

# **B. Sc. Fashion Technology and Costume Designing**

## **SYLLABUS**

**2024-2025**

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**SENGAMALA THAYAR EDUCATIONAL TRUST WOMEN'S COLLEGE  
(AUTONOMOUS)  
(Affiliated to Bharathidasan University)  
(Accredited by NAAC; An ISO 9001:2015 Certified Institution)  
SUNDARAKKOTTAI, MANNARGUDI -614016.  
TAMILNADU, INDIA.**

## PROGRAMME OUTCOMES FOR B.Sc., DEGREE

PO No.	Programme Outcomes <i>(Upon completion of the B.Sc. Degree Programme, the Undergraduate will be able to)</i>
PO-1*	<b>Disciplinary knowledge:</b> demonstrate comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study in Bachelor of Science.
PO-2*	<b>Critical thinking and Problem Solving:</b> think critically about the issues and identify, critically analyze and solve problems from the disciplines of concern using appropriate tools and techniques and the knowledge, skills and attitudes acquired and extrapolate the same to real life situations.
PO-3*	<b>Scientific reasoning:</b> analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
PO-4*	<b>Digital literacy and Effective Communication:</b> use ICT in a variety of learning situations and speak, read, write and listen clearly in person and through electronic media in English and in one or more Indian languages, and make meaning of the world by connecting people, ideas, books, media and technology.
PO-5	<b>Individual and Team Work:</b> effectively accomplish tasks individually as well as work effectively and respectfully as member or leader with diverse teams, facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
PO-6*	<b>Environment and Sustainability:</b> understand the impacts of technology and business practices in societal and environmental contexts, and sustainable development.
PO-7	<b>Human values and Gender Issues:</b> understand major ideas, values, beliefs, the nature of the individual and the relationship between self and the community and aware of the various issues concerning women and society
PO-8*	<b>Self directed and Lifelong learning:</b> acquire knowledge and skills, including learning “how to learn”, that are necessary for participating in learning activities throughout life and to engage in independent and life-long learning in the broadest context of socio-technological changes.

## PROGRAMME SPECIFIC OUTCOME

- **Acquiring Knowledge** – Impart relevant knowledge and skills in apparel and fashion designing and textile production.
- **Communication Skills** – Deliver information and ideas confidently with good quality interpersonal communication skills
- **Continuous learning** – Work on the acquired knowledge in textiles and fashion, arts and crafts through out the life time for income generation and innovative product development, Design and develop fashion apparels as per the need of the hour
- **Independent and team work awareness:** Carry out independent and research, develop innovative and creative design concepts
- **Value based Learning** – Understand and follow research ethics
- **Entrepreneurial skill** - Regulate the standards and follow them for apparel and fashion designing, distinguish skills for employment and entrepreneurship in apparel and fashion units.



**B.Sc. FASHION TECHNOLOGY AND COSTUME DESIGNING**

**CHOICE BASED CREDIT SYSTEM –**

**LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

Sem.	Part	Course	Title	Instr. Hours/Week	Credit	Exam Hours	Marks		Total
							Int.	Ext.	
I	I	Language Course – I (LC) (Tamil\$ / Other Languages + #)		6	3	3	25	75	100
	II	English Language Course - I (ELC)		6	3	3	25	75	100
	III	Core Course – I (CC)	Introduction to Fashion Designing	6	5	3	25	75	100
		Core Practical – I (CP)	Fashion Illustration (P)	5	4	3	40	60	100
		First Allied Course –I (AC)	Textile Science	5	4	3	25	75	100
	IV	Value education		2	2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>21</b>				<b>600</b>
II	I	Language Course – II (LC) (Tamil\$ / Other Languages + #)		6	3	3	25	75	100
	II	English Language Course – II (ELC)		4	3	3	25	75	100
	III	Core Course – II (CC)	Fashion Clothing & Psychology	5	5	3	25	75	100
		Core Practical– II (CP)	Sewing Techniques	4	4	3	40	60	100
		First Allied Practical (AP)	Surface Embellishment	3	2	3	40	60	100
		First Allied Course – II (AC)	Pattern Making Techniques	4	4	3	25	75	100
		Add on Course – I ##	Professional English – I	6*	4	3	25	75	100
	IV	Environmental Studies		2	2	3	25	75	100
VI	Naan Mudhalvan Scheme (NMS) @@	Language Proficiency for Employability - Effective English	-	2	3	25	75	100	
<b>Total</b>				<b>30</b>	<b>29</b>				<b>900</b>

