



**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

2017

## **MBA**

### **[Fashion Management]**

Master of Business Administration in Fashion Management is a two years Post graduate programs, for those students who are graduated in fashion related courses. This program helps the students in enhancing their creativity and managerial skills in the field of Merchandising, Fashion Marketing and Fashion Management.

Apart from this, the program also ensures that students are kept aware of changing demands, opportunities, latest technologies and techniques in the fashion industry. The program in fashion design management strengthen the knowledge base of the students in areas like Fashion Merchandising & Marketing Management, Fashion Buying, Retailing, Fashion Promotion, Fashion Forecasting, Market Research Methodologies and Visual Merchandising Techniques, This course would also help the participants to know how raw materials are procured, how manufacturing is done and how to sell the finished products in both the domestic and international markets by using the different marketing channels.

To strengthen these above specialties the students shall be encouraged to travel in Fashion hubs like New York, Paris, Milan, London as well as to emerging markets in China and India. This track will provide the student with a stronger background in fashion business management particularly those who have opted for Fashion business operations.

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# Evaluation Scheme for MBA

[Fashion Management]

## Semester -I

Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/Pr	Tut	Internal	External	Total
<b>Theory</b>									
15050101	✓ Basic Textile	Th	4	4	3	1	50	50	100
15050102	✓ Indian Fashion Scenario	Th	4	4	3	1	50	50	100
15050103	✓ Textile and Fashion management economics	Th	4	4	3	1	50	50	100
15050104	✓ Organizational theory and behavior ✗	Th	4	4	3	1	50	50	100
15050105	✓ Production and operation management	Th	4	4	3	1	50	50	100
15050106	✓ Social and Legal business environment	Th	4	4	3	1	50	50	100
15050107	✓ Strategic Management ✗	Th	4	4	3	1	50	50	100
15050108	✓ Research method in business.	Th	4	4	3	1	50	50	100
<b>Practical</b>									
15050109	✓ Computer Applications I	Pr	2	4	3	1	50	50	100
15050110	✓ Fashion and Lifestyle Accessories	Pr	2	4	3	1	50	50	100
	<b>Total</b>		<b>36</b>	<b>40</b>	<b>30</b>	<b>10</b>	<b>500</b>	<b>500</b>	<b>1000</b>
<b>Elective Paper</b>									
	Professional Ethics and Human Values	Th	4	4	3	1	40	60	100

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Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/Pr	Tut	Internal	External	Total
<b>Theory</b>									
15050101	Basic Textile	Th	4	4	3	1	50	50	100
15050102	Indian Fashion Scenario	Th	4	4	3	1	50	50	100
15050103	Textile and Fashion management economics	Th	4	4	3	1	50	50	100
15050104	Organizational theory and behavior	Th	4	4	3	1	50	50	100
15050105	Production and operation management	Th	4	4	3	1	50	50	100
15050106	Social and Legal business environment	Th	4	4	3	1	50	50	100
15050107	Strategic Management	Th	4	4	3	1	50	50	100
15050108	Research method in business	Th	4	4	3	1	50	50	100
<b>Practical</b>									
15050109	Computer Applications I	Pr	2	4	3	1	50	50	100
15050110	Fashion and Lifestyle Accessories	Pr	2	4	3	1	50	50	100
	<b>Total</b>		<b>36</b>	<b>40</b>	<b>30</b>	<b>10</b>	<b>500</b>	<b>500</b>	<b>1000</b>



  
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## 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
MAX. MARKS	:50+50=100

### 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.

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• <b>End Exam</b>	<b>- 50 Marks</b>
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050102: INDIAN FASHION SCENARIO

SEMESTER	: I
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

### OBJECTIVES:

- To introduce students with fashion terminology, fashion cycles.
- To impart knowledge on fashion art and its importance
- To understand the fashion growth

### COURSE DETAILS:

#### UNIT-I

Nature of Fashion Industry Concept of fashion: Importance of Fashion: The Fashion process; The special language of Fashion: Components of Fashion: Fashion and the Individual; Origins and Channels of Fashion change: Fashion as a reflection in social and cultural context: The concepts, diffusion and characteristics of Fashion Innovation: Influential leaders of Diffusion

