	L	T	P	C
Core	Paper V		4	-	-	3
Pre-requisite	Basic knowledge about apparel production process sequence		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn about machines used for apparel making 2. Learn about types of machines used for sewing 3. Know about garment pressing and packing 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Choose the types of machines for spreading & cutting and sewing					K2
CO2	Select suitable sewing machines for apparel production					K3
CO3	Classify the types of stitches in sewing process					K3
CO4	Differentiate the types of machine attachments in sewing					K2
CO5	Learn about the garment pressing and packing methods					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Spreading & Cutting				12 hours	
Introduction to garment manufacturing processes. Spreading machine: Types and working procedures. Cutting machines: Types of cutting machines and its application – Detailed study on band knife, straight knife, round knife & Die cutting machines. Computerized cutting machines. Auxiliary cutting devices – Drills, notches.						
Unit:2	Sewing Machines				12 hours	
Classification of sewing machines & applications. Lockstitch machine - function & its types - Features of advanced lock stitch machines. Over lock machine - Function & its functions. Flat lock machines. Feeding mechanism, importance & Its types. Needle mechanism. Stitching mechanism. . Bar tacking machine. Picoting Machine.						
Unit:3	Classification of Stitches				12 hours	
Concept of Stitch & its classification- Federal standard & British standards. Concept of stitch geometry. Detailed study on Stitch classes and its function – advantages and disadvantages						
Unit:4	Attachments				12 hours	
Requirements – Guides – Types (edge & curve guide) - Compensating foot - Specialized presser foot – Stitching jig- hem folders - Slack feeding and elastication – Cutting aids (threads, elastic and tapes) - Stacker. Simple automatics - Button hole – Button sew – Label sewers. Types and parts of machine needles – Needle sizes - Details of stand, table and motor for sewing machines.						
Unit:5	Finishing				12 hours	
Introduction to various machines for garment finishing – Fusing – Sucking – Ironing - Packing. Pressing-Purpose of pressing –Categories of pressing-The means of pressing-pressing equipment and methods-Iron and steam presses. Packaging-Types of package forms-Types of packaging materials-Quality specification of packaging materials-Merchandising Packaging-Shipment Packaging- Selection of package design.						
Total Lecture hours					60 hours	

Text Book(s)	
1	The Technology of Clothing Manufacture, Harold Carr and Barbara Latham, Blackwell Science Ltd, England, 1994
2	Introduction to Clothing Manufacture, Gerry Cooklin, Blackwell Science Ltd, England, 1991
Reference Books	
1	Clothing Construction and Wardrobe Planning, Dora.S. Lewis, Mabel Goode Bowers and Marietta Kettunen, The Macmillan Company: New York, 1955
2	Knitted Clothing Technology, Terry Brackenbury, Blackwell Science Ltd, England, 1992
Related websites	
1	https://ordnur.com/fabric-spreading/objects-of-fabric-spreading/
2	https://garmentmerchandising.com/fabric-spreading-process-in-apparel/
3	https://www.onlineclothingstudy.com/2017/03/different-types-of-industrial-sewing.html
4	http://www.jesseheap.com/index-folders-attachments.htm
5	https://www.atlatt.com/product-category/folders/
6	https://textilestudycenter.com/garment-finishing-pressing-flow-chart-of-garment-finishing/
Course Designed By: Mrs. Arundhati Ghoshal	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	L	L	S	S
CO2	S	S	M	L	L	S	S
CO3	S	S	M	L	L	S	S
CO4	S	S	M	L	L	S	S
CO5	S	S	M	L	L	S	S

*S-Strong; M-Medium; L-Low

Course Code	33P	Manual Pattern Making Practical	L	T	P	C
Core	Practical III		-	-	6	3
Pre-requisite	Basic knowledge in garment measurements		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Train in preparing patterns for various styles 2. Enable the students to grade the prepared pattern for various sizes 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the measurement chart and specifications				K2	
CO2	Apply the knowledge and draft the pattern				K2	
CO3	Set allowances at various points				K3	
CO4	Create pattern any given measurement				K5	
CO5	Grade the pattern for any size from basic size				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Develop patterns and grade to various sizes for the following garments						
Ex.No.1	Men's Vest RNS				05 hours	
Ex.No.2	Men's round neck t-shirt.				05 hours	
Ex.No.3	Men's Polo t-shirt				05 hours	
Ex.No.4	Men's Hooded t-shirt				05 hours	
Ex.No.5	Men's Raglan T Shirt				05 hours	
Ex.No.6	Men's Kimino Sleeve Top				05 hours	
Ex.No.7	Men's Trouser				05 hours	
Ex.No.8	Men's Bermudas				05 hours	
Ex.No.9	Men's Track Pant				05 hours	
Ex.No.10	Romber				05 hours	
Ex.No.11	Baba Suit				05 hours	
Ex.No.12	A Line Frock				05 hours	
Ex.No.13	Ladies Basic Bodice				05 hours	
Ex.No.14	Ladies Top				05 hours	
Ex.No.15	Ladies Skirt				05 hours	
Total Lecture hours					75 hours	
Text Book(s)						
1	Professional pattern making for designers – women's wear men's casual wear, Jack Handford, Fairchild Publications, 2003					
2	Pattern making for fashion design, Helen Joseph Armstrong, Pearson Publications, 2003					
Reference Books						
1	Pattern cutting for clothing using CAD, Lectra & Modaris, M. Stott, Woodhead Publishing, 2012					

Related online content	
1	https://www.textileschool.com/293/pattern-making
2	https://www.thecreativecurator.com/pattern-making
Course Designed By: Ms.B. Jeyanthi	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	L	L	S	S
CO2	S	S	S	L	L	S	S
CO3	S	S	S	L	L	S	S
CO4	S	S	S	L	L	S	S
CO5	S	S	S	L	L	S	S

*S-Strong; M-Medium; L-Low



Course Code	33Q	Computer Aided Pattern Making Practical	L	T	P	C
Allied	Paper III - Practical IV		-	-	6	4
Pre-requisite	Basic knowledge in garment measurements & use of computer		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Train in preparing patterns using pattern CAD software for various styles 2. Train in grading patterns for various sizes 3. Train in preparing marker with maximum efficiency 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Prepare pattern for various garment styles as per the measurement chart using CAD software				K5	
CO2	Grade the patterns for various sizes				K5	
CO3	Align the pattern parts as per fabric grain and prepare marker plan				K3	
CO4	Increase marker efficiency by improved pattern placement				K3	
CO5	Estimating lay length and calculating marker efficiency				K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
CAD software is used to practice the following styles mentioned,						
1. Create Pattern on computer screen, adding details to patterns.						
2. Digitizing, saving, extracting & editing patterns from stock library of Patterns.						
3. Grading patterns on different size scale.						
4. Making Marker plan for cutting fabrics.						
5. Estimating lay length and calculating marker efficiency.						
6. Fit analysis of the given pattern using 3D CAD software.						
-	Demonstration of tools and its application				05 hours	
Ex.No.1	Men's Basic T Shirt				05 hours	
Ex.No.1	Raglan with Pocket				05 hours	
Ex.No.3	Men's Polo T Shirt				05 hours	
Ex.No.4	Men's Trouser				05 hours	
Ex.No.5	Men's T-Shirt with hood				05 hours	
Ex.No.6	Men's Inner Garment – Vests RN / RNS				05 hours	
Ex.No.7	Ladies Skirt				05 hours	
Ex.No.8	Women's Nighties				05 hours	
Ex.No.9	Kid's Wear – Romber				05 hours	
Ex.No.10	Kid's Wear – A Line frock				05 hours	
Ex.No.11	Children's Suits and Pyjama				05 hours	
					Total Lecture hours	60 hours
Text Book(s)						
1	Professional pattern making for designers – women's wear men's casual wear, Jack Handford, Fairchild Publications, 2003					
2	Pattern making for fashion design, Helen Joseph Armstrong, Pearson Publications, 2003					

Reference Books	
1	Pattern cutting for clothing using CAD, Lectra & Modaris, M. Stott, Woodhead Publishing, 2012
Related online content	
1	https://www.textileschool.com/293/pattern-making
2	https://www.thecreativecurator.com/pattern-making
Course Designed By: Mr.P. Murugan	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	L	L	S	S
CO2	S	S	S	L	L	S	S
CO3	S	S	S	L	L	S	S
CO4	S	S	S	L	L	S	S
CO5	S	S	S	L	L	S	S

*S-Strong; M-Medium; L-Low



Course Code	3ZA	Fashion Communication	L	T	P	C
Skill Based Subject		Skill Based Subject I	4	-	-	3
Pre-requisite	Basic knowledge in fashion concepts		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn about principles of fashion communication 2. Learn about fashion forecasting & styling 3. Know about promotion and garment displays 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Learn about the basics of design principles				K2	
CO2	Learn about forecasting techniques				K3	
CO3	Learn about the fashion styling & its elements				K3	
CO4	List out the various fashion promotion techniques and its implications				K2	
CO5	Differentiate the types of product displays				K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
		Design Principles	09 hours			
Design Principles and Elements –Perspective and Application to Apparel and Lifestyle products Aesthetics –Concepts and role in Design and Environment. Factors influencing Aesthetics.						
Unit:2						
		Fashion Forecasting	09 hours			
Fashion Forecasting –Introduction Forecasting considering Fashion Cycle as a prelude. Study of Consumer Behavior Fashion Forecasting Process. Forecasting of colour, forecasting of fabrics, Forecasting of Silhouettes. Forecasting of Trend. Using various resources for Interpretation of Fashion Forecasting.						
Unit:3						
		Fashion Styling	09 hours			
Fashion styling-Communicate your ideas using fear sheets, storyboards, mood and concept boards, testing, writing caption and team production. Elements of style– accessing styles and trends, Elements of style, achieve visual balance, making trends. Working with colour – colour combination, colour wheel, colour characteristics, simultaneous contrasts, lights and colour. Creating Fashion Story – Target market, Fashion Story, building mood and visual presentation						
Unit:4						
		Fashion Promotion	09 hours			
Fashion promotion-Advertising – definition, benefits, ethical issues in advertising. Advertising models, advertising media, advertising appropriation Production, creative strategy, fashion advertising, fashion promotion. Visual merchandising in fashion communication.						
Unit:5						
		Display	09 hours			
Introduction to 3D Introduction to space and types of spaces. Introduction to graphics and signage design for display and exhibition. Develop understanding of equipment and machinery and their limitations. Window display and Window Dressing.						
		Total Lecture hours	45 hours			