III	I	Language Course – III (LC) (Tamil\$ / Other Languages + #)		6	3	3	25	75	100	
	II	English Language Course - III (ELC)		6	3	3	25	75	100	
	III	Core Course – III (CC)	Wet Processing	6	5	3	25	75	100	
		Core Practical – III (CP)	Wet Processing	5	4	3	40	60	100	
		Second Allied Course – I (AC)	Indian Textiles & Embroidery	5	4	3	25	75	100	
		Add on Course – II ##	Professional English - II	6*	4	3	25	75	100	
	IV	Non-Major Elective I @ - Those who choose Tamil in Part I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part I must choose either a) Basic Tamil if Tamil language was not studied in school level <b>or</b> b) Special Tamil if Tamil language was studied upto 10 <sup>th</sup> & 12 <sup>th</sup> std.	Hand Embroidery	2	2	3	40	60	100	
	<b>Total</b>				<b>30</b>	<b>25</b>				<b>700</b>
	IV	I	Language Course –IV (LC) (Tamil\$/Other Languages + #)		6	3	3	25	75	100
		II	English Language Course – IV (ELC)		6	3	3	25	75	100
III		Core Course – IV (CC)	Garment Manufacturing Technology	5	5	3	25	75	100	
		Core Practical - IV(CP)	Children’s Garment	4	4	3	40	60	100	
		Second Allied Practical (AP)	Computer Aided Designing	3	2	2	40	60	100	
		Second Allied Course – II (AC)	Draping	4	4	3	25	75	100	
IV		Non-Major Elective II @ - Those who choose Tamil in Part I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part I must choose either a) Basic Tamil if Tamil language was not studied in school level <b>or</b> b) Special Tamil if Tamil language was studied upto 10 <sup>th</sup> & 12 <sup>th</sup> std.	Accessory Making	2	2	3	40	60	100	
VI		Naan Mudhalvan Scheme (NMS) @@	Digital Skills for Employability	-	2	3	25	75	100	
<b>Total</b>				<b>30</b>	<b>25</b>				<b>800</b>	

V	III	Core Course – V (CC)	Boutique Management	5	5	3	25	75	100
		Core Course – VI (CC)	Textile Testing	5	5	3	25	75	100
		Core Practical - V (CP)	Fashion Portfolio	5	5	3	40	60	100
		Core Practical - VI (CP)	Textile Testing	4	4	3	40	60	100
		Major Based Elective – I (Any one)	1. Fashion Merchandising and Marketing 2. Export Documentation	5	4	3	25	75	100
	IV	Skill Based Elective – I	Fashion Business	4	2	3	25	75	100
Soft Skills Development			2	2	3	25	75	100	
<b>Total</b>				<b>30</b>	<b>27</b>				<b>700</b>
VI	III	Core Course – VII (CC)	Fabric Structure and Design	6	5	3	25	75	100
		Core Course – VIII (CC)	Quality and Cost Control	6	5	3	25	75	100
		Core Practical - VII (CP)	Adult's Garment	4	4	3	40	60	100
		Major Based Elective - II (Any one)	1. Fabric care 2. Apparel Costing	5	4	3	25	75	100
		Project		4	3	-	20	80	100
	IV	Skill Based Elective –II	Entrepreneurship Development	4	2	3	25	75	100
	V	Extension Activities **		-	1	-	-	-	-
		Gender Studies		1	1	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@		-	-	-	-	-	-
	<b>Total</b>				<b>30</b>	<b>25</b>			
<b>Grand Total</b>				<b>180</b>	<b>152</b>				<b>4400</b>

**Internship for 15 days during the summer vacation after the II year in Textile Designing, Processing & Garment constructing units, prepare & submit the report.**

\$ For those who studied Tamil upto 10<sup>th</sup> +2 (Regular Stream).

+ Syllabus for other Languages should be on par with Tamil at degree level.

# Those who studied Tamil upto 10<sup>th</sup> +2 but opt for other languages in degree level under Part- I should study special Tamil in Part – IV.

## The Professional English – Four Streams Course is offered in the 2<sup>nd</sup> and 3<sup>rd</sup> Semester (only for 2022-2023 Batch) in all UG Courses. It will be taught apart from the Existing hours of teaching / additional hours of teaching (1 hour /day) as a 4 credit paper as an add on course on par with Major Paper and completion of the paper is must to continue his / her studies further. (As per G.O. No. 76, Higher Education (K2) Department dated: 18.07.2020).

\* The Extra 6 hrs / cycle as per the G.O. 76/2020 will be utilized for the Add on Professional English Course.

@ NCC Course is one of the Choices in Non-Major Elective Course. Only the NCC cadets are eligible to choose this course. However, NCC Course is not a Compulsory Course for the NCC Cadets.

\*\* Extension Activities shall be outside instruction hours.

@@ Naan Mudhalvan Scheme.

## SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMMES

Sl. No.	Part	Types of the Courses	No. of Courses	No. of Credits	Marks
1.	I	Language Courses	4	12	400
2.	II	English Courses	4	12	400
3.	III	Core Courses	8	40	800
4.		Core Practical	7	29	700
5.		Allied Courses I & II	4	16	400
6.		Allied Practical	2	4	200
7.		Major Based Elective Courses	2	8	200
8.		Add on Courses	2	8	200
9.		Project	1	3	100
10.	IV	Non-Major Elective Courses(Practical)	2	4	200
11.		Skill Based Elective Courses	2	4	200
12.		Soft Skills Development	1	2	100
13.		Value Education	1	2	100
14.		Environmental Studies	1	2	100
15.	V	Gender Studies	1	1	100
16.		Extension Activities	1	1	0
17.	VI	Naan Mudhalvan Scheme	2	4	200
<b>Total</b>			<b>45</b>	<b>152</b>	<b>4400</b>





**First Year**

**CORE COURSE I  
INTRODUCTION TO FASHION DESIGNING  
(Theory)**

**Semester I**

**Code**

**Credit: 5**

**COURSE OBJECTIVES:**

- Create basic knowledge about fashion concepts and its terminologies.
- Know the basic elements and principles of designing.
- Understand about the scope and career opportunities in fashion industry

**UNIT – I FASHION DESIGNING CONCEPTS:**

Meaning of Fashion, Origin of Fashion, Meaning of Fashion Designing, Classification of Fashion, Influence of Fashion; Present Structure of Fashion Industry.