#### UNIT-II

Introduction to Fashion, Fashion terminology; Fashion life cycles and seasons: Analysis of Fashion life cycles: Fashion theories and its importance: Role of Fashion designers: Career opportunities; Current trends in Fashion: Elements and fundamental principles of design; analyses the impact of color on Fashion: Color theories

#### UNIT-III

Basics in Textiles Definition of Fibre, Yarn and Fabric: Differentiate between natural and manufactured fibres; Major classifications of fibre, yarn and fabric; Major dyeing and printing methods: Difference between dyeing and printing; Elementary weaves and knits: Importance of textiles in the apparel industry

#### UNIT-IV

Fashion Development Fashion dictatorship: Growth of couture: Effects of Industrial revolution, Great Depression, World War I and II on Fashion; 19th century Fashion: Retailing in 19th century; Mass production: Invention of sewing machine

#### REFERENCES:

- Stephens, Gini "Fashion - From concept to customer" Prentice Hall career and technology, 1994
- Sproles, George B. and Burns, Leslie D. "Changing Appearances – Understanding Dress in Contemporary Society" Fairchild Publications, 1994
- Collier, Billie J. and Tortora, Phyllis G. "Understanding Textiles – 6th Edition" Prentice Hall, 2011
- Pradhan, Swapna "Retailing Management – Text and Cases" McGraw Hill Education, 2012
- Murphy, W.S. "Textile Weaving and Design" Abhishek Publications, 2000
- Dickerson, Kitty "Inside the Fashion Business" Pearson Education, 2003
- Crosgrave, Bronwyn "Costume and Fashion- A Complete History" Octopus Publishing, 2000
- Burns, Leslie D. and Bryant, Nancy O. "The Business of Fashion" Fairchild Publications, 2002

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

## 15050103:- 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
MAX. MARKS	: 50+50=100

### 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, Lixmi Narain Agarwal, Agara.
- Ray: An Introduction to Microeconomics, Macmillian, New Delhi.
- P.L.Mehta: Managerial Economics, Sultan Chand & Sons, New Delhi.

#### EVALUATION SCHEME

<b>Semester Sessional Exams</b>	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
<b>Semester End Exam</b>	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050104: 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
MAX. MARKS	:50+50=100

### OBJECTIVES:

- 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

## EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050105: 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
MAX. MARKS	:50+50=100

### OBJECTIVES:

- 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

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#### 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.

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• <b>End Exam</b>	<b>- 50 Marks</b>
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050106: SOCIAL AND LEGAL BUSINESS ENVIRONMENT

SEMESTER	: I
MAX. LECTURE-3Hrs/Week	: 48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAX. MARKS	: 50+50=100

### 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

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#### 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 corporate sector, 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.

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• <b>End Exam</b>	<b>- 50 Marks</b>
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

## 15050107: STRATEGIC 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
MAX. MARKS	: 50+50=100

### 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, behavioural

#### 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

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• <b>End Exam</b>	<b>- 50 Marks</b>
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050108: RESEARCH METHOD IN BUSINESS

SEMESTER	: I
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

### OBJECTIVES:

- To identify, specify and scope of research problem
- To define appropriate research methodology
- To conceptualize framework for design and implementation of research project

### COURSE DETAILS:

#### UNIT-I

- Meaning, Definition, Characteristics, Types of Research
- Formulation of research problem, hypothesis building and testing
- Research design-exploratory, descriptive, experimental, casual

#### UNIT-II

- Sampling-types, procedures (Probability & Non- Probability)

#### UNIT-III

- Data collection-tools and techniques,
- Review of literature, questionnaire, interview schedule, observation, survey

#### UNIT-IV

- Data presentation, organizing and report writing

### REFERENCES:

- Gupta A. P: Statistical Methods
- Maxwell, Joseph: Qualitative Research Design- An interactive Approach, Sage Publications, London

## EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050109: COMPUTER APPLICATIONS I

SEMESTER	: 1
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-3Hrs/Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAX. MARKS	: 50+50=100

### OBJECTIVES:

- To learn about computer and Microsoft offices necessary for any kind of data collection.
- To teach the students basic software that can prove useful and essential for design needs.