Text Book(s)	
1	Fashion as communication, Barnard M, Routledge & CRC Press, 2002
2	Inside the Fashion Business, 6th Edition, Jeannette Jarnow, Fashion Institute of Technology Kitty G. Dickerson, University of Missouri, Columbia, Pearson, 1997
3	The Dynamics of Fashion, Elaine Stone, Fairchild Books, 2009
Reference Books	
1	Fashion, Media, Promotion: The New Black Magic, Jayne Sheridan, John Wiley and Sons, 2013
2	Fashion Forecasting: Research, Analysis and Presentation. 2nd ed. New York, NY: Brannon, E.L. Fairchild Publishing, INC. 2005
Related online content	
1	https://www.studocu.com/en-gb/document/manchester-metropolitan
2	https://www.ied.edu/milan/fashion-school/master-courses/fashion-communication-and-styling/MPA1354I
Course Designed By: Dr.P.P.Gopalakrishnan and Dr. D. Anita Rachel	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	L	M	L	S	L	L
CO2	S	L	M	L	S	L	L
CO3	S	L	M	L	S	L	L
CO4	S	L	M	L	S	L	L
CO5	S	L	M	L	S	L	L

*S-Strong; M-Medium; L-Low



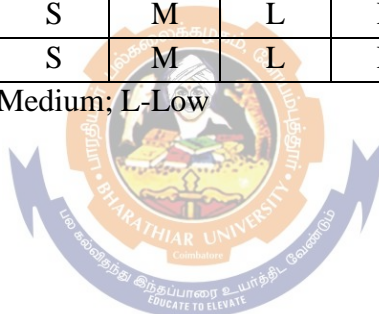
***Fourth
Semester***

Course Code	43A	Apparel Quality Assurance	L	T	P	C
Core	Paper VI		4	-	-	3
Pre-requisite	Basic knowledge in textile fibres, yarns & fabrics		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Instruct about various test for yarns, fabrics & garments 2. Describe about various levels of inspection & its procedure in apparel production 3. Describe about various norms & standards followed in testing and inspection 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the testing procedure for various yarn parameters					K2
CO2	List out the specifications for various woven & knitted fabrics					K2
CO3	Differentiate the various systems used for fabric inspection					K3
CO4	List out the possible defects and its causes in apparel production					K2
CO5	Differentiate the categories of defects in garment and the various standards followed in apparel testing					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Yarn Testing				12 hours	
Importance of Quality. Quality terminologies. Testing: Objectives of Testing - atmospheric conditions for testing lab. Identification of textile fibres. Yarn numbering systems – Determination of yarn count. Yarn strength testing & CSP. Testing of yarn evenness, yarn twist & Hairiness measurement						
Unit:2	Fabric Testing				12 hours	
Knitted fabric specifications – Testing of Dimensional stability, Spirality & Bowing. Testing of Colour fastness to washing, rubbing, perspiration & light - Grey scales and ratings. Brief study about testing of woven fabric.						
Unit:3	Raw material Inspection				12 hours	
Inspection: Definition - Types of Inspection. Raw materials inspection: fabric inspection systems & Testing of Sewing thread, zippers, Buttons.						
Unit:4	In process inspection				12 hours	
In process inspection and its significance in apparel quality. Defects in Sewing, Ironing & Packing. Testing of Seam strength & seam slippage						
Unit:5	Final Inspection & Standards				12 hours	
Final inspection procedures. Categories of defects. Package quality testing – care labels. Brief Study about Testing Standards. Brief study about Oeko-Tex Standards.						
Total Lecture hours					60 hours	
Text Book(s)						
1	Physical Testing of Textiles, 1st Edition, B P Saville, Woodhead Publishing, 1999					
2	Managing Quality in Apparel Industries, Pradeep V Metha & Satish K. Bhardwaj, NIFT, 1998					

Reference Books	
1	Stamper, Evaluating apparel quality, Sue Humphries Sharp, Linda Donnell & Anitha A Fairchild Books, 1991
2	Textile Testing, Arindam Basu, South India Textile Research Association, 2006
Related websites	
1	http://textilemerchandising.com/quality-assurance-and-quality-control/
2	https://insight-quality.com/garment-quality-control-procedures/
3	https://garmentsmerchandising.com/acceptable-quality-level-apparel-industry/
4	http://texhour.com/aql-and-type-of-defects
Course Designed By: Dr.P.P. Gopalakrishnan and Mrs. Anita Rachel	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	L	L	L	S
CO2	S	S	M	L	L	L	S
CO3	S	S	M	L	L	L	S
CO4	S	S	M	L	L	L	S
CO5	S	S	M	L	L	L	S

*S-Strong; M-Medium; L-Low



Course Code	43P	Stitches and Seams Practical	L	T	P	C
Core		Practical V	-	-	6	3
Pre-requisite	Basic knowledge in pattern making & sewing		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Enable the students to get practiced in Single Needle Lock Stitch machine 2. Prepare the various types stitches and seams 3. Prepare components of a garment such as collars, plackets, pockets & neck lines 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Prepare the samples with various types of stitches				K6	
CO2	Prepare the samples with various types of seams				K6	
CO3	Construct different types of necklines, pockets & sleeves				K6	
CO4	Construct different types of plackets				K6	
CO5	Construct different types of collars				K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Ex.No.1	Practice on Single Needle Lock Stitch machine for given paper / fabric exercise – Straight lines, curves, squares, rectangles, triangles and anyother irregular shapes				12 hours	
Ex.No.2	Prepare at least five different stitches and seam samples by using different sewing machines and furnish the machine threading diagram along withstitch density and thread consumption details.				12 hours	
Ex.No.3	Developing seams of various types - superimposed, bound, lapped, flat felt and piping.				06 hours	
Draft the Pattern, Cut & Construct The Following Components For The Given Measurement						
Ex.No.4	Different Neck Lines (At Least 3Types)				09 hours	
Ex.No.5	Different Collars (At Least 3 Types)				09 hours	
Ex.No.6	Different Sleeves (At Least 3 Types)				09 hours	
Ex.No.7	Different Plackets (At Least 3 Types)				09 hours	
Ex.No.8	Different Pockets (At Least 3Types)				09 hours	
Total Lecture hours					75 hours	
Text Book(s)						
1	The Technology of Clothing Manufacture, Harold Carr& Barbara Latham Black well Sciences, 1996					
2	Apparel Manufacturing Handbook: Analysis, Principles and Practice, Jacob Solinger, Bobbin Media Corporation, 1988					
3	Apparel Manufacturing Sewn Product Analysis, Ruth E. Glock and Grace I. Kunz, Pearson Prentice Hall, 2005.					

Reference Books	
1	Sewing for the Apparel Industry, Shaeffer Claire, Prentice Hall, New Jersey, 2001.
2	A New Look at Apparel Mechanization, Technical Advisory Committee of AAMA, 1978.
Related Online content	
1	https://joyfulbunny.com/20-sewing-tutorials-for-beginners
2	https://www.positivelysplendid.com/easy-sewing-projects-for-beginners
Course Designed By: Mrs.R. Sneha	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	L	L	S	S
CO2	S	S	S	L	L	S	S
CO3	S	S	S	L	L	S	S
CO4	S	S	S	L	L	S	S
CO5	S	S	S	L	L	S	S

S-Strong; M-Medium; L-Low



Course Code	43Q	Textile Testing Practical	L	T	P	C
Allied Paper		Paper IV - Practical VI	-	-	4	2
Pre-requisite	Basic knowledge in quality parameters of fibres, yarns & fabrics		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Impart learning in fibre identification tests 2. Impart learning in testing of yarn parameters 3. Impart learning in various physical & chemical testing of fabrics 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Evaluate & identify the fibre composition in a given blend					K5
CO2	Evaluate the yarn quality parameters such as count, strength & twist					K5
CO3	Evaluate the fabric quality parameters such as CRA, drapability & CRA					K5
CO4	Evaluate the fabric colour fastness to washing, rubbing & perspiration					K5
CO5	Evaluate the fabric dimensional stability					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Ex.No.1 Determination of count of yarn using wrap reel & weighing scale 05 hours						
Ex.No.2 Determination of lea strength & CSP using lea strength tester 05 hours						
Ex.No.3 Determination of yarn count from fabric swatch using beesley balance. 05 hours						
Ex.No.4 Determination of twist of single yarn using electronic twist tester. 05 hours						
Ex.No.5 Identification of Fibre using microscope and by chemical test. 05 hours						
Ex.No.6 Determination of CRA of fabric using crease recover tester. 05 hours						
Ex.No.7 Determination of colour fastness of given sample to washing by using Launderometer. 05 hours						
Ex.No.8 Determination of colour fastness of given sample to rubbing by using crock meter 05 hours						
Ex.No.9 Determination of colour fastness of given sample to perspiration by using perspirometer 05 hours						
Ex.No.10 Determination of dimensional stability% of a given fabric/garment to washing. 05 hours						
Ex.No.11 Determination of fabric drape ability using drape meter 05 hours						
Ex.No.12 Determination of fabric bursting strength 05 hours						
					Total Lecture hours	60 hours
Text Book(s)						
1	Principles of Textile Testing: An Introduction to Physical Methods of Testing Textile Fibres, Yarns and Fabrics, J. E. Booth, Butterworths, 1986					
Reference Books						
1.	Handbook of Textile Testing and Quality Control. Elliot B. Grover and D. S. Hamby. Textile Book Publishers (Interscience), New York, 1960					

Online content	
1	https://textilefocus.com/textile-testing-methods-based-iso-standard
2	https://www.qima.com/testing/textile-fabric/physical-testing-textiles
Course Designed By: Dr.P.P. Gopalakrishnan and Dr.D.Anita Rachel	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	L	L	L	L	S
CO2	S	S	L	L	L	L	S
CO3	S	S	L	L	L	L	S
CO4	S	S	L	L	L	L	S
CO5	S	S	L	L	L	L	S