**UNIT – II THEORIES OF FASHION& FASHION TERMINOLOGIES:**

Elements of Fashion process: Fashion origin, evolution- with examples from different eras till French revolution, Fashion cycles, Fashion theories and terminologies.

**UNIT – III ELEMENTS OF ART AND PRINCIPLES OF DESIGN:**

Design – Definition & its types -Structural design, decorative design, basic silhouette. Elements of Design (point, line, form, shape, space, size, texture and colour), Principles of Design – (harmony, proportion, balance, rhythm and emphasis) Application of principle of design in dress.

**UNIT – IV COLOUR:**

Introduction to colour, colour wheel (Prang &Munsell system) Properties and qualities of colour, colour scheme Theories of colour harmony, colour and garment, colour selection. Principles & Procedure of combining colour.

**UNIT – V CAREER IN FASHION:**

Scope of Fashion business, choosing a career in Fashion, Career in Manufacturing, Designing, Career in Retailing, Fashion Modeling, Residential Buying office careers, Career in Fashion service organizations, Freelancing.

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component)
2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project Poster Preparation)
3. End Semester Exam

**REFERENCES:**

1. Bride M Whelan, " Colour Harmony" Rockford Publishers, 1992.

2. Chijiwa, Hideaki, "Colour Harmony", Rockfort Publishers, USA, 10111 edition I 1992.
3. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in Clothing Selection and Personal Appearance, Phullis Touchie Specnt, New Jersey, 2000
4. V.D. Dudeja, Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005.
5. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.
6. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation and Practice, Black Well Science Ltd, U.K, 2005.
7. Elements of fashion and apparel design G.J. Sumathi
8. Elements of fashion and apparel design Sumathi 81-224-1371-4
9. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=8x0nJkh/R0vHkX1U70Z/CQ>
10. FASHION: Elements and Principles of Design by Miss. Sacco (prezi.com).

**COURSE OUTCOMES:**

- Understand the basic concepts of design.
- Identify the terms related to fashion designing
- Acquire knowledge on elements and principles of design
- Gain expertise on the application of color theories
- Identify the scope of fashion business.

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**First Year**

**CORE PRACTICAL I  
Fashion Illustration  
(Practical)**

**Semester I**

**Code**

**Credit: 4**

**COURSE OBJECTIVES:**

- Understand about human anatomy.
- Acquire skills in delineating human body sketching.
- Sketch Croqui and add dresses with suitable accessories

**UNIT – I INTRODUCTION TO FASHION ILLUSTRATION:**

1. Free Hand Drawing
2. Basics of Shading.
3. Pencil grading and smudging techniques.
4. Stick figures in different poses.

**UNIT – II FASHION FIGURE DRAWING:**

1. 8 Head theory
2. 10 Head Theory
3. 12 Head Theory.
4. Different poses of Fashion Figure (Women, Men and Children).

**UNIT – III FACIAL FEATURE:**

1. Drawing eyes, nose, ears, lips face, and hair styles.
2. Sketching of different angles of foot and palm.

**UNIT – IV SKETCHING ON BASIC CROQUI:**

1. Sketching fullness, hemlines and waist bands.
2. Sketching of seams and shirring.
3. Necklines, Collars, Sleeves and Cuffs.
4. Children's Wear
5. Women's Wear
6. Men's Wear

**Unit – V Sketching of Fashion Accessories:**

1. Bags, Foot wear, Hats, Ties, Specs and its types,
2. Jewelries- Traditional, Modern and Antique and its types.

**Unit-VI: Current Contours (For continuous internal assessment only):**

1. Regular Laboratory experiment
2. Group work
3. Internal tests
4. End Semester Exam

## REFERENCES:

1. Alfred D. Dorkenzio (2001), Fashion Sketching: Drawing the Fashion Figure, Thomas Learning Custom Publishing.
2. Bina Abling (2001), Fashion Rendering with Colours, Prentice Hall, New Jersey.
3. Tatham Seamas, “fashion design drawing course” 978-0-7641-2473-0
4. Fashion Drawing – The Basic Principles, Anne Allen and Julian Seaman, Anova Books.
5. Fashion illustration and Presentation, Manmeet Sodhia, Kalyani Publishers.
6. Fashion Source Book, Kathryn Mckelvey, Blackwell Science
7. Ritu Beri, Fashion Illustration and Rendering (2005), B. Jain Publishers (P) Ltd., New Delhi.
8. Snap Fashion Sketch Book, Bill Glazer , Prentice Hall; 2 edition (2007)
9. Fashion Illustration, Anna Kiper, David & Charles Book, 2011
10. <https://www.udemy.com/learn-to-draw-fashion-with-adobe-illustrator-cc-beginners/?siteID=SAyYsTvLiGQ-uausPN8UukNxyGp.f1egTA&LSNPUBID=SAyYsTvLiGQ>

## COURSE OUTCOMES:

- Understands the requirement for illustration skills as an essential tool of visual communication for the fashion industry
- Analyze human anatomy with different Head theories and different types of body contour.
- Learn to draw different facial figures features and postures.
- Develop designer wears for males and females to suit current trends
- Sketch different types of accessories according to fashion figures

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**First Year**

**FIRST ALLIED COURSE I  
TEXTILE SCIENCE  
(Theory)**

**Semester I**

**Code**

**Credit: 4**

**COURSE OBJECTIVES:**

- Study the natural, manmade fibers and their properties.
- Gain knowledge in yarn manufacturing
- Teach different types of fabric construction methods.