### COURSE DETAILS:

#### UNIT-I

Introduction to computer

#### UNIT-II

Introduction to Microsoft office

- PowerPoint
- Word
- Excel

#### UNIT-III

Introduction to Basic software

- Corel draw: Types of motifs, arrangement of motifs

#### UNIT-IV

- Photoshop: Introduction to Photoshop - Photoshop tools in detail, enhancing images, Masking, transform, working with layers, merging & blending layers, text effects.
- Basics about Illustrator

### REFERENCES

- Sinha, P.K. (2004). *Fundamentals of Computers*, Daryaganj, New Delhi. BPB Publication.
- Murray, Katherine, (2011). *Microsoft Office 2010 Plain & Simple*. Redmond WA. USA Microsoft Press.

- Aldrich, Winifred. (1994). *CAD in Clothing and Textiles*, Cantonsville, MD, USA. Wiley-Blackwell Publication.
- Schwartz, Steve. (2004). *Corel DRAW 11 for Windows: Visual Quick start Guide*, San Francisco Bay, USA. Peachpit Press Publication.
- Schwartz Steve. (2002). *Corel DRAW 10 for Windows: Visual Quick start Guide*, San Francisco Bay. Peachpit Press Publication.
- Dayton Linnea & Gillespie Cristen. (2006). *The Photoshop Cs/Cs2 Wow*, San Francisco Bay. Peachpit Press Publication.

### EVALUATION SCHEME

<b>Semester Sessional Exams</b>	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 30 Marks
(with viva)	
<b>TOTAL</b>	<b>- 50 Marks</b>
<b>Semester End Exam</b>	
• End Exam	- 50 Marks

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## 15050110: FASHION AND LIFESTYLE ACCESSORIES

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-3Hrs/Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAX. MARKS	: 50+50=100

### 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.

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### REFERENCES:

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

### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam (with viva)	- 30 Marks
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• <b>End Exam</b>	<b>- 50 Marks</b>

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# Evaluation Scheme for MBA

[Fashion Management]

## Semester -II

Code No.	Subject Name	Th/Pr	Credits	Hrs	Th/Pr	Tut	Internal	External	Total
<b>Theory</b>									
15050201	Fabric manufacturing technology ✓	Th	4	4	3	1	50	50	100
15050202	Global Fashion Scenario ✓	Th	4	4	3	1	50	50	100
15050203	Indian textile and handicraft ✓	Th	4	4	3	1	50	50	100
15050204	Finance management and accounting	Th	4	4	3	1	50	50	100
15050205	Human resource management	Th	4	4	3	1	50	50	100
15050206	Marketing management	Th	4	4	3	1	50	50	100
<b>Practical</b>									
15050207	Apparel construction I	Pr	2	4	3	1	50	50	100
15050208	Chemical processing	Pr	2	4	3	1	50	50	100
15050209	CAD I	Pr	2	4	3	1	50	50	100
15050210	Term Project	Pr	4	4	3	1	100	100	200
	<b>Total</b>		<b>34</b>	<b>40</b>	<b>30</b>	<b>10</b>	<b>500</b>	<b>500</b>	<b>1000</b>

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## Evaluation Scheme for MBA

[Fashion Management]

### Semester -II

Code No.	Subject Name	Th/ Pr	Credits	HRS	Th/Pr	Tut	Internal	External	Total
<b>Theory</b>									
15050201	Fabric manufacturing technology	Th	4	4	3	1	50	50	100
15050202	Global Fashion Scenario	Th	4	4	3	1	50	50	100
15050203	Indian textile and handicraft	Th	4	4	3	1	50	50	100
15050204	Finance management and accounting	Th	4	4	3	1	50	50	100
15050205	Human resource management	Th	4	4	3	1	50	50	100
15050206	Marketing management	Th	4	4	3	1	50	50	100
<b>Practical</b>									
15050207	Apparel construction I	Pr	2	4	3	1	50	50	100
15050208	Chemical processing	Pr	2	4	3	1	50	50	100
15050209	CAD I	Pr	2	4	3	1	50	50	100
15050210	Term Project	Pr	4	4	3	1	100	100	200
	<b>Total</b>		<b>34</b>	<b>40</b>	<b>30</b>	<b>10</b>	<b>500</b>	<b>500</b>	<b>1000</b>
<b>Elective Paper</b>									
	Professional Ethics and Human Values	Th	4	4	3	1	40	60	100

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## 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
MAX. MARKS	:50+50=100

### 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, rashel, 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.