S-Strong; M-Medium; L-Low



Course code	4ZB	Apparel Costing	L	T	P	C
Skill Based Subject	Paper II			4	-	3
Pre-requisite	Basic knowledge in garment production processes		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Impart learning about principles of costing and budgeting 2. Impart learning about costing procedure for various garment styles 3. Impart learning about costing procedure for export and domestic products 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the elements of cost in pricing apparels					K2
CO2	Learn about the Budgeting process					K2
CO3	Learn about the cost estimation techniques for various fabrics					K4
CO4	Evaluate the factory cost of the garment					K5
CO5	Learn about the pricing of garments					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Elements of Cost				9 hours	
Elements of cost - direct and indirect costs – overheads. Types of overheads, prime cost – production cost – factory cost - total cost. Introduction to garment cost estimation.						
Unit:2	Fabric costing				9 hours	
Cost estimation of knitting, dyeing, printing & finishing. Cost estimation of weaving Woven Fabric Costing. Calculations.						
Unit:3	Apparel production Cost Estimation				9 hours	
Cost estimation for cutting, stitching, checking, packing, forwarding, shipping, and insurance. Calculations.						
Unit:4	Factory Cost Estimation				9 hours	
Estimation of factory cost for Woven & Knitted - vest, briefs, shorts, t-shirts, pajamas, children's wear, ladies wear, Woven Shirt, Woven Tops & Bottom.						
Unit:5	INCO terms				9 hours	
INCO terms & its relationship with costing. Various factors to be considered in costing for domestic products & international products. pre costing and post costing.						
					Total Lecture hours	45 hours

Text Book(s)	
1	Apparel Costing, M. Krishnakumar, Abhishek Publications 2015
2	Apparel Costing, Andrea Kennedy, Andrea Reyes, Francesco Venezia, Bloomsbury Visual Arts, 2020
Reference Books	
1	Apparel Costing, A functional Approach, Krishnakumar, M, Abishek Publications, Chandigargh, 2012
Related websites	
1	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/elements-of-cost/
2	https://corporatfinanceinstitute.com/resources/knowledge/finance/budgeting/
3	https://efinancemanagement.com/budgeting
4	https://theinvestorsbook.com/pricing-methods.html
5	https://www.yourarticlelibrary.com/marketing/pricing/pricing-objectives-top-5-objectives-of-pricing-explained/48639
Course Designed By: Mr.K.Balamurugan	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	L	L	L	M	S	S
CO2	S	L	L	L	M	S	S
CO3	S	L	L	L	M	S	S
CO4	S	L	L	L	M	S	S
CO5	S	L	L	L	M	S	S

*S-Strong; M-Medium; L-Low



Course Code	53A	Apparel Merchandising	L	T	P	C
Core		Paper VII		4	-	3
Pre-requisite	Basic knowledge in garment production processes		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Instruct about roles & responsibilities of merchandiser 2. Describe about planning & programming in execution of an order 3. Describe about types of approvals to be given 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the functions of merchandiser					K2
CO2	Do planning & programming					K3
CO3	Decide the types of approvals required & inspection procedures for a garment					K3
CO4	List out the documents to be prepared					K2
CO5	Gain knowledge on product promotion					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to Merchandising				12 hours	
Merchandising: Introduction, Meaning- Apparel Merchandising – Concepts of „Six Rights“ – Organisation structure of an apparel industry – Classification of Exporters - Rating or Grading of export houses – Classification of buyers – Export merchandising and retail merchandising – Company profile and its contents. 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:2	Planning & Programming				12 hours	
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:3	Approvals & Inspection				12 hours	
Check points before cutting - Pilot run or trial run and its importance – Approvals - Types of approvals – Shipping marks – Final inspection procedures – Self, Second- and Third-party inspection - Effective expedition procedures.						
Unit:4	Order Sheet & Documentation				12 hours	
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. Documents recording and maintenance – Claims and reasons for claims - Factory audits – Buyer’s code of conducts.						
Unit:5	Product Promotion				12 hours	
Advertising- scope, importance, types, merits & demerits; sales promotion, personal selling. Retail						

management. Export associations – Apparel Export Promotion Council – Journals and magazines related to apparel and textiles –Trade shows and Fairs – Participation in trade shows – Advantages of trade shows and fairs - Apparel & Textile Trade shows and fairs in India.	
Total Lecture hours	
60 hours	
Text Book(s)	
1	Apparel Merchandising, Jerry A & Rosenau, Fairchild Publications, London, 2014
2	Apparel Merchandising, An integrated Approach, Krishnakumar, M, Abishek Publications, 2010
Reference Books	
1	Apparel Merchandising, Robin Mathew, Book Enclave Publishers, Jaipur, 2008
2	Building Buyer Relationships, Daragh O- Reilly & Julian J Gibas, Macmillan India Ltd, 1999
3	Fashion merchandising an introduction, Elaine Stone & Jean A. Samples, New York: Gregg Division, McGraw-Hill, 1985.
Related websites	
1	https://www.fibre2fashion.com/industry-article/5743/merchandising-in-an-apparel-industry
2	https://www.onlineclothingstudy.com/2011/12/functions-of-production-planning-and.html
3	http://texhour.com
4	https://www.feedough.com/what-is-advertising-advertising-objectives-examples-importance/
Course Designed By: Mr.K. Balamurugan	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	L	L	L	S	M
CO2	S	S	L	L	L	S	M
CO3	S	S	L	L	L	S	M
CO4	S	S	L	L	L	S	M
CO5	S	S	L	L	L	S	M

*S-Strong; M-Medium; L-Low

Course Code	53B	Industrial Engineering	L	T	P	C
Core		Paper VIII		4	-	4
Pre-requisite	Basic knowledge in apparel sewing processes, Productivity concepts and production systems		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Impart learning about concept of IE 2. Impart learning about the need for method study and time study for productivity improvement 3. Impart learning about the bottle neck management 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the basic concepts of IE					K2
CO2	Do method study and calculate standard time					K4
CO3	Do production calculations					K3
CO4	Capture NPT and implement methods for production efficiency improvement					K3
CO5	Optimize MMR and set line for product change					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Industrial Engineering Concept				12 hours	
Introduction – Concept of Industrial Engineering, definition, history & development, various techniques of Industrial Engineering, Scope in Textiles						
Unit:2	Method Study				12 hours	
Method Study: Movements – Rules of right and wrong movements – Stages — Work station layout -Principles of Work station layout – Method study procedure – Method improvements tools Time Study procedure: Introduction to work measurement – Time study procedure – Performance rating – Normal Time – Allowances and its different types – Deriving Standard Time (SAM / SMV)						
Unit:3	Production calculations				12 hours	
Standard Time calculation practice – Time study sheet – Capacity calculation procedure and the practice – Efficiency calculation and the practice – Potential production pieces calculation and the practice. Introduction to group process and its importance – Need of group process improvement – Its impact in factory costing and performance improvement						
Unit:4	Takt time concept				12 hours	
– Importance of takt time in lean methodology –Bottle neck management Importance of bottle neck management – Impact of un-balanced/ balanced line – Different bottle neck management techniques and its cost impact – Factors affecting production efficiency. Introduction to Non-productive Time (NPT) – Capturing Non-productive time – Machine break time – Feeding delays – Style changeover time – Rework impact in production efficiency – Methods of operator and the skill level						

Unit:5	Man – Machine Ratio (MMR)	12 hours
Procedure to derive actual MMR – Importance of MMR —Self checking – Self trimming concept – Staff allocation using MMR Concept Operator Skill Matrix– Capacity Vs. Actual production difference – Skill demand analysis – Potential skill gap identification –Line setting: Style changeover – Style changeover techniques using SMED concept – Procedure in SMED concept – Internal and external timing – Time allocation for each operation – Capturing of line setting time, throughput time and its analysis – Zero hour output strategy		
Total Lecture hours		60 hours
Text Book(s)		
1	Industrial Engineering in Apparel Production: V. Ramesh Babu, Woodhead Publishing India, 2011	
2	Industrial Engineering Manual for the Textile Industry, Enrick, Norbert Lloyd, R. E. Krieger Pub. Co., 1978	
Reference Books		
1	Maynard`s industrial engineering handbook 5 th Edition, Kjell B. Zandin, Mc Graw Hill, 2001	
2	Industrial engineering and management, Khanna, O.P, Dhanpat Rai Publications, 2018	
Related websites		
1	https://onlinegarmentsacademy.blogspot.com/2019/08/industrial-engineering-ie-apparel.html	
2	https://garmentsmerchandising.com/process-flow-chart-of-industrial-engineering-ie/	
3	https://www.goldnfiber.com/2019/07/importance-of-industrial-engineering-in-apparel-industry.html	
4	https://apparelresources.com/business-news/manufacturing/ie-apparel-manufacturing-method-improvement-method-study/	
5	http://work-study.info/method-study-in-apparel-industry/	
6	https://texeducation.wordpress.com/2014/04/12/time-study-in-industrial-engineering-rmg/	
7	https://www.onlineclothingstudy.com/2011/11/how-to-calculate-production-capacity-of.html	
8	https://leanstitch.com/industrial-engineering-calculations-garment-production-factory/	
Course Designed By: Dr.P.P. Gopalakrishnan		

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	L	M	M	S
CO2	S	S	M	L	M	M	S
CO3	S	S	M	L	M	M	S
CO4	S	S	M	L	M	M	S
CO5	S	S	M	L	M	M	S

*S-Strong; M-Medium; L-Low

Course Code	53P	Garment Construction I Practical	L	T	P	C
Core	Practical VII		-	-	5	4
Pre-requisite	Basic knowledge in pattern making & sewing		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Train & Get practice on use of various types of sewing machines 2. Cut fabric as per pattern & construction of garment 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Work on various types of sewing machines				K4	
CO2	Decide & choose suitable sewing machines for construction				K4	
CO3	Set the machine as per quality requirements				K5	
CO4	Sew the parts as per specification				K6	
CO5	Identify causes for defects and able to rectify it				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
To practice and learn the construction of various styles of garment						
Men's wear						
Ex.No.1	Men's Vest RNS				07 hours	
Ex.No.2	Men's round neck t-shirt.				07 hours	
Ex.No.3	Men's Boxer shorts				07 hours	
Kids wear						
Ex.No.4	Romber				07 hours	
Ex.No.5	Baba Suit				07 hours	
Ex.No.6	A Line Frock				08 hours	
Women's wear						
Ex.No.7	Ladies Basic Bodice				08 hours	
Ex.No.8	Nighties				08 hours	
Ex.No.9	Ladies Skirt				08 hours	
Ex.No.10	Leggings				08 hours	
Total Lecture hours					75 hours	
Text Book(s)						
1	Illustrated Guide to Sewing: Garment Construction: A Complete Course on Making Clothing for Fit and Fashion Paperback, Colleen Dorsey, Fox Chapel Publishing, 2011					
Reference Books						
1	Clothing Construction, Clara M Brown, Read Books Publishers, 1934					
2	Garment construction skills, Premlata Mullick, 2017					