**Unit – I Textile Fiber& Yarn:**

**Fiber** – Definition, Classification of Fiber. Introduction to Textile Fibres – Classification of Textile Fibres: Natural fibres – Cotton – Jute – Wool – Silk Fibres – Physical and Chemical Properties of Fibres – Uses of the above fibres. Man-Made fibre – Nylon fibre – Polyester fibre – Properties of fibres – Uses of the above fibres

**Yarn** –Types and characteristics of yarns – ply yarns, cable yarns, double yarns and novelty yarns and its types.

**Unit – II Yarn manufacturing:**

Conventional ring spinning method, Modern spinning methods – Passage of material through open end spinning, Friction spinning, Airjet spinning, Twistless spinning. Filament yarn spinning methods wet spinning, dry spinning, and melt spinning.

**Unit – III Weaving:**

Preparation for weaving (warping, sizing, looming) Basic loom structure. Weaving- Definition, Primary motion – shedding – Definition and a brief explanation, picking, beating up. Secondary motion – Definition and Ancillary motion. Types of selvedge's. Construction of cloth designs - Design, draft and peg plan. Classification of weaves – plain weave, twill, Satin, sateen& Crepe, dobby (Climax) and Jacquard (single lift single cylinder) Identification of woven fabric defects.

**Unit – IV Knitting:**

Knitting – Definition, Comparison between woven fabrics and knitted fabric. Classification of knitted fabrics weft knitting – plain knit stitch, Rib stitch, Warp knitting - Tricot knit, Raschel Knit (Jacquard knit, pile knit, Terry knit, velour knit) Identification of knitted fabric defects.

**Unit – V Felted and Non-woven fabrics:**

Felted fabrics – Felting process. Types of felt, properties and uses of felt. Non-woven – Definition, classification of non-woven fabrics, web forming techniques, bonding techniques, and finishing techniques. Characteristics of non-woven, uses of non-woven fabrics.

## **UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component)
2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation)
3. End Semester Exam.

### **REFERENCES:**

1. Corbman B.P Fibre to Fabric, International Students Edition Mc Graw Hill Book Co- Singapore, 2000.
2. Sara J. Radolph and Anna L. Lang Ford, Textiles, Prentice hall, New York, 2002.
3. Murphy, W.S. (2001), Handbook of weaving, Abhishek publication, Chandigarh.
4. Gokerneshan. N (2009), Weaving Preparation Technology, Abishek Publications, Chandigarh.
5. E.P.G. Gohl, L.D. Velensky, "Textile Science" CBS Publishers and Distributors, 2003
6. Seemasekhri "Fabric science" 978-81-203-4183-8
7. Kanwarvarinder "Fabric studies" 81-272-1904-58
8. Druid "Fabric textile and patterns" 9789057681127 5. Barker "Hand book of textile
9. N.S. Kaplan (2008) Textile Fibres, Abhishek Publications, Chandigarh.
10. Meenakshi Rastogi (2009) fibres and yarn, Sonali Publications, New Delhi,
11. <https://www.youtube.com/watch?v=PDuiSnBYCQc>
12. <https://www.youtube.com/watch?v=1GB50nBlAc0>

### **COURSE OUTCOMES:**

- Understand the basics of fiber and yarn
- Acquire knowledge about fabric making techniques
- Understanding the concepts of weaving, knitting and non-woven fabrics
- Classify the different types woven, knitted and non-woven fabrics
- Develop expertise on understanding the properties of and uses woven, knitted and non -woven fabrics

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**First Year**

**CORE COURSE II  
FASHION CLOTHING & PSYCHOLOGY  
(Theory)**

**Semester II**

**Code**

**Credit: 5**

**COURSE OBJECTIVES:**

- Understand the psychological needs of fashion
- Impart knowledge about fashion accessories and designing for figure irregularities.
- Explain the current scenario of the world fashion centers.

**UNIT – I FACTORS AFFECTING FASHION CHANGES:**

Psychological needs of fashion, Socio Psychology of fashion, Technology, Economical, Political, legal and seasonal. Recurring silhouettes – changes in silhouettes from 1895 onwards; fashion cycle; fashion Prediction; \*Role of costumes as status symbol, clothes as sex appeal, self-identity, cultural value.

**UNIT – II FIGURE IRREGULARITIES:**

Stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face and broad face, prominent chin and jaw and prominent forehead. Wardrobe planning and factors to be considered while selecting clothes for different age groups (men and women).

**UNIT – III FASHION FORECASTING:**

Color, fabrics, Current fashion silhouettes, texture, designs - Designer types – classicist, idealist, Influenced, Realist, Thinking poet.

**UNIT – IV WORLD FASHION CENTRES:**

France, Italy, America, India, and Far East.

**UNIT – V FASHION ACCESSORIES:**

Shoes, handbags, jewellery, hats, ties and others. Prepare a picture album for accessories.

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component)
2. Open Book Test, Cooperative Learning report, Assignment, Group Presentation, Mini Project, Poster Preparation
3. End Semester Exam.

