



SGT UNIVERSITY
SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved)
Gurugram, Delhi-NCR
Budhera, Gurugram-Badli Road, Gurugram (Haryana) – 122505 Ph. : 0124-2278183, 2278184, 2278185

FACULTY OF FASHION AND DESIGN

MBA Fashion Management

Syllabus 2021

(F10)

MBA-Fashion Management
[2 Years Programme]
SYLLABUS

15050101: BASIC TEXTILE

SEMESTER	: I
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To impart the knowledge of fibres, sources, their identification and properties
- To provide students with the knowledge of yarn science and their properties

COURSE DETAILS:**UNIT-I Fibre overview:**

- Natural fibres(cotton, linen, jute, hemp,bamboo, silk, wool, specialty hair fibres);
Manmade fibres(rayon, acetate, triacetate, polyester, nylon, acrylic, modacrylic, PP, PE, lycra, olefins);Other fibres(glass, mineral, rubber)

UNIT-II

- Primary and secondary properties of textile fibres

UNIT-III Yarn Overview:

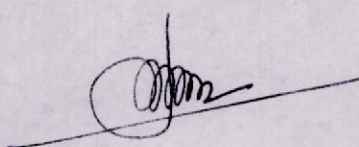
- Yarn classification, single, ply, cord, simple, complex/fancy, bulk
- Yarn numbering system-direct, indirect
- Yarn properties-fineness, type, twist direction, strength
- Yarn production stages, opening, cleaning, blending, carding, combing, roving, drawing
- Spinning methods (Natural-ring, rotor, friction, open end; chemical-wet, dry, melt)
Texture

UNIT-IV Blends

- Need, importance, major blends-cotton-polyester, wool-acrylic, cotton-silk, cotton-viscose
- Introduction on different methods of fabric formation: Woven, Knitted & Non-Woven.

REFERENCES:

- J.E.Booth: Principles of Textile testing.



15050102: GLOBAL FASHION SCENARIO

SEMESTER	: II
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To learn about origin, theories of fashion, fashion cycle
- To know about national & international fashion centers, trade fairs
- To know about councils in the field of fashion.

COURSE DETAILS:

UNIT I

- Liberalization, Privatization & Globalization & its impact on Indian economy.
- Development before & after phasing out of Quota system
- The world fashion scenario- structure of fashion industry and future prospects.
- Fashion Cycle, Theories and Principles of Fashion, Origin of Fashion, Fashion Terminologies :Style, fashion, high fashion, mass fashion, design, classic, fad, trend, haute couture, couturiere, knockoffs and prêt-a-porter etc.

UNIT II

- Global designer practices- vendor as designer, private label designer, brand label designer, free lance designer, designer as manufacturer, costume designer, consumer as a designer
- National & International designers and fashion centers.
- Fashion Leaders and Followers

UNIT III

- Fashion Fairs & Trade fairs, Fashion Exhibitions, Fashion Shows and Runaway Shows, Garment Technology trade fair, Buyer-seller meets.
- Introduction to intellectual property rights: Trade marks, Geographical indications, trade secrets & unfair competition

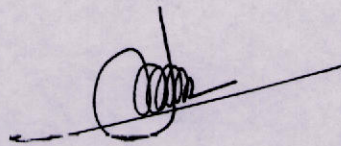
UNIT IV

- E- Commerce for fashion sector, new technologies.
- Counterfeit textiles
- Study of Apparel parks
- Apparel Export Promotion Council
- Textile Craft Council.

➤ Textile Research Association

REFERENCES:

- Dorothy S. Lyie & Jeanne Brinkley, Contemporary Clothing, Bennet & Mc Knigh Publishing Company, Peoria, Illinois, 1983
- Ulla VAd Lane-Rowley, Using design protection in the Fashion & Textile Industry, Jhon Wiley & Sons, Ist Edition 1997
- Venkatesan. R, &Katti, V.Indian Textile policy for 21st Century, B R Publishing Corporatio



15050103: ORGANIZATIONAL THEORY AND BEHAVIOUR

SEMESTER	: I
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTVES:

- To introduce students with current scenario of organizations.
- To impart knowledge about Decision making in an organization
- To understand the organizational culture, perception and attitude

COURSE DETAILS:

UNIT-I

- Introduction to organizational behavior
- Organizational theory vs. organizational behavior
- Background: Classical organization
- Modern organization, systems view and contingency approach
- Organizational concept in current scenario- global environment, technological advancements, quality demand

UNIT-II

- Individuals in Organizations-personality, perception, attitudes
- Values, leadership & motivation

UNIT-III

- Organizational design
- Needs, components, organizational structure
- Contingency factors of organizational design
- Forms of organizational design

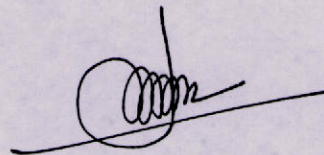
UNIT-IV

- Group dynamics, Groups in organization, Stages of group development, group cohesiveness, Self managed teams
- Power & Politics: Concepts, Sources, approaches

- Conflicts in organizations, Stress in organizations, managing conflicts and stress situations
- Management of organizational change, Organizational Culture
- Contemporary issues in organizational behavior and management

REFERENCES:

- Udai Pareek, Understanding organizational Behaviour, Oxford
- Mishra: Organisational Behaviour, Vikas
- Hariss & Martman: Organizational Behaviour, Jaico
- Luthans, Fred: Organizational Behaviour

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Discipline Specific Elective [DSE]:

Opt any One from PRODUCTION AND OPERATION MANAGEMENT or TEXTILE AND FASHION MANGEMENT ECONOMICS

15050104: PRODUCTION AND OPERATION MANAGEMENT

SEMESTER	: I
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTVES:

- To introduce students with production and operation management.
- To learn about sales forecasting, forecasting adaptation & errors.
- To develop an understanding about production line of industry

COURSE DETAILS:

UNIT-I

- Study of production, production systems, elements of production systems
- Nature and scope of production and operations management – facility, location, types of manufacturing systems, principles and equipments for layout planning

UNIT-II

- Initiations of system studies, feasibility, make or buy decisions
- Capacity planning models, process planning
- Production planning for continuous, batch and job order
- Production order, process charts, production programming
- Break down production

UNIT-III

- Sales forecasting, nature and use
- Forecasting techniques, forecast errors, adaptive response system
- Scheduling methods, concept of graph theory and its applications, network and analysis, maximum flow in the shortest route, critical path method
- Scheduling maintenance concepts
- Work study and method study, work sampling



UNIT-IV

- Networking techniques, simulation and its application in various areas
- Job sequencing problem, line balancing
- Feedback control system
- Plant Maintenance engineering
- Material planning and inventory control
- Budgeting and material requirement planning
- Purchase management and store management
- Stock verification, receiving and store keeping
- Waste and scrap disposal

REFERENCES:

- Chary S. N. Production and Operation Management. New Delhi, Tata McGraw Hill 1989.
- Moore, FG and Hendrik, T.E. Productional Operations Management. Homewood, Illinois, Richard D, Irwin, 1992.