Related Online content	
1	https://www.textileschool.com/258/garment-construction-techniques
2	https://www.youtube.com/watch?v=n0c2TY5JKI4
Course Designed By: Mrs.R. Sneha	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	L	L	S	S
CO2	S	S	M	L	L	S	S
CO3	S	S	M	L	L	S	S
CO4	S	S	M	L	L	S	S
CO5	S	S	M	L	L	S	S

*S-Strong; M-Medium; L-Low

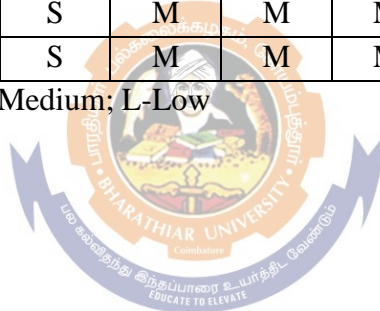


Course Code	57V	Internship and Viva Voce	L	T	P	C
Core Paper IX		Project Viva Voce	-	-	10	4
Pre-requisite	Basic knowledge in apparel production processes		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Document the complete details about the processes in apparel production & related field 2. Analyze and interpret the information gathered 3. Prepare a report and make a presentation 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Break-down the process into various activities					K3
CO2	Document the details of the activities					K3
CO3	Prepare the requirements for each process and cost details					K4
CO4	Develop a suitable method					K6
CO5	Prepare the reports and presentations in the specified format.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
INTERNSHIP GUIDELINES						
<p>The students have to undergo full day training in Spinning / weaving / Knitting / Dyeing / Printing / Finishing/ Washing / Sewing and relate areas of apparel production. Visit to industry should be such that it covers the most of the segments of apparel industry and the time spent in each segment should also be uniform.</p> <p>Students can undergo individually or a batch of maximum 4 nos. only will be allowed for training.</p> <p>Training can be planned for stretch of 3 weeks in mid of semester or 2 days per cycle of 6 days.</p> <p>The faculty in charge will give all the formats and guidelines for preparing report.</p> <p>The students have to record all the required information and observations during training and submit a rough copy within 5 days after completion of training.</p> <p>Students have to submit the attendance copy and performance card to the faculty in charge, obtained from the respective authority of company with seal and signature. Standard format for the above documents will be given by the department. The report format and request letter from the Department should be collected by the students from the Department before the start of the training.</p> <p>Student must present for review meeting to assess the progress conducted during training period. The students will be assessed based on their Training report, Viva-Voce examination and the PPT presentation by the Internal Domain Experts and department faculty members.</p>						
Total Lecture hours					150 hours	

Text Book(s)	
1	The Impact of Globization in a developing Market, A.Anthony, Mary Joseph.T, Published by SMEs in Indian Textile, 2010.
2	Analysing Sample Production Processes in the Apparel Industry and a Model Proposal, Published by Magic world of textiles, 2012.
Reference Books	
1	The Successful Internship. United States, King, Mary A., and Sweitzer, H. Frederick., Cengage Learning 2013.
Related Online Contents	
1	https://clothingindustry.blogspot.com/2018/09/sampling-process-apparel-industry.html
2	http://textilemerchandising.com/garments-sampling-process/
Course Designed By: Dr.P.P. Gopalakrishnan	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	M	M	M	S
CO2	S	S	M	M	M	M	S
CO3	S	S	M	M	M	M	S
CO4	S	S	M	M	M	M	S
CO5	S	S	M	M	M	M	S

*S-Strong; M-Medium; L-Low



Course Code	5ZC	TQM in Apparel Industry	L	T	P	C
Skill Based Subject	Skill Based Subject III			3	-	3
Pre-requisite	Basic knowledge in quality concepts		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn the concepts and techniques in Total Quality Management. 2. Develop skills to use Quality control tools and techniques in solving quality problems. 3. Learn about International standards such as ISO, OHSAS, SA 8000 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the fundamentals of Total Quality Management					K2
CO2	Understand the principles of TQM					K2
CO3	Use Quality control tools and techniques in solving quality problems					K3
CO4	Select and use of TQM tools for quality improvement					K3
CO5	Differentiate the various international standards followed in apparel production and its requirements					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction To Quality Management				09 hours	
Definition of Quality – Dimensions of Product Quality – Key elements of total quality - Quality Planning – Quality costs —Quality Statements: vision, mission and policy statements; – Strategic Planning, Quality Gurus - Deming Principles on TQM – Juran Trilogy – Crosby Principles on TQM - Japanese 5S Principles - Kaizen. - Concept of Quality Circles						
Unit:2	TQM Principles				09 hours	
Principles of TQM, Leadership – Concepts – Quality Trilogy – Four pillars of TQM – PDCA cycle & PDSA cycle. Role of Senior Management – Quality Council, Customer satisfaction – Customer Perception of Quality, Customer Complaints, Employee Involvement – Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement						
Unit:3	Statistical Process Control and Process Capability				09 hours	
Meaning and significance of Statistical Process Control (SPC) - construction of control charts for variables and attributes; Process Capability – meaning, significance and measurement - Seven Tools of Quality –Control Chart, Pareto Diagram, Ishikawa Diagram, Histogram, Flow Charts, Scatter Diagram, and Stratification						
Unit:4	TQM Tools				09 hours	
Benchmarking – Reasons to Benchmark – Benchmarking Process, Quality Function Deployment (QFD) – House of Quality, QFD Process, and Benefits – Taguchi Quality Loss Function – Total Productive Maintenance (TPM) – Concept, Improvement Needs, and FMEA – Stages of FMEA.						
Unit:5	Quality Systems Organizing and Implementation				09 hours	
Elements of ISO – Benefits of ISO 9000 System. ISO 9001:2008: Guidelines and Standard Clauses – Implementation Procedures and requirements– Quality Manual and its contents.						

Accreditation and Certification agencies. Quality audit: Types of quality audit – Audit procedure. Environmental Management System (EMS): Elements of EMS – Benefits– Environmental Policies. Studies on SA8000, OHSAS 18000, WRAP.	
Total Lecture hours	45 hours
Text Book(s)	
1	Total Quality Management N. Srinivasa Gupta, B. Valarmathi, Tata McGraw Hill Education Pvt. Ltd.2009
Reference Books	
1	Total Quality Management, Poornima M. Charantimath, Pearson, 2009.
2	Total Quality Management, B Janakiraman, R.K. Gopal, PHI Learning Pvt. Ltd., 2009.
3	Total Quality Management, S. Bhaskar, Anuradha Publications, 2011.
Related Websites	
1	https://textilelearner.blogspot.com/2012/09/total-quality-management-tqm-in-textile.html
2	https://fashion2apparel.blogspot.com/2016/12/total-quality-management-tqm.html
Course Designed By: Dr.N. Velmathi	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	S	L	L	L	S	M
CO2	L	S	L	L	L	S	M
CO3	L	S	L	L	L	S	M
CO4	L	S	L	L	L	S	M
CO5	L	S	L	L	L	S	M

*S-Strong; M-Medium; L-Low



***Sixth
Semester***

Course Code	63A	Entrepreneurship and Small Business Development	L	T	P	C
Core	Paper X			4	-	3
Pre-requisite	Basic knowledge about apparel business opportunities		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Familiar the students with challenges of starting new ventures 2. Enable them to investigate, understand and internalize the process of setting up a new business. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the concept of entrepreneurship and traits of entrepreneur				K1	
CO2	Learn about the identification of a project and project report preparation				K6	
CO3	Learn about the formalities of SSI's Registration				K3	
CO4	Learn about the role of support institutions				K2	
CO5	Learn about Incubation centres and start up India				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to Entrepreneurship				12 hours	
Entrepreneurship: Concept and Definitions; Entrepreneurship and Economic Development; Classification and Types of Entrepreneurs; Entrepreneurial Competencies; Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training; Entrepreneur; Manager Vs. Entrepreneur.						
Unit:2	Starting the venture				12 hours	
Project Identification – Project formulation – Project design - preparing project report - Project Planning and Scheduling using Networking Techniques of PERT / CPM; Methods of Project Appraisal.						
Unit:3	SSI and Registration				12 hours	
Small Enterprises and Enterprise Launching procedures and Formalities Role of SSI in Economic Development of India; SSI; Registration; NOC from Pollution Board; project report presentation guidelines						
Unit:4	Sources of Finance and Institutional Assistance				12 hours	
Role of Support Institutions and Management of Small Business: Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISIET, NIESBUD; TANSIDCO; TIIC; State Financial Corporation; KVIC						
Unit:5	Financial incentives for SSI				12 hours	
Financial incentives and subsidies for SSI's, and Tax concessions; – seed capital assistance –Role of entrepreneur in export promotion and import substitution – Social Entrepreneur, Incubation centre, Startup India						
Total Lecture hours					60 hours	

Text Book(s)	
1	Entrepreneurial Development, Dr. C.B. Gupta, Sultan Chand & Sons, New Delhi, 2009
2	Entrepreneurial Development, Dr.S. S Khanka, Sultan Chand & Sons, New Delhi, 2009.
Reference Books	
1	Entrepreneurship Development and Small Business Enterprises, Charantimath, Poornima, Pearson Education, New Delhi, 2006
2	Entrepreneurship New Venture Creation, David H. Holt, Prentice Hall of India Private Limited, New Delhi, 2005
Related Websites	
1	https://www.researchgate.net/publication/259843889
2	https://ncert.nic.in/textbook/pdf/kebs109.pdf
Course Designed By: Dr.N. Velmathi	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	L	L	S	S	S	M
CO2	L	L	L	S	S	S	M
CO3	L	L	L	S	S	S	M
CO4	L	L	L	S	S	S	M
CO5	L	L	L	S	S	S	M