**REFERENCES:**

1. Benneett, “Femina Book of Fashion”, Coleman & Co., Ltd., Mumbai (1998).

2. Encyclopedia of fashion detail by Patric John, Ireland Batsford History of fashion by Manmeetsodhia, Kalyani Publication.
3. Valerie Campbell – Harding, Machine Embroidery – Stitch patterns, Kyodo Printing Co. Pvt. Ltd, Singapore, 2004.
4. Hanlyn octopus, Professional Skills made easy, Octopus Publishing group – New York, 2001.
5. Easy to make book vol:1-vol:18,Octopus Publishing group – New York, 2002.
6. Indian Jewellery – M.L Nigam, Lustre Press Pvt. Ltd., India (1999).
7. Harriet T, McJimsey, “Art and fashion in clothing selection”, The Iowa State University Press, Ames, Iowa.
8. Jeaneette A. Jarnow, MiriarnGuerrerio, “Inside the Fashion Business”, Mecmillion Publishing Company, New York
9. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=8x0nJkh/R0vHkX1U70Z/CQ>

### **COURSE OUTCOMES:**

- Understand the psychological aspects behind fashion and style
- Analyze human anatomy and different types of body contour.
- Describe different facial figures features and postures.
- Illustrate male and female wear on Croqui and develop designer wears
- Acquaintance with different types of accessories suitable for fashion garments

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**First Year**

**CORE PRACTICAL II  
SEWING TECHNIQUES  
(Practical)**

**Semester II**

**Code**

**Credit: 4**

**COURSE OBJECTIVES:**

- Learn the functions of the sewing and the applications of essential sewing tools
- Understand the components of garments
- Gain skills in garment sewing

**UNIT – I SEWING MACHINE & ITS PARTS:**

1. Parts of a Sewing Machine and their Function.
2. Threading a machine.
3. Demonstrating- operating, cleaning and oiling of sewing machine.
4. Demonstration of taking body measurement.
5. Common problems and methods to overcome.

**UNIT – II PREPARATION OF SEAMS, HEMS AND FULLNESS:**

1. Prepare samples for Seam & Seam Finishes
2. Prepare samples for Darts & Tucks
3. Prepare samples for Hems, Fullness – Tucks, Darts, Pleats, Ruffles, Godets, Gathers and Frills

**UNIT – III PREPARATION OF BINDING AND FASTENERS:**

1. Prepare samples for Facings and Binding,.
2. Prepare samples for Plackets and Yokes (any 2 types).

**UNIT – IV PREPARATION OF SKIRTS AND POCKET:**

1. Prepare samples for Pocket - Patch, Bound and Pocket set into Seam (any two).
2. Prepare samples for Skirts (Any 5 types)

**UNIT – V PREPARATION OF TRIMMINGS AND EMBROIDERY:**

1. Prepare samples for Trimming (any 2 types)
2. Prepare samples for appliques and mirror embroidery (Any 5 types)

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Regular Laboratory experiment
2. Group work
3. Internal tests
4. End Semester Exam

**REFERENCES:**

1. Mary Mathews, Practical Clothing Construction Part-II. Designing, Drafting and Tailoring Bhattarams Reprographics (P) Ltd., Chennai, 1991.

2. The Technology of Clothing Manufacture – Harold Carr and Barbara Latham, Blackwell Science (1994).
3. A complete guide for sewing – Coles M Sew, Heinemann Professional Publishing, Singapore.
4. Reader’s digest Sewing guide, Complete Guide to Sewing 13th Edition, The Reader’s Digest Association Inc, and Pleasant Ville.
5. Pat Moyes, “Sewing Basics: Creating a Stylish Wardrobe with Step-by-step Techniques”, Taunton Press, 1999.
6. Edith Callahan, Edna, Callahan. M, Edith Barry, “Garment Construction”, Wildside Press LLC, 2008.
7. Zarapkar K.R, System of Cutting, Navneet Publications India 2005.
8. Practical cutting and tailoring part II Eshwasri Anwahi, Lakhraj Hans R.B Publications, Delhi.
9. <http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=827>
10. <https://www.fibre2fashion.com/industryarticle/5658/basics-of-pattern-making>

### **COURSE OUTCOMES:**

- Describe the functions of a sewing machine and the tools needed for sewing
- Develop different component of the garments
- Understand the techniques of finishing garments
- Acquire skills in constructions of fashion garments
- Apply different types of trimmings and embroideries in garment enhancement

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**First Year**

**FIRST ALLIED PRACTICAL I  
SURFACE EMBELLISHMENT  
(Practical)**

**Semester II**

**Code**

**Credit: 2**

**COURSE OBJECTIVES:**

- Understand and identify the colour combinations for basic embroidery stitches.
- Develop and create new designs for advance stitches.
- Interpret the different techniques of other surface embroidery with basic and advanced embroidery.

**UNIT – I BASIC HAND STITCHES:**

1. Running – Whipped Running Stitch, Threaded Running Stitch
2. Hemming
3. Back Stitch - Whipped Back Stitch, Threaded Back Stitch

**UNIT – II BASIC EMBROIDERY STITCHES:**

1. Chain stitch – Magic Chain Stitch
2. Button Hole Stitch
3. Stem Stitch
4. Lazy Daisy Stitch - Lazy Daisy with Straight Stitch
5. Satin – Slanting Satin Stitch.