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15050104⁵:- TEXTILE AND FASHION MANAGEMENT ECONOMICS

SEMESTER	: I
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To understand the concept related to Fashion management
- To understand terminology related to fashion.
- To acquaint the students with the basic factors influencing fashion.
- To foster an understanding of business environment
- To familiarize the students with Indian textile industries

COURSE DETAILS:

UNIT-I Definition of management, history of management thought, planning, decision making, organizing, directing, controlling, coordination, leadership, motivation, communication Nature and scope of textile and fashion management, Principles of textile management Indian management thought

UNIT-II Introduction to management economics:

Types of business organization, Demand analysis, Consumer surplus, Production and cost analysis, Pricing and output determination in different markets, Cost benefit analysis, Macro economic analysis, business and economic forecasting

UNIT-III Indian Business Environment:

Basic terms and concepts, economic and non economic factors affecting and influencing business environment, industrial relations and labour issues, infrastructure, finance, globalization, liberalization, WTO, International economic backdrop, media and business Indian textile industry in post quota era-opportunities and limitations
Type of property ownership & Method of resources allocations and control

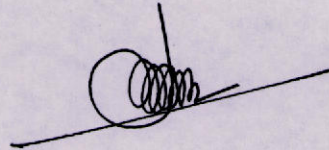
UNIT-IV Indian Textile Industry:

- Status and organization of Indian Textile and fashion industry-organized vs. unorganized sector, power loom vs. handloom sector
- SWOT analysis of various sectors of Indian textile, garment and fashion industry; various government and promotional organizations

- Indian textile industry, Cotton industry, wool industry, MMF industry, RMG industry, HT industry, handloom industry, handicraft industry

REFERENCES:

- M.L.Seth: Micro Economics, LixmiNarain Agarwal, Agara.
- Ray: An Introduction to Microeconomics, Macmillian, New Delhi.
- P.L.Mehta: Managerial Economics, Sultan Chand & Sons, New Delhi.



15050106: PROFESSIONAL ETHICS AND HUMAN VALUES

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-1Hrs/Week	: 16
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

OBJECTIVES:

- To understand the concept related Applied Ethics & Research Ethics
- To acquaint the students with the environmental ethics.
- To foster an understanding of ethical issues in fashion

COURSE DETAILS

UNIT I

Applied Ethics

Introduction: Defining Ethics and Bioethics

Historical Evolution: Ancient civilization,

Development of ethics after world war II,

Development of ethics as related to religion and culture.

Theories related to Bioethics:

- Utilitarian theory-Consequence based theory
- Deontological theory-Duty based theory
- Communication theory-Community Based theory

Universal declaration on bioethics

Neuremberg code, Principles of benefit and harm as applied to bioethics

UNIT II

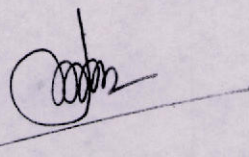
Human rights and values

- Autonomy
- Consent process (Written/Oral/Informed consent)
- Right to withdraw
- Equality (as related to hysical/mental/gender/cast/religion)
- Vulnerability and Personal Integrity
- Confidentiality

Research Ethics

- IRB &its functions
- Authorship
- Ethical issues in clinical research
- Drug trials

UNIT III



Environmental ethics

Marshall's categories:

- Ecologic extension
- Conservation ethics
- Libertarian ethics
- Humanist theory
- Anthropocentrism
- Disaster ethics
- Animal ethics

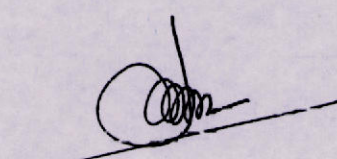
UNIT IV

Ethical issues in Fashion

- Basic concepts on ethics and its importance
- Ethical Fashion Design
- Marketing & Forgery Markets
- Advertising issues

Major Issues

- Unsafe working conditions
- Exploitation
- Fair Trade
- Sustainable Production
- Environmental and Animal welfare



15050107: COUTURE DRAPING I

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

OBJECTIVES:

- To understand the draping aspects of pattern making.
- To apply the knowledge of draping in developing patterns and designs by draping.

COURSE DETAIL

UNIT-I

- Introduction to draping and dress forms.
- Preparation of fabrics

UNIT- II

Dart Manipulation: Underarm dart, French dart, Double French dart, shoulder, waist dart and variations.

UNIT-III

Design concepts: Panel, Yokes, Gathers, Pleats etc.

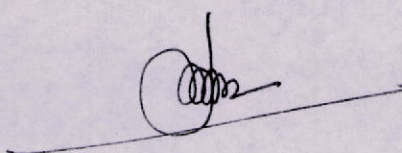
UNIT-IV

Draping of Skirts:

- Basic Skirt with two darts front and back
- A-line skirt with flare
- Gathered skirt with yoke
- Pleated skirt
- Circular skirt, peg skirt.
- Skirt with Frills, Flounces or Ruffles, etc.

REFERENCES:

- Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books & Visual.
- Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995) Publisher: FairchildBooks, K Visual.
- HeddeJefte, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer& Technology.
- Connie Amaden, The Art of Fashion Draping Crawford Fairchild.



1500108: FASHION ART & ILLUSTRATION

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

OBJECTIVES:

- To enable students to draw fashion figures and model figures
- To understand the drawing techniques

COURSE DETAIL

Unit-I

- Basic Block Figure- Female.
- Geometric Fashion model with movable ball joints.
- Figure Drawing in different postures by soft rendering.

Unit-II

- Sketching of Facial features – Eye, Ear, Nose.
- Sketching of Faces & Hair Styles.
- Sketching of hands, Arms, Legs, Feet.

Unit-III

- Basic Block Figure –Male.
- Geometric Fashion model with movable ball joints.
- Figure Drawing in different postures.
- Sketching of Facial features – Eye, Ear, Nose.

Unit-IV

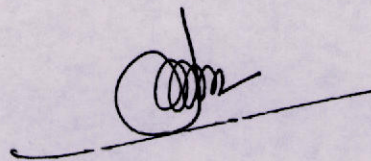
The following details may be illustrated on Male /Female Figure.

- To illustrate detailing of pleats, tucks, darts, yokes and godets.
- Detailing of hemlines, edging, pockets, fasteners, trimmings and accessories.
- To illustrate variations in skirts, dresses, trouser, coats, and jackets.

REFERENCES:

- Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press.
- Ireland Patrick John, "Fashion Design Drawing and Presentation", 1996, B.T. Batsford, London.
- Seaman, "Fashion Drawing – The Basic Principles", 1994, B.T.Batsford, London.

- Seaman Julian, "Professional Fashion Illustration", 1995, Batsford, London,.
- Drake And Nicholas, "Fashion Illustrations" , 1994, Thames and Hudson, London,.
- Abling Bina, "Fashion Sketch Book", 2006, Fairchild publication.