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050202: 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
MAX. MARKS	:50+50=100

### 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. Lyle & 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 21<sup>st</sup> Century, B R Publishing Corporation

#### EVALUATION SCHEME

<b>Semester Sessional Exams</b>	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
<b>Semester End Exam</b>	
• <b>End Exam</b>	<b>- 50 Marks</b>
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050203: INDIAN TEXTILE & HANDICRAFT

SEMESTER	: II
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

### OBJECTIVES:

- To introduce students to the various traditional textiles of India and to give an understanding of their contemporary status.
- To provide the students an overview of traditional & handicraft.

### COURSE DETAILS:

#### UNIT-I

- Traditional Indian Textiles and ethnic products
- Area of production, specialty features, specific motifs, co-temporization and new product range, current market-domestic and international

#### UNIT-II

- Traditional embroideries-kantha, phulkari, kasuti, kashida, zalakdozi, chikankari
- Traditional printing-batiks, kalmakari, daboo, azrakh, sanghaneri
- Traditional weaves-ikats, patola, mashru, himru, baluchari, jamdani
- Traditional sarees-chanderi, maheshwari, kota, banarsi, brocade

#### UNIT-III

- Paintings-madhubani, worli etc.

#### UNIT-IV Other traditional works and handicrafts

- Bandhej, bead work, mirror work, zari work, tribal work, north east art products, wood work, ivory work, paper mache, clay products
- Metal and sculptural art forms and products

#### REFERENCE:

- Chattopadhyaya, Kamaladevi, Indian Handicrafts, Indian Council for Cultural Relations, 1963.
- Cooper, Ilay, Art and Crafts of India, Thames and Hudson, 1996.
- Jaitly Jaya, The Craft Traditions of India, Tiger Books International, 1990.

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050204: FINANCE MANAGEMENT AND ACCOUNTING

SEMESTER	: II
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

### 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:

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

## EVALUATION SCHEME

<b>Semester Sessional Exams</b>	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
<b>Semester End Exam</b>	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

## **15050205: 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
MAX. MARKS	:50+50=100

### **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.

EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050206: 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
MAX. MARKS	:50+50=100

### 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

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#### REFERENCES:

- Jha. S. M: Services Marketing, Himalaya Publishing House, Bombay, 1994
- Woodruffe: Services Marketing-Macmillan, New Delhi.

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050207: APPAREL CONSTRUCTION I

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-3Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:2
MAX. MARKS	:50+50=100

### 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 full scale. 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

*Swati*

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

#### EVALUATION SCHEME

<b>Semester Sessional Exams</b>	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam (with viva)	- 30 Marks
<b>TOTAL</b>	<b>- 50 Marks</b>
<b>Semester End Exam</b>	
• End Exam	- 50 Marks

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## 15050208: CHEMICAL PROCESSING

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-3Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:2
MAX. MARKS	:50+50=100

### 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  
06 10 Block.

#### UNIT-II

- Dyeing of cotton with direct dye by exhaust method
- Dyeing of wool and silk with acid dye by exhaust method
- Dyeing of polyester with disperse dye by HTHP method

#### UNIT-III

- Use of natural dyes and mordant (Synthetic & natural) to dye cotton, silk and wool
- 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.

#### UNIT-IV

- Finishing- Application of any 2 specialty finishes on cotton, polyester and cotton polyester blend (using pad-drycure method)

## 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.

## EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam (with viva)	- 30 Marks
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks

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## 15050209: CAD I

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-3Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:2
MAX. MARKS	:50+50=100

### 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

## EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 30 Marks
(with viva)	
<b>TOTAL</b>	- 50 Marks
Semester End Exam	
• <b>End Exam</b>	- 50 Marks

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### 15050210: TERM PROJECT

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-3Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

#### OBJECTIVES:

- To implement the understanding individuality
- To improve the work through experiment/ experience

#### COURSE DETAILS:

- Teacher can be assigned any kind of project/assignment/craft work/chapter study/theme based work/project/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 students shall submit a report.