*S-Strong; M-Medium; L-Low



Course Code	63P	Garment Construction II Practical	L	T	P	C
Core	Practical VIII		-	-	5	4
Pre-requisite	Basic knowledge in sewing machines and clothing construction		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Get practice on use of various types of sewing machines 2. Cut fabric as per pattern & construction of garment 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Work on various types of sewing machines				K4	
CO2	Decide & choose suitable sewing machines for construction				K4	
CO3	Set the machine as per quality requirements				K5	
CO4	Sew the parts as per specification				K6	
CO5	Identify causes for defects and able to rectify it				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
To practice and learn the construction of various styles of garment						
Men's wear						
Ex.No.1	Polo t-shirt with short sleeve				07 hours	
Ex.No.2	Hooded T shirt with front pocket				07 hours	
Ex.No.3	Raglan T shirt with full sleeve				07 hours	
Ex.No.4	Pant				07 hours	
Kids wear						
Ex.No.5	Kids Girls skirt				06 hours	
Ex.No.6	Ruffled				07 hours	
Ex.No.7	Girls top				07 hours	
Ex.No.8	Crop top				06 hours	
Women's wear						
Ex.No.9	Princess line maxi garment				07 hours	
Ex.No.10	Mermaid dress				07 hours	
Ex.No.11	Princess cut				07 hours	
Total Lecture hours					75 hours	
Text Book(s)						
1	Illustrated Guide to Sewing: Garment Construction: A Complete Course on Making Clothing for Fit and Fashion Paperback, Colleen Dorsey, Fox Chapel Publishing, 2011					
Reference Books						
1	Clothing Construction, Clara M Brown, Read Books Publishers, 1934					
2	Garment construction skills, Premlata Mullick, 2017					

Related Online content	
1	https://www.textileschool.com/258/garment-construction-techniques
2	https://www.youtube.com/watch?v=n0c2TY5JKI4
Course Designed By: Mrs.R. Sneha	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	L	M	L	S
CO2	S	S	S	L	M	L	S
CO3	S	S	S	L	M	L	S
CO4	S	S	S	L	M	L	S
CO5	S	S	S	L	M	L	S

*S-Strong; M-Medium; L-Low



Course Code	67V	Project Work and Viva Voce	L	T	P	C
Core Paper XI	Project		-	-	10	4
Pre-requisite	Basic knowledge in apparel production processes & management		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Identify a problem in the field of apparel production & related field 2. Survey or carry out activities leading to generation of new knowledge. 3. Prepare a report and make a presentation 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Identify, formulate a real-world problem and break-down the complex problems into various concepts and principles based on the literature search					K3
CO2	Identify the activities required and methods to fulfill them and prepare a work-plan to execute the activities					K3
CO3	Create and / or select appropriate processes / tools for preparation of work Plan (materials and methods)					K6
CO4	Develop a product or process with systematic approach involving problem analysis, designing solutions (considering health, safety, legal and cultural issues)					K6
CO5	Prepare the reports and presentations in the specified format.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
					Total Lecture hours	150 hours
PROJECT GUIDELINES						
<p>Each student or batch will be allocated with faculty guide based on the area of interest of study. Area of interest and guide allotment should be finalized before the commencement of 6th semester.</p> <p>Students can carry out the project work individually or along with other students for a batch of maximum 4 nos. only.</p> <p>Period of project work may be for a stretch of 3 weeks or 2 days per cycle of 6 days.</p> <p>Project areas/ topics should be in Spinning / weaving / Knitting / Dyeing / Printing / Finishing/ Washing / Sewing or relate areas of apparel production.</p> <p>Project work may be a technical one such as development of new product / new process / study of Existing Process for improvement and so on (or) it may be non technical such as Study on HRM, QMS, Marketing, Retail, finance etc. But it should related apparel business.</p> <p>All the formats and guidelines for preparing report will be given by the department. The students have to prepare and submit a rough copy on or before third week of February. Student must present for review meeting conducted during project period and the progress will be assessed by the team of faculty members comprising guide & HoD.</p>						

Text Books	
1	Research Methodology Methods and techniques, C.R. Kothari & Gaurav Garg, New Age International Publishers, NewDelhi,2004
2	Research Methodology, R.P.Misra, Publisher, Concept Publishing Company Pvt. Limited, 2016
3	Research Methodology by Dr.N.Aumugam, Saras Publication, 2018.
Reference Books	
1	Research Design: Qualitative, Quantitative and Mixed Method Approaches, John W. Crewel, Sage Publication, 2003
2	The Essential guide to doing research, Zina O’Leary, Vistaar Publication, New Delhi, 2004
3	Related Reviews in Articles, Journals and Magazines.
Related online content	
1	www.stat-help.com/intro.pdf
2	https://open.umn.edu/opentextbooks/textbooks/459
3	https://www.researchgate.net/publication/316023695
4	https://link.springer.com/article/10.1186/s40691-015-0039-4
5	https://clothingindustry.blogspot.com/2018/09/product-development-process-apparel.html
Course designed by: Dr.P.P. Gopalakrishnan	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	L	L	M	S
CO2	S	S	S	L	L	M	S
CO3	S	S	S	L	L	M	S
CO4	S	S	S	L	L	M	S
CO5	S	S	S	L	L	M	S

*S-Strong; M-Medium; L-Low

Course Code	6ZD	ERP in Apparel Industry	L	T	P	C
Skill Based Subject	Skill Based Subject IV			3	-	3
Pre-requisite	Basic knowledge in apparel production processes and its management		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Impart learning about role and importance of ERP in apparel business 2. Impart learning about various business models of ERP package and its management 3. Impart learning about the MIS 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the basic concepts of ERP					K2
CO2	Learn about ERP implementation methodology					K3
CO3	Learn about the modules in ERP					K3
CO4	Gain knowledge in ERP usage in apparel sector					K3
CO5	Learn about the Computer Applications					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to ERP				09 hours	
Introduction: ERP: An Overview, enterprise – an overview, types of Enterprises, need for ERP, benefits of ERP, ERP and related technologies, Business Process Reengineering (BPR), Benefits of BPR						
Unit:2	ERP Implementation				09 hours	
Implementation of ERP: ERP implementation lifecycle, implementation methodology, hidden costs, organizing the implementation, vendors, consultants and users, contracts with vendors, consultants and employees, project management and monitoring						
Unit:3	Modules in ERP				09 hours	
The Business Modules: Business modules in an ERP package - finance, manufacturing, human resources, plant maintenance, materials management, quality management, sales and distribution. Significance and advantages of each of the modules						
Unit:4	ERP in apparel industry				09 hours	
Production resource planning – principles and management of and demand chain analysis– quick response strategy - material management for ‘Quick Response’ – ‘Just in Time (JIT) Technology’; Production planning, costing and merchandising software						
Unit:5	Computer Applications				09 hours	
Management Information System in garment industry – EDI in garment technology; Use of Computers in Designing, Pattern making, computerized production systems, communicating with vendors and buyers; Telephone, fax, video conferencing, intranet, internet, etc; Export documentation, retailing; Methods of communicating with consumers						
					Total Lecture hours	45 hours

Text Book(s)	
1	Essentials of supply Chain Management, Dr. R.P. Mohanty & Dr. S.G. Deshmukh, Jaico Publishing House, 2007
Reference Books	
1	Supply chain Management: Strategy, Planning and Operation, Chopra Sunil and Meindl Peter, Pearson Education,2002
2	Supply Chain Management, Rahul V. Altekar, Prentice-Hall of India Private Ltd.2008
3	Supply Chain Logistics Management, Donald J Bowersox, David J Closs, M. Bixby Cooper, McGraw-Hill Companies, 2008.
4	ERP in Apparel Industry, D. Anita Rachel, Kongunadu Publications India Pvt. Ltd, 2015
Related websites	
1	https://clothingindustry.blogspot.com/2018/01/erp-systems-fashion-apparel.html
2	http://www.theerpinsights.com/news/erp-in-apparel-and-textile-industry-nid-517.html
3	https://www.fibre2fashion.com/industry-article/1534/benefits-of-erp-software-in-garment-and-apparel-industry
Course Designed By: Dr.D.Anita Rachel	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	M	L	M	L	S	S
CO2	M	M	L	M	L	S	S
CO3	M	M	L	M	L	S	S
CO4	M	M	L	M	L	S	S
CO5	M	M	L	M	L	S	S

*S-Strong; M-Medium; L-Low



***Elective
Papers I***

Course Code	5EA	Fashion Marketing	L	T	P	C
Elective		Paper I - A		4	-	4
Pre-requisite	Basic knowledge in apparel fashion Products		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Impart learning about marketing and its strategies 2. Impart learning about fashion products, its mix and range for marketing 3. Impart learning about the need for advertising fashion products and types of advertising 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the basic concepts of fashion marketing					K2
CO2	Learn about marketing functioning of fashion products					K2
CO3	Learn about the advertising & sales promotion					K3
CO4	Discover the pricing methods for various products					K2
CO5	Find out about the global market scenario					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Fashion Marketing				12 hours	
Meaning and classification of marketing, fashion marketing, fashion market size and structure, marketing environment –micro marketing environment, macro marketing environment. Trends in marketing management.						
Unit:2	Marketing Function				12 hours	
Marketing function – definition and classification product planning and development importance of fashion products, nature of fashion products. The fashion industry and new product development product mix and range planning. Product line policies. Fashion and related life cycles.						
Unit:3	Fashion Advertising				12 hours	
Fashion advertising and preparation of advertising for apparel market. Advertising media used in apparel marketing. Advertising department, advertising agencies. A survey on analysis of customers fashion preference & international advertising. Fashion sales promotional programme for apparel marketing, communication and promotion, personal selling, point of purchase, sales promotion objectives, consumer sales promotion.						
Unit:4	Pricing				12 hours	
Marketing research – definition scope and importance of market research in new product development. Pricing policies and strategies for apparel products. Importance of price policies. Functions of pricing. Factor influencing price decisions. Methods of setting prices. International pricing policy, export pricing.						
Unit:5	Global Market				12 hours	
Global market and its participants in international marketing – Importance, growth and benefits – international market place- goods and services multinational corporations’ banks and insures trading companies – implications for marketing management- GATT. Present export and import details.						
Total Lecture hours					60 hours	