15050109: FASHION AND LIFESTYLE ACCESSORIES

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

OBJECTIVES:

- To familiarize students with different materials, their properties and use of them in making of objects which are part of the garment as co-ordinates.
- To understand pricing and sourcing materials.
- To understand the various tools and machinery used in accessory making.

COURSE DETAILS:

UNIT-I Material Studies

- Fasteners-buckle, drawstrings, eyelets, hooks and bars, hooks and eyes, toggles
- Buttons-covered, corded, shank
- Zippers-reversible, invisible, two-way
- Elastic-decorative, rib typed, elastic cord, shaped, one piece
- Linings and inter linings, wadding, laces, braids

UNIT-II Labels

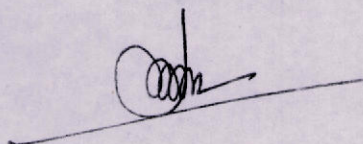
- Difference between Trims, Fashion Accessories & Lifestyle Accessories.
- Care labels, product labels, specification labels, brand labels

UNIT-III Accessories and enhancements

- Types and variations, specific terminologies, role in Indian fashion industry, selection, Indian presence and specialities, market and production of these products
- Footwear, Handbags, Belts, Stoles, Scarves, Gloves, Hats, Watches, Cufflings, Jewellery

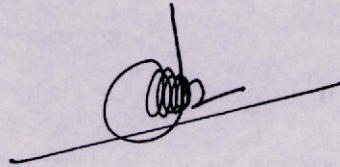
UNIT-IV Leather Products

- Types, tanning technology, production of leather products, stitch variations, specialized equipments, Indian Presence in leather products.



REFERENCES:

- Jay Diamond Ellen Diamond: Fashion apparel and accessories
- Carry Hall: Gemstone, Dorling Kindsley



15050110: TERM PROJECT

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL- 0Hrs/Week	: NIL
MAX. PRACTICAL-2Hrs/Week	: 32
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

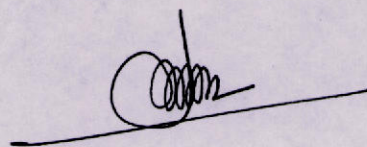
OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ training /special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.



15050201: FABRIC MANUFACTURING TECHNOLOGY

SEMESTER	: II
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To create an awareness of the types of garments machinery available in the industry
- To understand about knitting and weaving terminology
- To develop an understanding about the production techniques.

COURSE DETAILS:

UNIT-I

- Various fabric and garment production techniques

UNIT-II Weaving

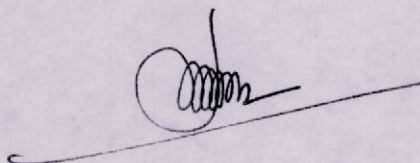
- Types of loom, loom attachments, selvedge mechanisms, types of selvedge, thread count, GSM of fabric, wrap and weft of fabric
- Types of weaves, their basic characteristics and identification
- Basic weaves-plain, twill, rib, herringbone, honeycomb, dimity, satin sateen
- Decorative weaves-lappet, swivel, spot, pile, jacquard, leno, damask, tapestry, dobby, double cloth

UNIT-III Knitting

- Types of knitting needles-latch, compound, spring beard
- Types of knitting machines-flat bed, circular bed
- Knitting stitches, wales and course, gauge of fabric
- Types of knits: basic characteristics and identification
- Wrap knits: tricot, rasher, melanese, simplex
- Welf knits: plain jersey, rib interlock
- Advantages and disadvantages of knits over wovens

UNIT-IV Non wovens and felts

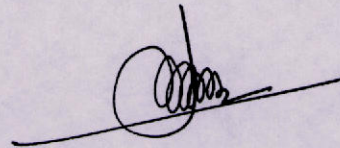
- Basic characteristics, advantages, limitations



- Method of production: Melt blown, spun bonded
- Other fabric manufacturing techniques: braids, nets

REFERENCES:

- Crobman: fibre to Fabric, Tata McGraw Hill
- Mark & Robinson: Fabric Manufacturing
- E.R. Trotman: Chemical Technology of Fibrous materials, Prentice Hall.

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15050202: FASHION COMMUNICATION

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	: 48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To enable the students understand the fashion language & skills of communication for visualization of garment

COURSE DETAIL

UNIT-I

- Concept and importance of creative fashion presentation and communication
- Communication Theories
- Communication-strategies and techniques involved
- Elements of effective communication, communication barrier
- Communication Network and feedback

UNIT-II

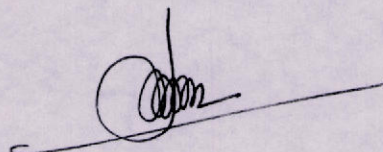
- Types of creative fashion presentation
- Development of creative designs, innovations, skill techniques
- Strategies of presentation: Presentation skills, importance of body language

UNIT-III

- Marketing strategies for visual merchandising
- Outlining developing and designing display strategies, Display patterns, importance of backdrop presentation
- Music and lighting selection, lighting pattern, types of lighting, selection of - proper lighting, advantages and disadvantages
- Window designing, Art to convert creativity into profitability

UNIT-IV

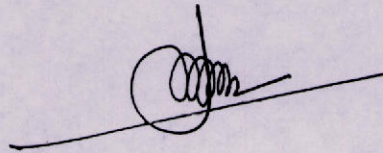
- Publicity and promotional material, designing, layout
- Role and importance of media, ethical issues in promotion



- Organization of fashion shows and events
- Basic considerations
- Major trade fairs and fashion events- national and international

REFERENCES:

- K.K. Sinha: Business communication, Galgotia
- Ron Ludloww& Fergus Panton: Effective communication, Prentice Hall

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15050203: HUMAN RESOURCE MANAGEMENT

SEMESTER	: II
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To understand the most relevant theoretical models and key concepts in Human Resources Management within organizations.
- To learn the principle techniques concerning people management within organizations.
- To learn about Acts related to an organizations

COURSE DETAILS:

UNIT-I

- HRM &HRP -introduction, scope, functions

UNIT-II

- HR procurement-recruitment, selection, induction
- Training-phases, need assessment, establishment
- Evaluation of training programme

UNIT-III

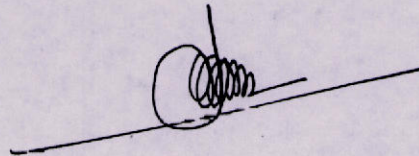
- Employee wages, dearness allowances and compensation, Wages and Bonus Act- Payment of Wages Act 1936, Minimum Wages Act 1948, Payment of Bonus Act 1965
- Social security-Workmen's Compensation Act 1923, Employee Provident Fund Act 1952, Maternity Benefit Act, 1961
- Industrial relations-conceptual aspects, public policy on industrial relations, Trade Union Act 1926, Industrial Disputes Act 1947, Factories Act 1948, Shop and Establishment Act

UNIT-IV

- Performance appraisal, Grievance handling
- Workers participation in management employee empowerment
- Managing exit workforce

REFERENCES:

- Pareek. U : Managing Transition: The HRD response, New Delhi, Tata McGraw Hill, 1992.
- Rao. TV: Strategies of Developing Human Resource.
- Dayal, Ishwar: Designing HRD system, New Delhi, Concept 1993.