**UNIT – III ADVANCED EMBROIDERY STITCHES:**

1. French Knot
2. Bullion Knot
3. Feather – Double Feather Stitch, Closed Feather Stitch
4. Herring bone – Threaded Herring Bone Stitch
5. Cross Stitch

**UNIT – IV SURFACE EMBROIDERY:**

1. Bead work
2. Sequin work
3. Ribbon embroidery
4. Mirror work

**UNIT - V: APPLIQUE & PATCH WORK:**

1. Applique
2. Simple / Geometric patch work
3. Crazy patch work

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Regular Laboratory experiment
2. Group work
3. Internal tests
4. End Semester Exam

## REFERENCES:

1. Libby Moore, Thread Folk: A Modern Makers Book of Embroidery Projects and Artist Collaborations, Paige Tate & Co, 2019.
2. Shailaja D Naik , Traditional Embroideries of India, APH Publishing, 1996.
3. Shailaja D Naik , Traditional Embroideries of India, APH Publishing, 1996.
4. Libby Moore, Thread Folk: A Modern Makers Book of Embroidery Projects and Artist Collaborations, Paige Tate & Co, 2019.
5. Megan Eckman, Everyday Embroidery for Modern Stitchers, C&T Publishing, 2020.
6. Megan Eckman, Everyday Embroidery for Modern Stitches', C&T Publishing, 2020.
7. <https://www.youtube.com/watch?v=nJz9c8gEvFg>
8. [https://www.youtube.com/watch?v=uJ2SyeFA\\_B4](https://www.youtube.com/watch?v=uJ2SyeFA_B4)
9. <https://www.youtube.com/watch?v=Ug2d1NUuE4A>
10. <https://www.youtube.com/watch?v=nJz9c8gEvF>

## COURSE OUTCOMES:

- Acquire ability of designing embroidery for different stitches.
- Enable design creation in embroidery based on themes
- Identifying stitches and their applications
- Apply various colour schemes in embroidery to enhance dress making.
- Elaborate the techniques to create different stitch variations.

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**First Year**

**FIRST ALLIED COURSE II  
PATTERN MAKING TECHNIQUES  
(Theory)**

**Semester II**

**Code**

**Credit: 4**

**COURSE OBJECTIVES:**

- Acquire skills about types of patterns making.
- Learn pattern alteration skills and garment fitting.
- Understand the techniques of the pattern grading and alteration

**UNIT – I FABRIC PREPARATION & LAYOUT PLANNING:**

Fabric preparation: \*Preparing the fabric for cutting, Importance of grain in fabric cutting and garment construction. Methods of straightening fabric grains. Lay planning Introduction, Rule to remember in pattern layout. Types of layout. Transferring pattern markings stay stitching, ease stitching.

**UNIT – II PATTERN DRAFTING:**

Preparation of paper patterns. Advantages of paper pattern. Pattern drafting with personal measurement. Principles for pattern drafting. Preparing draft for basic bodice, sleeve and skirt pattern

**UNIT – III FLAT PATTERN TECHNIQUES:**

Definition, Pivot method, Slash & spread method, measurement method. Creating styles through dart manipulation and relocation of dart.

**UNIT – IV COMMERCIAL PATTERN AND PATTERN GRADING:**

Commercial pattern: \*Definition, merits and demerits, Development of commercial pattern. Pattern Grading: Definition, Grading terminology, selecting a grading system, grading techniques, their advantages and disadvantages. Computer grading. Grading procedures. Grading of basic block using draft grading systems.

**UNIT - V: PATTERN ALTERATION, GARMENT FITTING AND ASSEMBLING:**

Pattern alteration: Methods of identifying pattern alteration. General principles for pattern alteration. Common pattern alteration in a fitted bodice pattern. Garment fitting and Assembling: Standards for a good fit, checking for good fit, solving fitting problems and remedies.

**UNIT - VI: CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component).
2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation).
3. End Semester Exam.

## REFERENCES:

1. Winifred Aldrich, "Metric Pattern Cutting" – Third Edition, Blackwell Science, 2003.
2. Bane Allyne, "Flat Pattern Design", McGraw Hill, USA, 2002.
3. Goulborn Margaita, "Introducing Pattern Cutting, Grading and Modeling", Batsford Publication, UK, 2000.
4. Connie Amaden-Crawford (2004) The Art of Fashion Draping 3rd edition, Bloomsbury Academic. 2. Hilary Campbell, Designing Patterns, Om Book services, New Delhi, 2003.
5. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation and Practice, Black Well Science Ltd, U.K, 2005. Involve.
6. Concepts of Pattern Grading, Kathy K. Mullet, Bloomsburry Publications, London, 2015.
7. <http://mooc.live/sewing-for-beginners-online-course/>
8. <http://www.universityoffashion.com/>
9. <https://www.fibre2fashion.com/industry-article/5658/basics-of-pattern-making>
10. <https://fashion2apparel.blogspot.com/2017/03/pattern-grading-methods-apparel.html>

## COURSE OUTCOMES:

- Define the pattern making techniques and classify type of layouts.
- Explain the drafting procedures and techniques
- Choose the flat pattern techniques best suited for fashion designing
- Understand the concepts of pattern grading techniques
- Identify the methods of pattern alteration

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**COURSE OBJECTIVES:**

- To know about various preparatory elements of processing.
- To understand the technical process requirements of dyeing.
- To learn about the technical process requirements of printing and finishing..