Text Book(s)	
1	Fashion marketing and merchandising, Pooja Chatley Manmeet Sodhia, Kalyani Publishers, 2003
2	Fashion Marketing: Second Edition: Contemporary issues, Tony Hines, Margaret Bruce. Routledge & CRC Press, 2007
Reference Books	
1	Marketing Principle and methods by Philip C.F and Duneon D.T, Irwin publications, 1973
2	Fashion Marketing, Mike Easey, Blackwell Science Limited, 2005
Related online content	
1	https://www.referralcandy.com/blog/fashion-marketing-examples
2	https://www.slideshare.net/fashionmarketing101/chapter-1-fashion-marketing
Course Designed By: Dr.N. Velmathi	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	M	M	L	S	M	S
CO2	M	M	M	L	S	M	S
CO3	M	M	M	L	S	M	S
CO4	M	M	M	L	S	M	S
CO5	M	M	M	L	S	M	S

*S-Strong; M-Medium; L-Low

Course Code	5EB	Statistics for Management	L	T	P	C
Elective	Paper I -B			4	-	4
Pre-requisite	Basic knowledge in mathematics		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn about the methods of data collection and presentation techniques 2. Learn about various data analysis methods and its application in apparel industry 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Learn about the methods of data collection and presentation techniques					K2
CO2	Calculate mean value & variation for given data					K4
CO3	Calculate correlation coefficient & regression analysis					K4
CO4	Apply suitable test for hypothesis testing					K3
CO5	Do perform ANOVA analysis					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to Statistics				12 hours	
Meaning, Definition & Scope of Statistics - Uses of Statistics. Primary data: meaning - methods of collection. Secondary data: meaning – sources. Questionnaire: designing a questionnaire - specimen - sampling methods - Assessment of secondary sources. Presentation: Classification of data -Frequency distribution - formation of discrete series - formation of continuous series - Diagrammatic and Graphical representation of data						
Unit:2	Measures of Central Tendency And Variation				12 hours	
Measures of central tendency -Arithmetic Mean, Median, Mode- Measures of dispersion - Standard deviation, Co Efficient of Variation.						
Unit:3	Correlation & Regression Analysis				12 hours	
Correlation: Meaning and definition. Types of Correlation – Scatter diagram method - Karl Pearson's Coefficient of Correlation –Spearman's Rank Correlation. Regression Analysis: Meaning of Regression – Linear regression –Regression in two variables						
Unit:4	Testing of Hypothesis I				12 hours	
Testing of Hypothesis: Introduction – Large samples: test about population proportion, population mean and difference between two means, difference between two standard deviations Small samples: Test about population mean (t test), difference between two means (t test).						
Unit:5	Testing of Hypothesis II				12 hours	
Chi square test. Testing of Hypothesis about equality of two variances (F-test). ANOVA: One-way classification – Two-way classification.						
Total Lecture hours					60 hours	
Text Book(s)						
1	Business Statistics, S.P. Gupta and M.P. Gupta, Sultan Chand and Sons, 2019					
2	Business Mathematics and Statistics, P.A. Navanethem, Maruthupandiyar Achagam, 2018					

Reference Books	
1	Statistics, R.S.N. Pillai and Bhagavathi S, Chand and company Pvt ltd, 2019
2	Statistics for Management, A.K. Gupta, Vayu Education of India, 2019
3	Statistics for Management, K. Subramani and A. Santha, SciTech publications Pvt ltd, 2012
Related Websites	
1	https://youtu.be/sjRg6W2awZs
2	http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf
Course Designed By: Mr.R. Saravanan	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	S	L	M	M	S	S
CO2	L	S	L	M	M	S	S
CO3	L	S	L	M	M	S	S
CO4	L	S	L	M	M	S	S
CO5	L	S	L	M	M	S	S

*S-Strong; M-Medium; L-Low



Course Code	5EC	Supply Chain Management	L	T	P	C
Elective		Paper I - C		4	-	4
Pre-requisite	Basic knowledge in apparel production processes & its management		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Get familiarise the students on the fundamentals of logistics and supply chain management. 2. Make them to evaluate supply chain performance and to make business decisions. 3. Impart learning about demand and supply forecasting, inventory management. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the basic concepts of supply chain management					K2
CO2	Learn about supply chain distribution network					K2
CO3	Learn about demand forecasting & demand management					K2
CO4	Become skilled at inventory management					K3
CO5	Learn about the logistics management and ware house maintenance					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	SCM Concept				12 hours	
Supply Chain – Participants, Stages, Flows, Processes, Decision phases Views –Cycle, Push pull, Key concepts – Bull Whip Effect: Causes and Solution, Implied demand uncertainty, Strategic capabilities, Strategic Fit, Issues and obstacles in achieving Strategic fit, Efficient and responsive supply chain.						
Unit:2	Supply Chain Network				12 hours	
Designing Distribution Networks – Role of distribution in supply chain, Factors influencing Distribution network design, Design Options in Distribution network. E business and Distribution networks, Designing supply chain Network – Design Decision in supply chain network, Factors Influencing network design. Frame work for Network design decisions, Designing Global Network – Off shoring decisions- total cost considerations						
Unit:3	Demand and supply				12 hours	
Forecasting – definition, role, importance, characteristics of forecasting, basic approaches in demand forecasting and forecasting methods; managing demand and managing supply in supply chain, roles of aggregate planning in supply chain. Quick response strategy in apparel industry						
Unit:4	Inventory and Sourcing				12 hours	
Inventory – definition, roles, characteristics and Inventory Functionalities; determining optimum level of availability, order point, EOQ, role of safety inventory and accommodating uncertainties. Sourcing – role, supplier assessment, selection criteria, design collaborations and plan analysis for sourcing, JIT Technology of inventory management in apparel industry						
Unit:5	Logistic management				12 hours	
Logistic management meaning - Functional areas of logistics and their interrelationship, Types of logistical arrangements, Logistics partnerships 3PL, 4PL and emergence of 5 PL. Reverse Logistics, Global logistics- Basic concepts, Terms of Sale in global trade- INCO Terms, Uniform						

Commercial code, Key Global Documentation, Warehousing – Strategic Warehousing and its role in logistical system, Principles of warehouse design, type of warehouses, Warehouse design considerations, Warehouse decisions, Security Safety and Maintenance of warehouse, transportation – Role of transportation in a supply chain, Modes of transportation and its choice,	
Total Lecture hours	60 hours
Text Book(s)	
1	Essentials of supply Chain Management, Dr. R.P. Mohanty & Dr. S.G. Deshmukh, Jaico Publishing House, 2007
Reference Books	
1	Supply chain Management: Strategy, Planning and Operation, Chopra Sunil and Meindl Peter, Pearson Education,2002
2	Supply Chain Management, Rahul V. Altekar, Prentice-Hall of India Private Ltd.2008
3	Supply Chain Logistics Management, Donald J Bowersox, David J Closs, M. Bixby Cooper, McGraw-Hill Companies, 2008.
Related Websites	
1	https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_tutorialdf
2	https://www.toppr.com/guides/business-environment/business-functions/supply-chain/
Course Designed By: Dr.N. Velmathi	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	L	M	S	S	S	M
CO2	L	L	M	S	S	S	M
CO3	L	L	M	S	S	S	M
CO4	L	L	M	S	S	S	M
CO5	L	L	M	S	S	S	M

*S-Strong; M-Medium; L-Low



***Elective
Papers II***

Course Code	6EA	Visual Merchandising	L	T	P	C
Elective		Paper II - A		4	-	4
Pre-requisite	Basic knowledge in retail merchandising		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
1. Impart learning about concept of visual merchandising						
2. Impart learning about lay out planning, lighting and decoration of retail stores						
3. Impart learning about the types of display and assortment planning						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand concepts of visual merchandising					K2
CO2	Learn about the interior & exterior designing of stores					K3
CO3	Learn about store layouts					K3
CO4	Gain knowledge on types of displays in visual merchandising					K2
CO5	Learn about Fashion Retailing & promotional aspects					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Visual Merchandising				12 hours	
Introduction: Visual merchandising-introduction, concepts and role, importance in store planning and utilizing basic visual merchandising techniques; Role of atmosphere in garment retailing – immediate effects and simulation types, visual merchandisers in garment retailing						
Unit:2	Store Exterior and Interior				12 hours	
Store exterior – marquee, facade, exterior display, surrounding stores and displays; Store interior – store atmospheric, aesthetic, execution of store lay out - selection of display locations, lifts, staircase, elevators, utilization of store space; Display composition: Elements and principles of design, tools and materials						
Unit:3	Store layout				12 hours	
Factors considered in organizing effective display – balance, rhythm, proportion, texture, harmony and emphasis. Store layout planning- grid, race track, freeform – direction of flow and planogram; Design elements to create mood and impression – colour, angle, motion, simplicity, and repetition						
Unit:4	Display				12 hours	
Seasonal and trend decision for point of emphasis – creativity in display; Planning of assortment, theme, ensemble, racks, shelves, bins, etc. and balance of display in a show room. Wall as retail selling tool – types of materials used merchandise display and effective wall planning. Application of colour schemes, colour psychology, creating mood by colour						
Unit:5	Fashion Retailing				12 hours	
Lightings - Lights types, selection, advantages and disadvantages, music. Using effective Graphics and sings for theme, campaign and promotional aspects - safety and security; Theme, interior and exterior displays used in garment retail outlet, boutique and haute couture, accessories show rooms, mannequins, fabric and paper displays.						
					Total Lecture hours	60 hours

Text Book(s)	
1	New trends in visual merchandising, Judy Shepard, RSD publishing, 2012
2	Visual Merchandising and Display, Martin M. Pegler, Fairchild Publications, 1983
Reference Books	
1	Visual Merchandising, Swati Bhalla, Anurag S, Tata McGraw-Hill Education, 2010
Related online content	
1	https://www.slideshare.net/tinadhingra56/visual-merchandising-20418137
2	https://www.managementstudyguide.com/visual-merchandising.htm
Course Designed By: Mrs.R. Sneha	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	M	L	M	S	S	M
CO2	L	M	L	M	S	S	M
CO3	L	M	L	M	S	S	M
CO4	L	M	L	M	S	S	M
CO5	L	M	L	M	S	S	M