Discipline Specific Elective [DSE]:

Opt any One from ENTREPRENEURSHIP DEVELOPMENT or MARKETING MANAGEMENT

15050204: ENTREPRENEURSHIP DEVELOPMENT

SEMESTER	: II
MAX. LECTURE-3Hrs/Week	: 48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To developing a skill of entrepreneurial aptitude
- Analyzing the small scale industry & business
- Develop business management skill

COURSE DETAIL

UNIT-I


- Introduction to entrepreneurship, development and types of entrepreneurship, role of entrepreneurs in development of apparel and fashion industry, entrepreneurship with reference to fashion and apparel industry in India.
- Theories of entrepreneurship, entrepreneurship motivations, entrepreneurship and manager

UNIT-II

- Entrepreneurial support by state, central financial institutions, organizations. Government policies with reference to textile and apparel industry.
- Business planning- Starting a new venture related to apparel industry, essentials of a successful centre. Formalities of opening a firm, the status of firm, Individual proprietor/partnership/ Pvt. limited company & public Ltd company, bank formalities, term loan, working capital, project financing, break even analysis, Project appraisal, preparation of project report

UNIT-III

- Location & plant layout-factors influencing plant location, building, structure, lighting, Ventilation, material handling, availability of labour, material management and



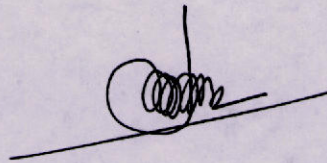
transportation. Plant layout, ergonomics safety & security to be considered while planning the layout.

UNIT-IV

- Industrial sickness and remedies, tax planning, VAT, Patent Rules, Factory Act, Payment of wages, Minimum wages, knowledge of exemptions & deductions, income tax, excise duty & service tax, Custom law, costing, management of working capital
- Environmental considerations and social responsibilities.

REFERENCES

- Ormerod A, Textile Project Management, The Textile Institute, 1992.
- SangramKeshariMohanti, Fundamentals & Entrepreneurship: 2009: PHI learning.
- Terry & Franklin, Principles of Management, AITBS, 2002 4. Vasanth Desai, The dynamics of entrepreneurial development & Management: 6th edition Himalaya publish house. 2009.

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15050205: MARKETING MANAGEMENT

SEMESTER	: II
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To develop a basic understanding about the marketing management concepts in various managerial processes in organization.
- To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

COURSE DETAILS:

UNIT-I

- Introduction to Marketing Management
- Concept and philosophies, marketing process
- Role and scope in Indian textile and fashion industry
- Marketing Research and MIS

UNIT-II

- Market segmentation, STP approach
- Consumer behavior, Consumer needs and buyer motivation, Consumer decision process
- Behavioural, cultural, social and other factors influencing buyer decision

UNIT-III

- Marketing mix-product, price, place, promotion
- Pricing, price mechanism, price setting, types of pricing strategies
- Market strategy planning, Product life cycle strategy, new product and design development

UNIT-IV

- Distribution channels, channel dynamics, physical distribution, channel selection
- On line retail:- Concept, Models, Major start-ups

15050206: RESEARCH METHODOLOGY

SEMESTER	: II
MAX. LECTURE-1Hrs/Week	:16
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

OBJECTIVES:

- Demonstrate knowledge of the scientific method, purpose and approaches to research
- Compare and contrast quantitative and qualitative research
- Explain research design and the research cycle
- Prepare key elements of a research proposal
- Explain ethical principles, issues and procedures

COURSE DETAILS:

UNIT I: Purpose of research

Definition, objectives and significance of research
Types of research
Scientific method: induction and deduction
Research approaches: quantitative, qualitative and mixed
Issues of relevance and cultural appropriateness

UNIT II: Principles of Research in quantitative and qualitative approaches

Research design

Meaning and need of research design
Components and types of research design
Issues in design construction

Sampling, methods

Concept of sampling, key differences in the two approaches • Sampling methods, sample size and sampling error • Selecting participants and contexts to examine social phenomenon

UNIT III : Data collection and analyses

Methods and measurement: Measurement in research, scales and errors in measurement , reliability and validity of measurement tools

Methods of data collection and types of data • Immersion, deep engagement, triangulation and reflexivity in qualitative data collection • Data management and quality control • Transcription in qualitative data analyses
Errors in inference – Bias and confounding, reliability and validity issues
Ensuring reliability and validity in qualitative research

UNIT IV : The Research Cycle

Systematic literature review and referencing

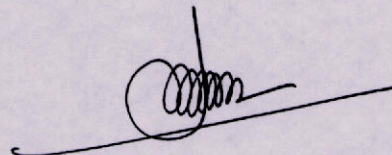
Formulating a research problem –Developing research questions and objectives, exploring research context/phenomenon

Identifying variables, constructing hypotheses •Deciding research approach and design •

Selection of sample/participants, choice of methods and analysis. • Writing a research report- Styles and format.

REFERENCES:

- Bell, J. (1999). Doing your research project: Guide for first time researchers in social sciences. New Delhi: Viva Books.
- Bernard, H. R. (2000). Social research methods: Qualitative and quantitative approaches. Thousand Oaks, CA.: Sage.
- Blaxter, L. Hughes, C., & Tight, K. (1999). How to research. New Delhi: Viva Books.
- Bryman, A. (2008). Social research method. Oxford: Oxford University Press.
- Creswell, J. W. (2009). Research design: Qualitative, quantitative, and mixed methods approaches. Thousand Oaks, CA: Sage Publications.
- Denscombe, M. (1999). The good research guide for small-scale social research projects. New Delhi: Viva Publications.
- Denzin, N. and Lincoln, Y. (Eds.) 2005. The Sage handbook of qualitative research. London: Sage.



15050207: COUTURE DRAPING II

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

OBJECTIVES:

- To teach the basic principles of draping.
- To train the students eye to see proportion and design detail in relation to the human body.
- To interpret and analyze more complex drapes.

COURSE DETAIL

UNIT-I

- Basic bodice – marking and truing
- Bodice variations- surplice front, halter
- Various design concept in bodices: Yokes, Princess line, gathers, pleats etc.

UNIT-II

- Cowls – basic front and back cowl, butterfly twist.
- Yokes and midriffs- bodices yoke, hip yoke, fitted midriff.

UNIT-III

- Princess dresses – joining skirt to the bodice.
- Draping of Pants
- Draping of Bustier

UNIT-IV

- Design and construct a final garment applying New & innovative draping method.