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 30 Marks
(with viva)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks

# Evaluation Scheme for MBA

[Fashion Management]

## Semester -III

Code No.	Subject Name	Th/Pr	Credits	Hrs	Th/Pr	Tut	Internal	External	Total
<b>Theory</b>									
15050301	Apparel manufacturing technology	Th	4	4	3	1	50	50	100
15050302	Cross cultural management	Th	4	4	3	1	50	50	100
15050303	Visual Merchandising ★	Th	4	4	3	1	50	50	100
15050304	Fashion Management ★	Th	4	4	3	1	50	50	100
15050305	Quality Control	Th	4	4	3	1	50	50	100
15050306	Retail & Brand Management ★	Th	4	4	3	1	50	50	100
15050307	International trade management	Th	4	4	3	1	50	50	100
<b>Practical</b>									
15050308	Apparel construction II	Pr	2	4	3	1	50	50	100
15050309	CAD II	Pr	2	4	3	1	50	50	100
15050310	Term Project	Pr	4	4	3	1	100	100	200
	<b>Total</b>		<b>36</b>	<b>40</b>	<b>30</b>	<b>10</b>	<b>500</b>	<b>500</b>	<b>1000</b>

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Sri Lanka University  
Galle (Sri Lanka) P.O. Box 122505

Swati

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
MAX. MARKS	:50+50=100

**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**

- Type 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

#### EVALUATION SCHEME

<b>Semester Sessional Exams</b>	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
<b>Semester End Exam</b>	
• <b>End Exam</b>	<b>- 50 Marks</b>
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 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
MAX. MARKS	:50+50=100

### 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.

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• <b>End Exam</b>	<b>- 50 Marks</b>
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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### 15050303: VISUAL MERCHANDISING

SEMESTER	: III
MAX. LECTURE-3Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

#### 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 Ares 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)

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>



**15050304: FASHION 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
MAX. MARKS	:50+50=100

**OBJECTIVES:**

- To learn about principle & elements of design
- To understand market dynamics and gain ability to market ones design and products.
- To be able to understand the product line and consumer behavior

**COURSE DETAILS:**

**UNIT-I**

- Elements of design-line, shape, color, texture, form
- Principles of design-balance, proportion, rhythm, harmony, emphasis
- Color Theory, Color schemes
- Structural vs. applied designs

**UNIT-II**

- World fashion history, development of fashion industry
- Haute Couture, Fashion centres, Works of major fashion designers
- Indian fashion history, its development and present status
- Contemporary Indian designers and their work

**UNIT-III**

- Development of fashion product line, role of designer in fashion industry, sources of inspiration
- Fashion research and analysis, fashion forecasting, fashion services and resources, fashion consultancy

#### UNIT-IV

- Consumer behavior in fashion industry, dynamics of consumer perception, decision making process for fashion products, analysis of buying motives and brand preferences, fashion change and consumer acceptance, fashion life cycle

#### REFERENCES:

- Albert W Porter Elements of Design, The Herbert Press U.K. 1964

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050305: QUALITY CONTROL

SEMESTER	: III
MAX. LECTURE-3Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

### OBJECTIVES:

- To develop an understanding of methods and techniques used to analyse textile fibers, yarns and fabrics for end use performance
- To acquire knowledge and understanding of various structural properties of textiles and relate them to end use fabric performance and product
- To familiarize students with the different testing equipments, their underlying principles and the international accepted standards, test methods and the language of measurement
- To be able to analyse and interpret the results and predict the general textile behavior performance
- To develop understanding of the importance of quality control in textile testing

### COURSE DETAIL

#### UNIT-I

- Evolution of quality concepts, quality culture and leadership, quality and profitably, quality and technology
- Importance of maintain quality in textile and garment sector
- Total Quality Management (TQM)
- Elements and implementation, quality organization, quality planning and evaluation, quality assurance

#### UNIT-II Economics of Quality

Quality costs, types of quality control, cost studies and optimization, return of quality control investment, decision theory and Baye's theory

#### UNIT-III Statistical Quality Control (SQC)

Objectives of SQC, distribution in quality control, control charts, principles of control, basic forms of the control charts, control charts of variables( X, R &B), control charts for attributes (P,