**UNIT – I Textile Processing:**

Definition, Need for Processing, Dry and Wet Processing as related to common fabrics: Cotton, Silk, Wool and synthetic

**UNIT – II Preparatory process:**

Meaning, Need for preparatory processes. Types - Singeing, Scouring, bleaching, mercerizing, Desizing.

**UNIT – III Dyeing:**

Classification of dyes and Stages of dyeing, Characteristics of dyes, Direct, Vat, Sulphur, reactive, naphthol, acid, Basic and Disperse Dyes - Method of dyeing Cotton, Silk, Wool and Synthetics with respective dyes, Dyeing of fibre blends. Dyeing machine working principle-Jigger, Winch & Soft flow dyeing machine

**UNIT – IV Printing and Printing procedure:**

Definition types, Direct style-block, stencil, screen, roller printing, pigment printing , Rotary, Transfer printing, Discharge style, Resist style,- Batik, tie and dye, Minor printing methods- Flocking, Marbling, , Warp printing and Air brush printing.

**UNIT – V Textile Finishes:**

Calendaring, Stentering, Stiffening, Beetling, Glazing, Schreinerizing, Embossing, Moiering, Ciering, Raising, Napping, Giggling, Shearing. Water Proofing, Water repellency, Sanforizing, Wash and Wear, fire proofing, Crepe and Crinkle effect.

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component). 2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation). 3. End Semester Exam

## REFERENCES:

1. Manivsakam. N. Treatment of Textile processing Effluents, Sakthi Publications, Coimbatore, 1995.
2. Technology of Textiles Processing (vol 1-2), V.A. Shenai, Sevak Publication, Mumbai, 1991.
3. 2 Dyeing and Chemical Technology of Textiles Fibres, Charles Griffin & co-E.R Trotman, Nottingham Publishers, UK, 1970.
4. 3. Technology of Bleaching and Dyeing of Textiles Fibers; vol 1-Part -1, Chakravarthy RR and Trivedi SS, Mahajan Book Publishers, 1979.
5. Clarke, W. (2004) An Introduction to Textile Printing, Wood Head Publishing Limited.
6. J.L. Smith, (2000) Textile Processing, Abhisekh Publications, Chandigarh.
7. C.W. Pellow (2000) Dyes and Dyeing, Abhishek publication
8. Carbman B.P (2000) Fiber to Fabric, International Students Edition MC Graw Hill Book Co., Singapore
9. <https://www.youtube.com/watch?v=Q7Mtv869vJs>
10. <https://www.youtube.com/watch?v=47Tvx1A2q8A>

## COURSE OUTCOMES:

- To understand about basics of processing
- Acquire knowledge about preparatory process of fabric
- Understands about the concepts of dyeing techniques & dyeing methods
- To study about printing techniques & its types
- Acquire Knowledge about types of finishes in textiles.

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**COURSE OBJECTIVES:**

- Gain practical on hand training on preparatory processes
- Understand the technical importance of wet processing
- Plan various process requirements for dyeing and printing

**UNIT – I PREPARATORY PROCESS:**

1. Desizing
2. Scouring
3. Bleaching

**UNIT – II DYEING OF COTTON, SILK, WOOL AND SYNTHETIC TEXTILES USING:**

1. Direct dyes
2. Sulphur dyes
3. Reactive dyes
4. Acid dyes
5. Basic dyes
6. Disperse dyes

**UNIT – III PRINTING:**

Direct printing- Block printing, Stencil and Screen Printing. (2 samples each))

**UNIT – IV PRINTING:**

Resist Printing- Batik and Tie and Dye (2 samples each)

**UNIT – V PAINTING:**

Marble painting  
Fabric painting  
(2 samples each)

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only)**

Regular Laboratory experiment 2. Group work 3. Internal tests 4. End Semester Exam

**REFERENCES:**

1. Carbman B.P (2000) Fiber to Fabric, International Students Edition MC Graw Hill Book Co., Singapore.
2. Gulrajani, M.L., Deepti Gupta, Natural Dyes and their Application to Textiles,

Indian Institute of Technology, New Delhi, 1992

3. Textile Chemistry, Paters R.H, Elsevier Publishing, 1967.
4. Technology of Textile Processing, Shenai V.A., Sevak publications, Bombay, 1981.
5. Clarke, W. (2004) An Introduction to Textile Printing, Wood Head Publishing Limited.
6. Shenai, V.A., Technology of Textiles Processing, Chemistry of Dyes and Principles of Dyeing, A Sevak Publication, Bombay, 2002
7. C.W. Pellow (2000) Dyes and Dyeing, Abhishek Publication., Singapore, Delhi
8. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=8x0nJkh/R0vHkX1U70Z/CQ==>
9. [https://www.youtube.com/watch?v=LB\\_fEeO6no](https://www.youtube.com/watch?v=LB_fEeO6no)
10. [https://www.youtube.com/watch?v=g8\\_GvRoASV0](https://www.youtube.com/watch?v=g8_GvRoASV0)

### **COURSE OUTCOMES:**

- Apply various types of preparatory process used before printing & dyeing
- Discuss the types of fabric dyeing
- Interpret the methods of printing
- Create designs through dyeing printing methods
- Determine new methods for printing and dyeing textiles.