REFERENCES:

- Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books & Visual.
- Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995) Publisher: Fairchild Books, K Visual.
- HeddeJefte, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer& Technology.
- Connie Amaden, The Art of Fashion Draping Crawford Fairchild.

15050208: APPAREL CONSTRUCTION I

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

OBJECTIVES:

- To understand and appreciate different kinds of stitches and seams
- To develop the skill of Embroideries, grading and patterns.
- To develop the skill of operating the machine with product development.
- To understand the utility of seams, gathers, shirring used in garments both for construction and as design feature.

COURSE DETAILS:

UNIT-I

- Market survey of fabrics, buttons, laces and other trimmings used in garment construction.
- Tailoring techniques- basic hand stitches, seams and seam processes, neckline finishes, pockets, plackets, tucks, fasteners, frills, etc.

UNIT-II

- Designing of child garments on different themes
- Designing of adult garments on different themes
- Construction garments for children
- Construction garments for Adults having different themes, different fashion elements, and different surface ornamentation.

UNIT-III

- Grading of the patterns to smaller and bigger sizes.
- Paper patterns of different garments with varied fashion elements on fullscale. The paper patterns should be marked properly

UNIT-IV

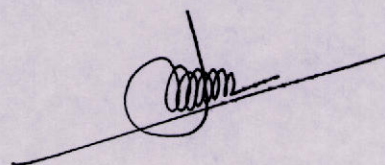
Introduction to contemporary embroideries stitches-

Stem, back, running, dot, seeding, straight, chain, open chain, twisted chain, wheat tear, lazy daisy, blanket, buttonhole, zigzag chain, double chain, raised chain, spider's web, sheaf, brick, Florentine, Holbein, Pekinese, cut work, four sided, goblin, woven bars, Cretan, fly, French knots, bullion knots, German knots, fish bone, Romanian, satin, long and short, couching,

Jacobean trellis, thorn, cross stitch, chevron, herringbone, appliqué work, Ribbon work, lace work, rope work, other decorations and trimmings.

REFERENCES:

- Garment Construction by Manmeet Sodhia Kalyani Publishers.
- Garment Technology for Fashion designers by Gerry Cooklin Blackwell Science
- Step by step needlecraft encyclopedia by Judy Brittain Dorling Kindersley
- The technology of clothing manufacture by Harold Carr Blackwell Science
- Fabric, form and flat pattern cutting by Winifred Aldrich Blackwell
- Zarapkaar system of cutting by K R Zarapkaar Navneet



15050209: CHEMICAL PROCESSING & TEXTILE TESTING

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To develop an understanding of methods and techniques used to analyse textile fibers, yarns and fabrics for end use performance
- To familiarize students with the different testing equipments, their underlying principles and the international accepted standards, test methods and the language of measurement

COURSE DETAILS:

UNIT-I

- Qualitative – Identification of fibers – cotton, polyester, viscose, polyamide, silk, wool, jute, tencel and others. Use of burning, microscopic, chemical tests.
- Quantitative analysis of binary blends
- Desizing, scouring and bleaching of grey fabric using chemical and eco-friendly agents

UNIT-II

- Dyeing of cotton, wool, silk with direct dye by exhaust method, Dyeing of polyester with disperse dye
- Printing on cotton fabric with reactive dyes and pigment, Printing on silk with acid dyes, polyester with disperse dye and cotton/polyester blend with disperse and reactive dyes.
- Finishing- Application of any 2 specialty finishes on cotton, polyester and cotton polyester blend (using pad-drycure method)

UNIT-III

Fibre

Identification and testing–Fibre length, evenness, fineness, tensile strength, crimp, moisture regain and– their implications on quality

Yarn

Appearance and grading– Yarn count, tensile strength, elongation and elastic recovery– Twist, crimp, fineness, uniformity- standards available and their implications– on quality

Fabric

15050210: TERM PROJECT

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-2Hrs/Week	: 32
DURATION	:12-16 Weeks/ Semester
CREDITS	:2


OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ training /special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.



15050301: APPAREL MANUFACTURING TECHNOLOGY

SEMESTER	: III
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To familiarize students with the functioning of the garment industry.
- To understand various processes and technical parameters of garment production.
- To enhance awareness of sewn product, machinery and equipment.

COURSE DETAILS:

UNIT-I

- Indian apparel industry, its history and present status
- Organizational chart/TNA
- Buyers dealing/ coordination

UNIT-II

- Types of machineries and Trims
- Functioning of various departments: tools and techniques used
- Cutting- spreading, layering, marker planning, bundling,
- Stitching
- Finishing
- Packaging

UNIT-III

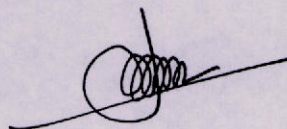
- Handling of different types of fabric
- Basic sewing machine
- Seam types-superimposed, French, piped, lapped, bound, welted, lap felled, found, flat, run and fell, decorative

UNIT-IV

- Machine needles, selection according to fabric type
- Stitch types-class 100, class 200, class 300, class 400, class 500, class 600
- Major stitching problems and their remedies
- Sewing machine defects and its rectification

REFERENCES:

- Carr & Latham: Technology of Clothing Manufacture Black well science
- Gary Cocklin: Clothing manufacturing Black well science



15050302: CROSS CULTURE MANAGEMENT

SEMESTER	: III
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To increase knowledge of and sensitivity to other cultures
- To become aware of their own cultural strengths and weaknesses when working with people from other cultures
- To carry a basic analysis of cultural differences.
- To learn fundamental principles and acquire basic information on ways to build bridges between people from diverse cultures working together in some form of business of project

COURSE DETAILS:

UNIT-I

- Introduction and course overview :What is culture, its important
- People react to cultural differences
- Disciplines study culture
- Culture with business
- Culture as identity with respect to fashion

UNIT-II

- The historical origins of beliefs and values
- Comparing cultures
- Cross-culture research as of today
- Ways of describing cultural differences
- Culture dimensions relating to people, time, world

UNIT-III

- Culture and communication
- What is communication & How native language is influencing our way of communication
- Non-linguistic communication

UNIT-IV

- Organizational culture
- Corporate culture: Models of corporate cultures & role of corporate culture
- Culture and Marketing
- Cultural aspects of product and services decisions, prices decisions, place decisions, promotion decisions

REFERENCES

- Adler, Nancy. International Dimensions of Organizational Behavior. Southwestern, 2007
- Branine, M. Managing Across Cultures : Concepts , Policies and Practices London : Sage, 2011
- Dumetz Jerome, Cross-cultural Management textbook, Student Edition, 2012 5
- Hall, Edward T., Mildred Reed Hall. Hidden Differences. Studies in International Communication: How to communicate with the Germans. Hamburg, 1983.
- Hampden-Turner, Charles M., Fons Trompenaars: Building Cross-cultural competence. Chichester (Wiley), 2000
- Trompenaars, Fons and C. H. Turner. Riding the Waves of Culture. McGrawHill, Second Edition, 1998.