C & U), cumulative sum control charts, OC Curve, Average outgoing quality limit, quality capability analysis

#### UNIT-IV

- International Quality certification system-ISO 9001:2000
- Other standards followed in textile industry and their applicability in designing and manufacturing of textile products
- Total Quality of services and Safety, TPM, ERP maintenance
- Management network techniques-PERT, CPM

#### REFERENCES:

- J.M. Juran, Frank M. Gryna: Quality Planning and Analysis
- Pradeep V. Mehta: An introduction to Quality Control for Apparel Industry
- Principles of Textile Testing – J.E. Booth, Newness Butterworth, London
- Textile Testing and Analysis – Billie J. Collier and Helen E. Epps, Prentice Hall, New Jersey
- Textile Testing – John H. Skinkle, Brooklyn, New York
- Handbook of Textile Testing and Quality Control – Groover and Hamby
- An Introduction to Quality Control for Apparel Industry – Pradip V. Mehta, Marcel Dekker, New York
- Textile Objective measurement Automation in Garment Manufacture – George Stylios – Ellis Horwood Ltd, England
- Knitted Clothing Technology – Brackenbury Terry, Blackwell Science Ltd
- Textile Testing & Quality Control Standards like – BIS, BS, ASTM, ISO, AATCC, e

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• <b>End Exam</b>	<b>- 50 Marks</b>
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050306: RETAIL AND BRAND MANAGEMENT

SEMESTER	: III
MAX. LECTURE-3Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

- 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

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## REFERENCES:

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

## EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050307: INTERNATIONAL TRADE MANAGEMENT

SEMESTER	: III
MAX. LECTURE-3Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

### 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, Lixmi Narain Agarwal, Agra.
- Ray: An introduction to microeconomics: Macmillan, New Delhi.

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## 15050308: APPAREL CONSTRUCTION II

SEMESTER	: III
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-3Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:2
MAX. MARKS	:50+50=100

### 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.

## EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 30 Marks
(with viva)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks

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## 15050309: CAD II

SEMESTER	: III
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-3Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:2
MAX. MARKS	:50+50=100

### 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

## EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 30 Marks
(with viva)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks

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### 15010310: TERM PROJECT-III

SEMESTER	: III
MAX. LECTURE- 0 Hr. /Week	: NIL
MAX. TUTORIAL- 1 Hr. /Week	: 16
MAX. PRACTICAL- 3 Hr. / Week	: 48
DURATION	:12-16 Weeks/Semester
CREDITS	: 4
MAXIMAUM MARKS (Sessional + End Exam)	: 40+60 =100

#### 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/ 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.

#### EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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## Evaluation Scheme for MBA

[Fashion Management]

### Semester -IV,

26 30

Code No.	Subject Name	Th /Pr	Credits	Hrs	Th/Pr	Tut	Internal	External	Total
<b>Theory</b>									
15050401	Textile testing	Th	4	4	3	1	50	50	100
15050402	Fashion communication	Th	4	4	3	1	50	50	100
15050403	Technological advances in fashion & textile	Th	4	4	3	1	50	50	100
15050404	Leather clothing technology	Th	4	4	3	1	50	50	100
15050405	Entrepreneurship development	Th	4	4	3	1	50	50	100
<b>Practical</b>									
15050406	Dissertation	Pr	6	12	10	2	100	150	250
15050407	Portfolio Development	Pr	6	12	10	2	100	150	250
	<b>Total</b>		<b>32</b>	<b>44</b>	<b>35</b>	<b>9</b>	<b>450</b>	<b>550</b>	<b>1000</b>

Lib 1+1+1+  
Mentor - 1+1  
Sports = 2

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## 15050401: TEXTILE TESTING

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	: 48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

### OBJECTIVES:

- To develop an understanding of methods and techniques used to analyse textile fibers, yarns and fabrics for end use performance
- To acquire knowledge and understanding of various structural properties of textiles and relate them to end use fabric performance and product
- To be able to analyse and interpret the results and predict the general textile behavior performance
- To develop understanding of the importance of quality control in textile testing

### COURSE DETAIL

#### UNIT-I

- Importance and role in present scenario
- Testing and quality relations
- Testing for maintaining business performance