*S-Strong; M-Medium; L-Low



Course Code	6EB	International Trade and Documentation	L	T	P	C
Elective	Paper II - B			4	-	4
Pre-requisite	Basic knowledge in apparel trade		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Impart learning about methods of delivery, shipment and customs procedure 2. Impart learning about the post shipment formalities and payment methods 3. Impart learning about various types of documents to be prepared for export 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the methods of delivery, shipment and customs procedure.				K2	
CO2	Learn about the post shipment formalities and payment methods				K3	
CO3	List out the various types of documents to be prepared for export				K3	
CO4	Learn about various import procedures				K2	
CO5	Differentiate the various INCO terms and payment methods				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Export Firm Registration				12 hours	
Firm establishment: introduction – export promotion councils and their role – registration formalities – Registration cum membership certificate – IE code – RBI code – garment classification and categories for various countries – quota – quota distribution methods – quota transfer.						
Unit:2	Foreign Trade Documents				12 hours	
Foreign trade documents: need, rationale and types of documents relating to goods – invoice – packing list – certificate of origin – certificate relating to shipments – matt receipt – shipping bill – caret ticket – certificate of measurement – bill of lading – air way bill – documents relating to payment – letter of credit – types of L/C - bill of exchange – letter of hypothecation – bank certificate for payment – document relating to inspection – certificate of inspection – GP and other forms.						
Unit:3	Import Procedure				12 hours	
Import procedure: import license – procedure to apply 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:4	Shipment and customs				12 hours	
Preshipment inspection and quality control – foreign exchange formalities – reshipment documents - documentation terms - excise and customs clearance of export cargo – shipment of goods and port procedures – customs clearance of import cargo. Post – shipment formalities and procedures – claiming duty drawback and other benefits.						
Unit:5	Payment System				12 hours	
Payment and deliveries: terms of delivery – INCO terms - Terms of payment : open account – cheque – cash payment against documents – bank payment against documents (LC) – security and						

cost of various payment terms – assessing the risk in payment – role of ECGC and standard policy – Duty Drawbacks.	
Total Lecture hours	
60 hours	
Text Book(s)	
1	International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, 2008
Reference Books	
1	Streamline Your Export Paper Work, Bose. A, International Trade Form, Oct – Dec 1965.
2	Export Management, T.A.S. Balagopal Himalaya Publishing House, 2008
3	Foreign Exchange, C. Jeevanandam Sultan Chand & sons, 2006.
Related online content	
1	www.eximguru.com/exim/guides/how-to-export/ch_17_export_documents.aspx
2	https://howtoexportimport.com/Export-procedures-and-documentation-1397 .
Course Designed By: Mr.K. Balamurugan	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	L	L	M	S	S	M
CO2	L	L	L	M	S	S	M
CO3	L	L	L	M	S	S	M
CO4	L	L	L	M	S	S	M
CO5	L	L	L	M	S	S	M

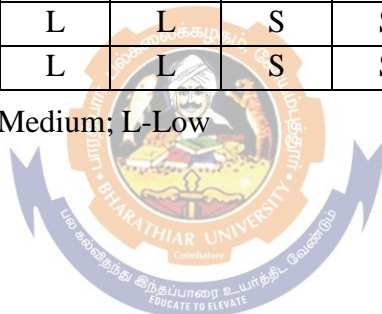
*S-Strong; M-Medium; L-Low

Course Code	6EC	Industrial Psychology	L	T	P	C
Elective		Paper II - C		4	-	4
Pre-requisite	Basic knowledge in management & organization structure		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Impart learning about group behavior 2. Impart learning about training methods 3. Impart learning about the safety management practices 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the role of learning in shaping behaviour					K2
CO2	Learn about the role of leadership in group decision					K3
CO3	Discover the importance of motivation for job enrichment					K3
CO4	Gain knowledge of about importance of training and development					K3
CO5	Learn about importance of safety management					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Industrial Psychology				12 hours	
Definition-development-scope-objectives-importance of individual behaviour-causes-Role of learning in shaping behaviour- the influence of thinking and perception.						
Unit:2	Group Behaviour				12 hours	
Group Behaviour-Groups- Contributing factors- Group Norms, Communication- Process-Barriers to communication-Effective communication, leadership-formal and informal characteristics-Managerial grid-Leadership styles-group Decision making- Leadership Role in Group Decision, Group Conflicts-Types-Causes-Conflict Resolution- intergroup relations and conflicts – Organization centralization and decentralization-formal and informal- organizational structures-organizational change and development- change process-resistance to change-culture and ethics						
Unit:3	Motivation				12 hours	
Motivation and motivators-The hierarchy of needs theory-the motivation-hygiene approach to motivation-Expectancy-equity-reinforcement-McClelland's needs theory of motivation-special motivational techniques-job enrichment- a systems and contingency approach to motivation.						
Unit:4	Training and Development				12 hours	
Training & Development: Training – Need and Importance – Steps in Training Programme – Evaluation of Training Programmes – Concept of Management Development Programme – Techniques of Training and Development – Group Discussion- Conferences and Seminar – Case Studies – Role Playing – Business Games – Sensitivity Training – Stages of Career Development.						
Unit:5	Industrial Fatigue				12 hours	
Definition-concept-Nature-Effects-causes-Elimination- Safety management practices- Effect of environment-Hazard control Technology-Working conditions-environmental conditions						
					Total Lecture hours	60 hours

Text Book(s)	
1	Industrial Psychology, P. K. Ghosh, Himalaya Publishing House, 1980
Reference Books	
1	Management, Ties, AF stoner, and R. Edward Freeman PHI Pvt ltd, New Delhi, 1992.
2	Essentials of Management, Joseph J, Massie, PHI, Ltd, 1985.
3	Foundations of Psychology and Introductory Text, Nicky Hayes, Routledge, UK, 1994.
Related Websites	
1	https://lecturenotes.in/m/17168-note-of-industrial-psychology-by-shweta-sharma?reading=true
2	https://www.youtube.com/watch?v=krGRP-Iq2SM
Course Designed By: Dr.N. Velmathi	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	L	L	S	S	S	M
CO2	L	L	L	S	S	S	M
CO3	L	L	L	S	S	S	M
CO4	L	L	L	S	S	S	M
CO5	L	L	L	S	S	S	M

*S-Strong; M-Medium; L-Low





***Elective
Papers III***

Course Code	6ED	Apparel Brand Management	L	T	P	C
Elective		Paper III - A		4	-	4
Pre-requisite	Basic knowledge in apparel business processes		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Get familiarize the students with the concepts and strategies involved in Branding for effective Brand Building. 2. Identify the variables that drive the success of Brands. 3. Develop and implement winning Brand Strategies in an array of competitive contexts. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand concepts and strategies involved in Branding for effective Brand Building.					K2
CO2	Learn about the brand positioning strategies					K3
CO3	List out the various Brand appraisal methods					K3
CO4	Learn develop and implement winning Brand Strategies in an array of competitive contexts					K2
CO5	Learn about the variables that drives the success of Brands					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Significance of Branding				12 hours	
Brand – Definition, Evolution, functions, brand significance; branding – types and strategies international apparel brands - identification of perspectives and challenges to build brand- Indian garment brands and prospects of Indian brands						
Unit:2	Brand Positioning				12 hours	
Importance of Branding Positioning – Basic branding concepts – Brand Image, Brand Identity, Brand Equity and Brand Personality - Meaning and Definition, Types, Elements; Brand Ambassadors- Celebrity Branding; Brand Loyalty; Product Vs Corporate Branding: Major Branding decisions. positioning strategies of international garment retailers						
Unit:3	Brand Appraisal				12 hours	
Brand appraisal – Definition and methods - exploration, market, customer, competition analysis, reasoning of brands importance and methods involved - laddering, emotional and rational, Brand mapping – circle, prism and triangle						
Unit:4	Brand Repositioning				12 hours	
Brand Identity and Extension: Brand identity and articulation – name, colour, design, logo and symbols, brand service advertising and cross cultural influence; brand extension – need and types; Advantages and Disadvantages; labelling and licensing of apparel products – types, license agreement, and international property rights; need for developing brand names and labels for apparel manufactured and exported from India						

Unit:5	Brand Measurement	12 hours
Brand measurement- definition, need and methods – audit, track, brand overtime – managing brand image - need, concepts of management, forces affecting brand and maintenance of brand, Study on brands and brand management of Indian Garment		
Total Lecture hours		60 hours
Text Book(s)		
1	Brand Management: Texts and Cases, Niraj. Kumar, Himalaya Publishing House, 2015	
Reference Books		
1	Brand Management, Harsh V Verma, Excel books, 2010	
2	Brand Management Text and Cases, Mathur U.C., Macmillan India Ltd.2006	
Related online content		
1	https://www.tutorialspoint.com/brand_management	
2	https://www.managementstudyguide.com/brand-management.htm	
Course Designed By: Mr.V. Rajendran		

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	L	L	S	M	S	M
CO2	L	L	L	S	M	S	M
CO3	L	L	L	S	M	S	M
CO4	L	L	L	S	M	S	M
CO5	L	L	L	S	M	S	M

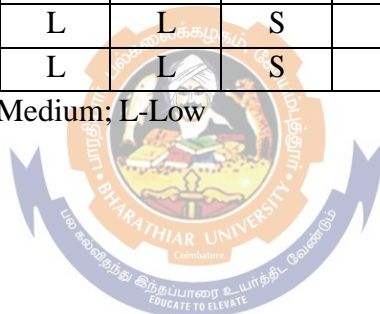
*S-Strong; M-Medium; L-Low

Course Code	6EE	Human Resource Planning	L	T	P	C
Elective		Paper IV		4	-	4
Pre-requisite	Basic knowledge about job role & HR requirements			Syllabus Version	2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn about basics of human resource planning 2. Learn about need for job analysis to determine equitable pay structure 3. Understand the need for HR forecasting and succession planning 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the concept of HRP					K2
CO2	Learn about HR planning process					K2
CO3	Learn about the job analysis process and determination of pay structure					K3
CO4	Learn about need for HR forecasting					K2
CO5	Understand about succession management					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Components of HRP				15 hours	
Definition and concept of HRP, benefits, process, HRP components. Role of HR manager in an organisation- Human Capital management						
Unit:2	HR planning and corporate strategies				15 hours	
HR planning as a strategic process-employees as resources-goal attainment, linking HR process to strategy, involvement in strategic planning process, strategic HR Planning model.						
Unit:3	Job Analysis				15 hours	
Job analysis: Methods for collecting Job Analysis Information, Human Resource Planning and Recruiting: The Recruitment and Selection process- Internal and External sources of candidates, Writing Job Description& Job Specification, - Testing and Selection: Basic testing concepts, Types of Tests. Interview: Process and Types - Guidelines for Interviews.						
Unit:4	HR Forecasting and Compensation				15 hours	
Forecasting Manpower Needs, the Forecasting Process, inventorying available talent, Projecting Future Talent Supply, forecasting Staffing Requirements. Index analysis-expert forecasts-Delphi technique-nominal group technique-HR budget and staffing table, scenario forecasting and regression analysis. Wage and Salary administration						
Unit:5	Career planning and succession management				15 hours	
Definitions, concepts, stages of career development process and organizational HR Policies, carrier Anchors – Stages of growth and career, career processes Succession management process challenges of succession management, Replacement analysis - Management development programmes, objectives of MDP,,s, Job rotation.						
					Total Lecture hours	75 hours
Text Book(s)						
1	Human Resource Management, K. Ashwathappa, Tata McGraw Hill Education Pvt. Ltd,2010					