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15050303: SOCIAL AND LEGAL BUSINESS ENVIRONMENT

SEMESTER	: III
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	:16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To give an understanding of the major factors which must be considered in Fashion Business
- To describe the national & international markets and labour relation
- To show the importance of consumer protect act
- To understand harmful effects of industries to environment

COURSE DETAILS:

UNIT-I

- Concept of social change in India and its impact on fashion and textiles business
- Relationship between social and economic aspects
- Social and legal framework of business in India, Factors affecting Indian business environment

UNIT-II

- Formation and management of corporate sector in India
- Indian Companies Act, Corporate Governance, Bankruptcy, Business ethics

UNIT-III

- Changing legal environment , Impact on textile business
- Restrictive trade practices, Unfair trade practices
- Foreign Exchange management act and Capital Market
- Labour relations, Intellectual property right
- Consumer protection Act

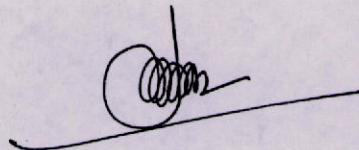
UNIT-IV

- Environment Protection-Air, water, soil protection
- Specific laws in relation to textile industry

- Importers specifications and emphasis on eco safe products
- Azo dye ban and its effect on Indian textile industry
- Child labour, employee provident fund, employee state insurance, its effect on Indian corporatesector, payment of gravity, labour welfare fund.

REFERENCES:

- The Legal Environment of Business (7th Edition) 7th Edition by Nancy K. Kubasek (Author), Bartley A. Brennan (Author), M. Neil Browne
- Subhash C Jain, International Marketing, Thompson Learning, Singapore
- K. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House, Mumbai
- Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai
- Adhikary, World Economic Institutions, Asian Books
- Adhikary, Manab: Global Business Management, Macmillan, New Delhi.
- Bhattacharya.B: Going International Response Strategies for Indian Sector, Wheeler Publishing Co, New Delhi.
- Black and Sundaram: International Business Environment, Prentice Hall of India, New Delhi. 8. Gosh, Biswanath: Economic Environment of Business, South Asia Book, New Delhi.
- V.K. Bhalla & S. Shiva Ramu: International Business Environment & Management, Anmol Publication Pvt.Ltd, New Delhi.



Discipline Specific Elective [DSE]:

Opt any One from STRATEGIC MANAGEMENT or FINANCE MANAGEMENT AND ACCOUNTING

15050304: STRATEGIC MANAGEMENT

SEMESTER	: III
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To develop necessary managing and analytical skills to carry out corporate projects in a global environment, in which the use of new technologies, creativity and innovation, together with social and environmental responsibility, are essential
- To provide tools which will enable the student to identify and anticipate changes in lifestyles, consumers' preferences, as well as current and emerging trends, through creative experimentation and research.

COURSE DETAILS:

UNIT-I

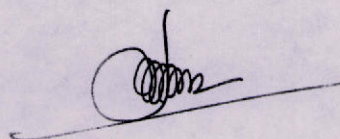
- Corporate level strategies
- Nature and evolution of strategic planning, Process of internal and external appraisal, strategic decision making, Tools for strategic analysis, Implementing strategy, Strategic evaluation and control

UNIT-II

- Competitive advantage and core competence-value chain approach
- Developing competitive advantage, Intensification and diversification, Expansion strategies

UNIT-III

- Strategic implementation, Issues in strategy implementation, strategy implementation-structural, functional, behavioral



UNIT- IV

- Strategic management, role of directors, chief executives, senior management, SBU level executives, Consultants, middle level managers and executives
- Corporate governance and social responsibility

REFERENCES:

- M. A. Sahay: Management Accounting
- Robert Anthony: Management Accounting
- Keller and Ferrara: Management Accounting for Profit Control

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15050305: FINANCE MANAGEMENT AND ACCOUNTING

SEMESTER	: III
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- The objective of this course is to acquaint the students regarding various accounting and financial management concepts and its applications in managerial decision making.

COURSE DETAILS:

UNIT-I

Financial Accounting-concept, importance and scope, accounting principles, journal, ledger, trial balance, depreciation- straight line and diminishing balance methods, preparation of final accounts with adjustments

UNIT-II

Cost accounting-meaning, importance, methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity based costing

UNIT-III

Management Accounting: Meaning, nature, scope, objective, functions and techniques. Financial Accounting vs. Cost Accounting vs. Management Accounting. Management Accountant-Role-Essential qualities Budgetary Control: Managerial Control Process; Benefits; Limitations; Installation of the System; Classification of the Budgets; Preparation of different types of Budgets: Cash Budget, Sales Budget and Master Budget.

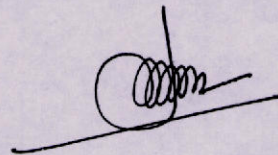
UNIT-IV

Financial management-scope finance functions and its organisation, objectives,of financial management; time value of money; sources of long term finance.

Working Capital Management: Theory of Working Capital Management: Introduction, Nature of Working Capital, Concepts and Definitions of Working Capital, Need for Working Capital, Permanent and Temporary Working Capital, Changes in Working Capital, Determinants of Working Capital.

REFERENCES:

- Singhal, A.K. and Ghosh Roy, H.J., Accounting for Managers, JBC Publishers
- Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi
- Horngren, Sundem and Stratton, Introduction to Management Accounting, Pearson Education, New Delhi.
- Hansen & Mowen, Cost Management, Thomson Learning
- Mittal, S.N., Management Accounting and Financial Management, Shree Mahavir Book Depot, New Delhi.
- Jain, S.P and Narang, K.L., Advanced Cost Accounting, Kalyani Publishers, Ludhiana.
- Khan, M.Y. and Jain, P.K., Management Accounting, TMH, New Delhi.
- Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
- Khan M.Y, and Jain P.K., Financial Management, Tata McGraw Hill, New Delhi
- Keown, Arthur J., Martin, John D., Petty, J. William and Scott, David F, Financial Management, Pearson Education
- Chandra, Prasanna, Financial Management, TMH, New Delhi
- Van Horne, James C., Financial Management and Policy, Prentice Hall of India
- Brigham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
- Kishore, R., Financial Management, Taxman's Publishing House, New Delhi



15050306: APPAREL CONSTRUCTION II

SEMESTER	: III
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

OBJECTIVES

- To develop skills in different techniques of pattern development and construction for upper & lower garments
- To understand the principles of grading standardized bodice, skirt slopers to various sizes

COURSE CONTENTS

UNIT I: Pattern development through draping

- Basic principles and techniques of draping- basic bodice and its variations- symmetrical and asymmetrical

UNIT II: Pattern development through flat pattern

- Principles of flat pattern making- dart manipulation, contouring, additional fullness
- Garment components –sleeves and cuffs, necklines, collars, plackets and yokes
- Developing industrial patterns with complete set of markings in fitted and semi fitted upper & lower garments
- Preparation of muslin mock up for the pattern

UNIT III: Grading standard size bodice blocks

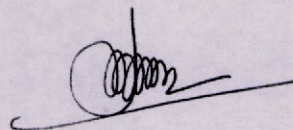
- Bodice and sleeve slopers to various sizes

UNIT IV: Construction of garment components

- Construction of upper & lower garment components

RECOMMENDED READINGS

- Armstrong, Helen Joseph. (2000) *Pattern Making for Fashion Design*, 4th ed. Pearson
- Crawford Connie Amaden. (1989) *The Art of Fashion draping*, 2nd ed. New York, Education Ptc. Ltd. Fairchild Publications.
- Jaffe Hilde and Nuric Relic. (1993) *Draping for Fashion Design*, New Jersey, Fashion Institute of Technology.