#### UNIT-II Sampling Procedures

Fundamental concepts in accepting sampling plans for variables and attributes methods and considerations while selecting samples for textile and garment testing, fibre sampling, yarn sampling, fabric sampling, garment sampling

#### UNIT-III

- Testing of various textile products: basic concept and major equipments used, quality considerations
- Fibre testing: length, fineness, maturity, color
- Yarn: dimensions, hairiness, strength, twist, crimp
- Fabric: dimensions, strength, GSM, flammability, dimensional stability, bending stiffness, tear strength, crease recovery, drape, abrasion resistance

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- Garment: dimensions, seam strength, seam slippage, shrinkage

#### UNIT-IV

- Color fastness-washing, light, perspiration, crocking, fumes

#### REFERENCES:

- B.K. Behra: Textile Design, I.I.T. Delhi

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• <b>End Exam</b>	<b>- 50 Marks</b>
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## **15050402: 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
MAX. MARKS	:50+50=100

### **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

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#### 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

#### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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## **15050403: 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
MAX. MARKS	:50+50=100

### **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

## EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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Susanti

## 15050404: 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
MAX. MARKS	:50+50=100

### 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
- Finishing and dyeing.
- Specialized equipments.
- Production of of leather garments

#### UNIT – III

- 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

## EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• End Exam	- 50 Marks
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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Swati

## 15050405: ENTREPRENEURSHIP DEVELOPMENT

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	: 48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4
MAX. MARKS	:50+50=100

### 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.

*Sudhi*

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## 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.

## EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 10 Marks
• Sessional Exam	- 15+15=30 Marks
(Need to conduct 2 sessional examination and put the average marks)	
<b>TOTAL</b>	<b>- 50 Marks</b>
Semester End Exam	
• <b>End Exam</b>	<b>- 50 Marks</b>
<b>GRAND TOTAL</b>	<b>- 100 Marks</b>

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*Swati*

**15050406: DISSERTATION**

SEMESTER	: IV
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-2Hrs/Week	: 32
MAX. PRACTICAL-10Hrs/Week	: 160
DURATION	:12-16 Weeks/ Semester
CREDITS	:6
MAX. MARKS	:100+150=250

**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.

**EVALUATION SCHEME**

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 20 Marks
• Sessional Exam	- 70 Marks
(with viva)	
<b>TOTAL</b>	<b>- 100 Marks</b>
Semester End Exam	
• End Exam	- 150 Marks
<b>GRAND TOTAL</b>	<b>- 250 Marks</b>

## 15050407: PORTFOLIO DEVELOPMENT

SEMESTER	: IV
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-2Hrs/Week	: 32
MAX. PRACTICAL-10Hrs/Week	: 160
DURATION	:12-16 Weeks/ Semester
CREDITS	:6
MAX. MARKS	:100+150=250

### 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.

### EVALUATION SCHEME

Semester Sessional Exams	
• Attendance	- 10 Marks
• Assignments/Presentation/etc.	- 20 Marks
• Sessional Exam	- 70 Marks
(with viva)	
<b>TOTAL</b>	<b>- 100 Marks</b>
Semester End Exam	
• <b>End Exam</b>	<b>- 150 Marks</b>
<b>GRAND TOTAL</b>	<b>- 250 Marks</b>

SECTION-A

ATTEMPT ALL THE QUESTIONS:-

[ 5X2=10 ]

1. List the schemes of silk industry?
2. Explain the cotton industry?
3. Name the export production council of India?
4. Explain the specialty store and mall?
5. List down the names of textile research association?

SECTION-B

ATTEMPT ANY 4 QUESTIONS:-

[ 4X5=20 ]

6. Write a note on fashion trade?
7. Discuss about the fashion industry?
8. Discuss the organized & decentralized sector?
9. Discuss in brief about the Indian apparel industry?
10. Briefly explain the international apparel industry?
11. What do you understand about fashion ?

SECTION-C

ATTEMPT ANY 2 QUESTIONS :-

[ 2X10=20 ]

12. Explain the role of professionals in the fashion industry?
- OR
13. Discuss the Indian textile industry?
14. Discuss the wool industry?
- OR
15. Explain the export and import of apparel and textiles industry?

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