Reference Books	
1	Human Resource Management, Biswajee Pattanayak, PHI Learning Pvt. Ltd,2009
2	Strategic Human Resource Management, Charles R. Greer, Pearson,2009.
3	Human Resource Planning, Dipak Kumar Bhattacharyya, Excel Books, 2009
4	Human Resource Management, Pravin Durai, Pearson,2009.
5	Human Resource Management, Dr. Tripathi, Wisdom Publications, Delhi,2009.
Related Websites	
1	https://www.investopedia.com/terms/h/human-resource-planning.asp
2	https://www.managementstudyguide.com/human-resource-planning.htm
Course Designed By: Dr.N. Velmathi	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	L	L	S	S	S	M
CO2	L	L	L	S	S	S	M
CO3	L	L	L	S	S	S	M
CO4	L	L	L	S	S	S	M
CO5	L	L	L	S	S	S	M

*S-Strong; M-Medium; L-Low

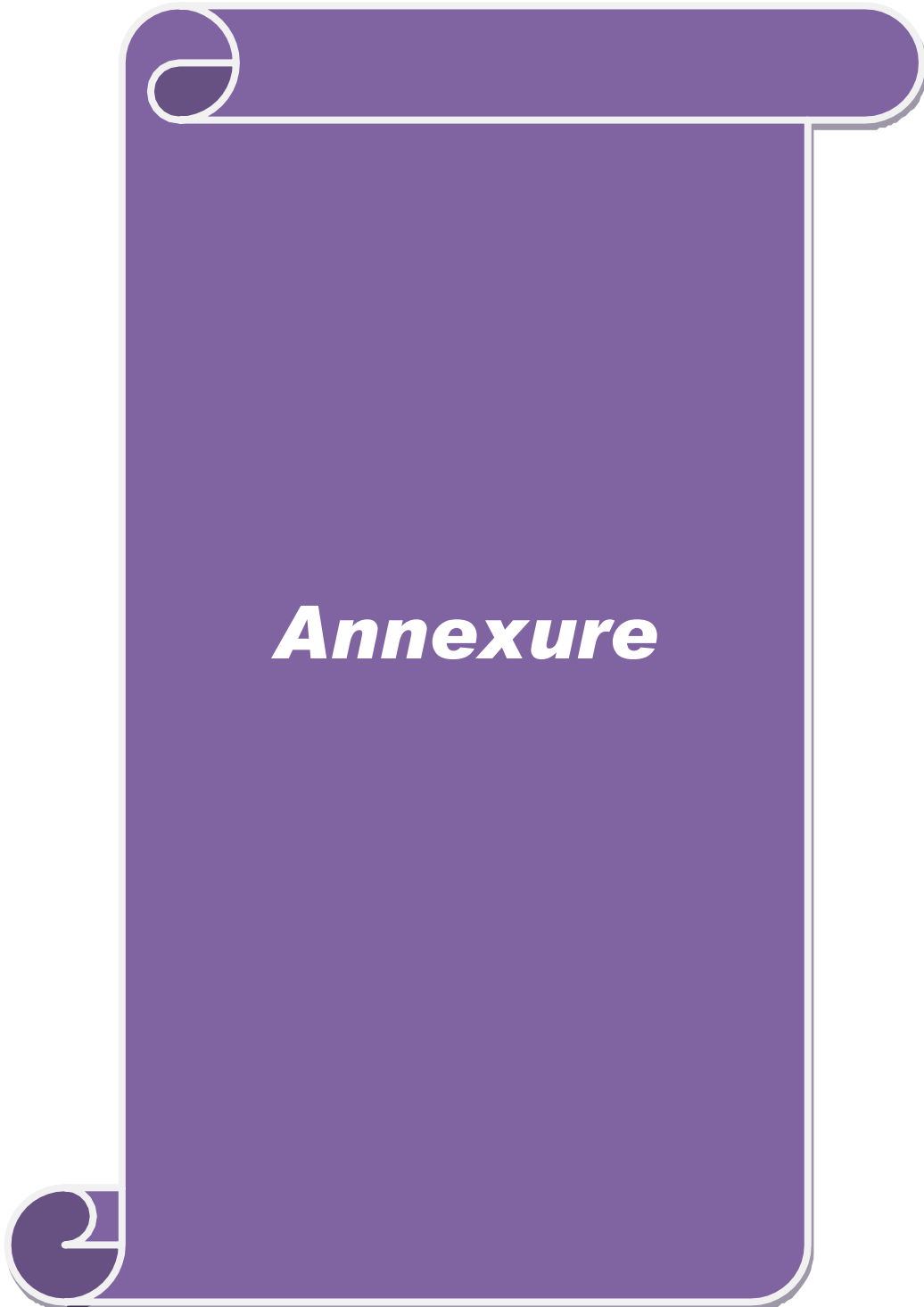


Course Code	6EF	Human Values and Professional Ethics	L	T	P	C
Elective		Paper III - C		4	-	4
Pre-requisite	Basic knowledge in apparel production & management		Syllabus Version	2023-2024		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Impart learning about social responsibility and ethics 2. Impart learning about problem solving methods 3. Impart learning about the characteristics of leadership 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand concepts social responsibility for a business organization					K2
CO2	Learn about the human values					K3
CO3	Learn and apply creative techniques for problem solving					K3
CO4	List out the importance of training in HRD					K3
CO5	Differentiate various motivation theories and its significance					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Management Principles				12 hours	
Meaning, Definition, Significance, Functions – Planning, Organizing, Staffing, Directing and Controlling, Principles of Management. Social responsibility and ethics: Concept of Social Responsibility, Views of Social Responsibility – Economic Objectives Vs Social Objectives – Business Ethics.						
Unit:2	Problem Solving Methods				12 hours	
SWOT Analysis of a Traditional Engineer – Kaizen Strategy and Values – Kaizen Approach for Problem Solving.– Process Oriented Management Vs Result Oriented Management. Human Values: Value Crisis in Contemporary Indian Society, Aesthetic Values, Moral and Ethical Values, Spiritual Values, Values in the Work Place.						
Unit:3	Interpersonal Relationships				12 hours	
Managing Emotions, Emotional Intelligence, Building Better Interpersonal Relations, Managing the Boss, Dealing with Subordinates – Case Study. Creativity: Creativity and Problem Solving – Creativity Process – Creative Individuals and their Characteristics – Techniques for Creative Problem Solving.						
Unit:4	Human Resource Management				12 hours	
Importance, Objectives, Functions, Job Analysis and Recruitment, Selection and Placement. Human Resource Development: Training and Learning, Determining Training Needs and Priorities, Formal Employee Training Methods, Management Development, Methods for Developing Managers, Evaluating Training Effectiveness – Case Study.						
Unit:5	Leadership				12 hours	
Definition, Characteristics of Leadership, Leadership styles, Theories of Leadership – Tannenbaum – Schmidt Leadership Continuum – Managerial Grid Theory. Motivation: Meaning and Definition – Mechanism of Motivation – Maslow’s Need Hierarchy Theory, Mc Gregor’s						

Theory X and Y- Herzberg's Two Factor Theory.	
Total Lecture hours	
60 hours	
Text Book(s)	
1	Business Ethics New Challenges for Business Schools and Corporate Leaders Robert A Peterson, O. C Ferrell, Blackwell's, 2013
2	Ethics and the Conduct of Business, 7th Edition. John R. Boatright, Pearson, 2012
Reference Books	
1	Foundations of Ethics in Management, Pani P. Banerjee, Excel Books, 2005
2	The Theory and Practice of Managerial Ethics, Sadri Jayashree; Sadri Sorab; Dhun Dastoor, Jaico Publishing House, 2008
3	Engineering ethics: includes human values, M. Govindarajan, S. Natarajan, V. S. Senthilkumar, PHI Learning, 2004
Related online content	
1	https://pscnotes.in/human-values-and-professional-ethics-notes
2	https://crescent.education/wp-content/uploads/2018/12/Crescent-human-values-professional-ethics.pdf
Course Designed By: Dr.N. Velmathi	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	L	L	S	S	S	M
CO2	L	L	L	S	S	S	M
CO3	L	L	L	S	S	S	M
CO4	L	L	L	S	S	S	M
CO5	L	L	L	S	S	S	M

*S-Strong; M-Medium; L-Low



B.Sc. FASHION APPAREL MANAGEMENT

Syllabus

(With effect from 2023-2024 onwards)



Program Code: 26R



Bharathiar University

**(A State University, Accredited with “A” Grade by NAAC
and 13th Rank among Indian Universities by MHRD-
NIRF)**

Coimbatore 641 046, INDIA

Additional Credit Course

Earning Additional credit course is not mandatory for Programme Completion.

Prescribed courses under UGC – SWAYAM/ MOOCS/ NPTEL will be available for the affiliated colleges, as an optional.

List of Elective papers (Colleges can choose any one of the papers as electives)			
Elective – I	A	5EA	Fashion Marketing
	B	5EB	Industrial Engineering
	C	5EC	Supply Chain Management
Elective – II	A	6EA	Visual Merchandising
	B	6EB	International Trade & Documentation
	C	6EC	Industrial Psychology
Elective - III	A	6ED	Apparel Brand Management
	B	6EE	Lean and Six Sigma
	C	6EF	Human Values and Professional Ethics

Add on courses-Additional Credit Course

Naan Mudhalvan Skill courses

Students are encouraged to register through the website www.naanmudhalvan.tn.gov.in and take up the courses to enhance their skills

Prescribed courses under UGC – SWAYAM/ MOOCS/ NPTEL will be available for the affiliated colleges, as an optional.

Earning Additional credit is not mandatory for Programme Completion.