15050307: VISUAL MERCHANDISING

SEMESTER	: III
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- Understanding of architectural tools required for store planning
- Exposure to variety of material used in industry
- Usage of Lighting

COURSE DETAIL

UNIT-I

Visual merchandising and Display Basics

- Purpose of Display
- Colour and Texture
- Line and Composition
- Light and Lightings
- Type of Display and Display settings

Display Locations

- Store Exterior
- Window Display
- Store Interior

UNIT-II

Display Equipments

- Mannequins
- Alternative to the Mannequins
- Dressing the three dimensional form
- Fixtures
- Visual Merchandising and Dressing Fixtures
- Furniture as props

UNIT-III

Visual Merchandising and Display Techniques

- Attention getting devices
- Familiar symbols
- Masking and proscenia
- Sale ideas

- Fashion Accessories
- Graphics and Signage
- Merchandising & Planning
 - Visual Merchandising and Planning
 - Setting up a Display shop
 - Store Planning and Design
 - Visual Merchandising and Changing face of Retail

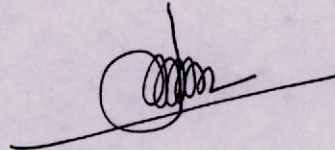
UNIT-IV

Related Areas of Visual Merchandising and Display

- Point of Purchase Display
- Exhibit and Trade show Display, Industrial Display
- Fashion Show
- Trade Organizations and Sources
- Career opportunities in Visual Merchandising

REFERENCES

- Visual Merchandising and Display / Edition 5 by Martin M. Pegler , Fairchild Publication.
- Contemporary Visual Merchandising and Environmental Design by Jay Diamond, Ellen Diamond in Books
- Visual Merchandising and Store Design Workbook by Greg M. Gorman – ST Publications (1996)
- Visual Merchandising by ST Media Group International, Incorporated (2009)



15050308: COMPUTER AIDED DESIGN I

SEMESTER	: III
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

To understand/learn about

- Fashion forecasts website
- Photoshop for collage work
- CorelDraw for Flat sketches.
- Fashion Studio for draping of garments
- Pattern making software for pattern making, grading and marker making.

COURSE DETAILS:

UNIT-I

- Introduction to fashion trend forecasting websites, how to navigate the website, sourcing the computer about fashion trend forecasting

UNIT-II

- Creating an advertising brochure. Painting & rendering in Photoshop, creating & manipulating Fashion Model drawings, gradient's use for rendering & 3D effects, making collage in Photoshop, Applying filters

UNIT-III

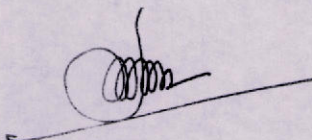
- Introduction to Photoshop: Theme based development of Create Mood / Inspiration, client / customer, colour and Texture board using
- Introduction to Coral Draw. Learning basic tools of Coral Draw. Using Basic Shapes, Transformations, Duplicate, Cloning. Applying fill, outlines, special effects, shaping creating custom Shapes using basic shapes and other drawing tool, working with the text Effects, Shaping object with envelope tool, Power Clip objects, splitting and erasing portion of objects.

UNIT-IV

- Creating fashion accessories like necklace, bracelet, anklets, ear ring, and head gear etc

REFERENCE

- Softwares : Adobe coral draw, illustrator, Photoshop



15050401: TECHNOLOGICAL ADVANCES IN FASHION & TEXTILES

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	: 48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

COURSE DETAIL

UNIT-I

- Advances in textile manufacturing
- Latest textile manufacturing and processing machines
- Latest garment manufacturing machines
- CAD/CAM
- Use of technology in marketing and selling of textiles and garments, RFD technology

UNIT-II

- Latest trends in technological field:
- Nanotechnology, biotechnology, plasma technology, use of enzymes and micro organisms, phosphorescence, use of ozone in wet processing

UNIT-III

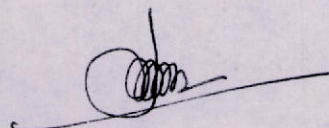
- Technical textiles
- Agro textiles, protective textiles, medical textiles, automotive textiles, space textiles, architectural textiles, geotextiles

UNIT-IV

- Smart garments and products, phase change materials, fluorescence textiles, fully fashioned garments

REFERENCES:

- Dr. R .Bheda: Managing productivity in apparel industry, CBS Publication



15050402: LEATHER CLOTHING TECHNOLOGY

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	: 48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To know about leather and leather production.
- To understand the process of leather making.
- To learn to develop the leather products.

COURSE DETAIL

UNIT – I

- Indian leather industry
- Physical properties of leather.

UNIT – II

- Tanning technology.
- Production of leather garments

UNIT – III


- Finishing and dyeing.
- Specialized equipments.
- Leather craft
- House hold products.

UNIT – IV

- Quality control of leather clothing.
- Quality control of leather products.

REFERENCES:

- Throstenson: Practical Leather Technology, Black well Science



Discipline Specific Elective [DSE]:

Opt any One from RETAIL AND BRAND MANAGEMENT or ENTREPRENEURSHIP DEVELOPMENT

15050402: RETAIL AND BRAND MANAGEMENT

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:40+60=100

OBJECTIVES:

- To expose and develop students' understanding of design/ merchandising from a buyer's/ retailer's point of view
- To learn about branding

COURSE DETAIL

UNIT-I

- Brand hierarchy, brand image, brand identity, brand loyalty
- Brand positioning, brand customer relationship
- Managing brand-brand creation, brand extension, brand portfolio
- Brand assessment through research

UNIT-II

- Brand revitalization, financial aspects of brands
- Branding different segments and sectors in fashion textile industry

UNIT-III

- Retailing environment in India
- Classification of retailers, types of retailers
- Store formats
- Inventory methods

UNIT-IV

- Elements of retail mix

- Mastering Fashion styling by Jo Dingemans
- Secrets of Stylists: An Insider's Guide to Styling the Stars By Sasha Charnin Morrison
- Dress Your Best: The Complete Guide to Finding the Style That's Right for Your Body Paperback – September 13, 2005 by Clinton Kelly (Author), Stacy London (Author)
- Basics Fashion Design 08: Styling By: Clare Buckley, Jacqueline McAssey
- Style Wise: A Practical Guide to Becoming a Fashion Stylist by Shannon Burns-Tran

Discipline Specific Elective [DSE]:

Opt any One from RETAIL & BRAND MANGEMENT or INTERNATIONAL TRADE MANGEMENT

15050403: RETAIL & BRAND MANAGEMENT

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To expose and develop students' understanding of design/ merchandising from a buyer's/ retailer's point of view
- To learn about branding

COURSE DETAIL

UNIT-I

- Brand hierarchy, brand image, brand identity, brand loyalty
- Brand positioning, brand customer relationship
- Managing brand-brand creation, brand extension, brand portfolio
- Brand assessment through research

UNIT-II

- Brand revitalization, financial aspects of brands
- Branding different segments and sectors in fashion textile industry

UNIT-III

- Retailing environment in India
- Classification of retailers, types of retailers
- Store formats
- Inventory methods

UNIT-IV


- Elements of retail mix



- Store organization, retail market strategy, trade area analysis, site selection
- Retail pricing and re-pricing & Mark up and its relationship to profit

REFERENCES:

- Levy & Weitz: Retailing Management, Tata McGraw Hill
- Micheal P. Peters Advertising- Principles Tata McGraw Hill.

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15050404: INTERNATIONAL TRADE MANAGEMENT

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

- To understand the meaning, scope and application of apparel related export management.
- To develop an ability to decide export pricing, export finance, export marketing, foreign exchange or foreign markets.

COURSE DETAIL

UNIT-I

- International business concept-nature, importance, dimensions
- International business environment
- International trade theories, FDI theories
- Foreign Exchange Market
- Barriers to trade: Tariffs and Non-tariffs barriers

UNIT-II

- Process of Internationalization, decision framework for Internationalization
- Globalization, Regionalization
- Regional Economic integration in Europe
- Role of regional and international institutions-WTO, SAARC, IMP, UNCTAD
- Cross culture variance analysis

UNIT-III

- Methods of entry in foreign markets
- Licensing, franchising, joint ventures mergers, acquisitions, BOP [Balance of Payment]-concept, Role and causes of disequilibrium position

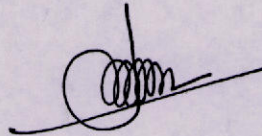
UNIT-IV

- Control in International Business- need, objectives and approaches



REFERENCES:

- D.N. Dwivedi: Managerial Economics, Vikas Publishing, House Pvt. Ltd, New Delhi.
- M.L.Seth: Micro Economics, LixmiNarain Agarwal, Agra.
- Ray: An introduction to microeconomics: Macmillan, New Delhi.

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15050405: PORTFOLIO DEVELOPMENT

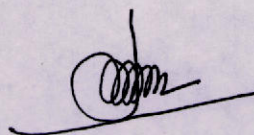
SEMESTER	: IV
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

OBJECTIVES:

- The students document all their presentable work done through all semesters and those that portray the student's areas of interest.
- The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

COURSE DETAIL

- The portfolio would be done using the art software's of which the student have undergone training.
- Students should use computer aided backdrops and various innovative layouts.
- Appropriate selection of designer display folders & different design options are possible for showcasing their creative works.



Compactness of fabric structure

Strength properties- Tensile, bursting, tear

Color fastness properties- Dimensional stability

Performance properties- resistance to abrasion, pilling, wrinkling, burning.

Quality parameters for fabrics suitable for various end uses-apparel,– household textiles, industrial textiles.

UNIT-IV

Concept and scope of quality in fabrics and apparel

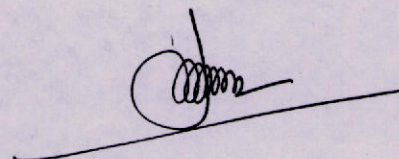
Quality and consistency among textile products- TQM, Target markets, Product attributes. Quality and consumer safety.

Quality Control organizations, standards and regulations 8 AATCC, ASTM, ISO etc.

- Eco-labels, silk mark, wool mark, other international labels
- Regulations on Apparel Labeling- Care labels, Fibre ID labels
- Regulations on Apparel Industry Practices.

REFERENCES:

- Technology of Textile Processing – Shenai, V.A. (1984), Vol.- IX, Sevak Publication
- Hand Book of Textile Fibers – Cook, J. Gordon, Merrow Publishing Co. Ltd, England
- Manmade Fibers – Moncrief: R.W, John Wiley & Sons New York.
- Dyeing and Chemical technology of Textile Fibers – Trotman, E.R. (1975), Charles Griffino Company Ltd, London.
- An Introduction to Textile Finishing – Marsh, J.T. (1979), B. I. Publications.
- Chemicals after Treatment of Textiles – Mark H., Wooding N.S. & Atlas Smeeds, (1970), John Wiley & Sons Inc., NY.



15050406: COMPUTER AIDED DESIGN II

SEMESTER	: IV
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4 Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

OBJECTIVES:

To learn about following softwares

- Fashion forecasts website
- Photoshop for collage work
- CorelDraw for Flat sketches.
- Fashion Studio for draping of garments
- Pattern making software for pattern making, grading and marker making.
- Visual Merchandising Software

COURSE DETAILS:

UNIT-I

Developing Croqui figures for men, women and children using Photoshop/ Corel Draw.

UNIT-II

Draping of garments on men's, women's & children casual, party, night, sports, office/formal wears using Fashion Studio software / Photoshop / Corel Draw.

UNIT-III Design flat sketches along with stitch specification for the following:

Children – Girls (A-line & yoke frock), Boys (shirt & shorts)

Adults – Women's (Top, Skirt, gown), Men's (Shirt, Kurtha, Trouser).

For the above create spec sheets, cost sheets for each garment using Fashion Studio software / Photoshop / Corel Draw.

UNIT-IV

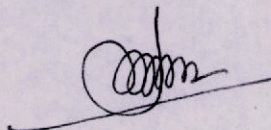
Prepare Patterns - A-Line Frock, Skirt, Shirt, Dress / Top, Shorts and Trousers

Introduction to grading. Grade the above patterns. Marker Making. Make marker plan for women's Top/Skirt/ Men's Shirt/Trouser/Kurtha.

REFERENCE:

Software:

- Coral draw
- Photoshop
- Illustrator



15050407: DISSERTATION

SEMESTER	: IV
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-12Hrs/Week	: 192
DURATION	:12-16 Weeks/ Semester
CREDITS	:6

OBJECTIVES:

- To undertake an independent piece of research in the area of interest contribute to the advancement of knowledge.

COURSE DETAIL

- The topic chosen should show originality in conceptualization/selection, exhibit systematic habits and regularity of work, thoroughness in methodology and statistical analysis, overall research competence and ability to put research findings in context.
- The research work should contribute to the advancement of knowledge in the field. The student must be guided and supervised by a member of the teaching faculty of the department. The research culminated must reflect the student's independent work.