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**COURSE OBJECTIVES:**

- Gain knowledge about Indian traditional costumes and embroideries
- Learn the features of traditional costumes and embroideries of India.
- Know the costumes, stitches and dyes used in textile of India

**UNIT – I ORIGIN OF COSTUMES:**

Theories of clothing origin, Invention of needle, Development of sewing, Development of garment styles and Role of costumes. \*History of Indian Garments from ancient to modern times.

**UNIT – II TRADITIONAL WOVEN TEXTILES:**

Dacca muslin, Jamdani, Chanderi, BalucharButtedar, Brocades- KamKawab, Paithani, Peethamber, Kancheepuram brocade, Banaras brocade, Himrus and Amrus, Kashmiri shawl.

**UNIT – III TRADITIONAL PRINTED AND DYED TEXTILES PRINTED TEXTILES:**

Kalamkari. \*Block printing, Roghan printing and other printed and painted textiles (Mata – mi- pachedi, Pabuji-ka-pad) Dyed Textiles: Ikat, Patola, Bandhani, Laharia, Mashru.

**UNIT – IV EMBROIDERIES OF INDIA:**

Kantha of Bengal, Gujarat embroidery, Kasuti of Karnataka, Chambaroomal of Himachal, Pulkari of Punjab, and Chikankari of Uttar Pradesh.

**UNIT – V COSTUMES OF INDIA:**

Introduction to Traditional Indian dress, Costumes of West Bengal, Assam, Bihar, Uttar Pradesh, Rajasthan, Gujarat, Maharashtra, Punjab, Kashmir, Himachal Pradesh & South India. An introduction to Traditional ornaments of India.

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

Continuous Assessment Test I, II (Theory component)

Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation)

End Semester Exam

**REFERENCES:**

1. Govind Sadashiv Ghurye, "Indian Costume", Popular Prakashan Publication, 1966.

2. Ritu Kumar, “Costumes and Textiles of Royal India Antique Collectors”, Club, 2006.
3. Arabinda Biswas, “Indian Costumes”, Ministry of Information and Broadcasting Publication Division, 1985.
4. Zamila Brij Bhushan, “Indian Embroidery”, Ministry of Information and Broadcasting Publications Division, Government of India, 1990.
5. The costumes and textiles of India – Jamila Brij Bhushan, D B Taraporevala Sons & Co, Bombay, 1958.
6. Indian Costume –G.S. Ghurye, Popular Prakashan Pvt Ltd, India, 1967.
7. Indian Jewellery – M.L Nigam, Lustre Press Pvt Ltd, India, 1999.
8. Traditional Embroideries of India – Shailaja D. Naik, APH Publishing, India, 1996.
9. Dr. Parul Bhatnagar, Traditional Indian costumes and Textiles, First Edition, Abhishak Publications, Chandigarh, India, 2004.
10. Manmeet Sodhia, History of Fashion, Kalyani Publishers, New Delhi, 2007.
11. Manmeet Sodhia, History of Fashion, Kalyani Publishers, New Delhi, 2009.
12. [https://www.youtube.com/watch?v=tdrTL2\\_aOcM](https://www.youtube.com/watch?v=tdrTL2_aOcM)

### **COURSE OUTCOMES:**

- Discover the beginning and origin of costumes, embroidery and printed fabrics of India
- Identify the traditional embroidery, dyed and printed fabrics of India
- Recognize the costumes dyed and printed textiles of India
- Value the traditional costumes, embroideries, dyed and printed fabrics of India
- Appraise the traditional textiles of India.

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**COURSE OBJECTIVES:**

- Understand the different types of embroidery stitches.
- Acquire practical knowledge in advance embroidery.
- Enhance creativity with the application embroidery on fashion apparels

**UNIT – I BASIC HAND STITCHES:**

1. Running – Whipped Running Stitch, Threaded Running Stitch
2. Hemming
3. Back Stitch - Whipped Back Stitch, Threaded Back Stitch

**UNIT – II BASIC EMBROIDERY STITCHES:**

1. Chain stitch – Magic Chain Stitch
2. Button Hole Stitch
3. Stem Stitch
4. Lazy Daisy Stitch - Lazy Daisy with Straight Stitch
5. Satin – Slanting Satin Stitch.

**UNIT – III ADVANCED EMBROIDERY STITCHES:**

1. French Knot
2. Bullion Knot
3. Feather – Double Feather Stitch, Closed Feather Stitch
4. Herring bone – Threaded Herring Bone Stitch
5. Cross Stitch

**UNIT – IV SURFACE EMBROIDERY:**

1. Bead work
2. Sequin work
3. Ribbon embroidery
4. Mirror work

**UNIT – V APPLIQUE & PATCH WORK:**

1. Applique
2. Simple / Geometric patch work
3. Crazy patch work

**UNIT –VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Regular Laboratory experiment
2. Group work
3. Internal tests
4. End Semester Exam

## **REFERENCES:**

1. Libby Moore, Thread Folk: A Modern Makers Book of Embroidery Projects and Artist Collaborations, Paige Tate & Co, 2019.
2. Shailaja D Naik, Traditional Embroideries of India, APH Publishing, 1996.
3. Shailaja D Naik, Traditional Embroideries of India, APH Publishing, 1996.
4. Libby Moore, Thread Folk: A Modern Makers Book of Embroidery Projects and Artist Collaborations, Paige Tate & Co, 2019.
5. Megan Eckman, Everyday Embroidery for Modern Stitchers, C&T Publishing, 2020.
6. Megan Eckman, Everyday Embroidery for Modern Stitches', C&T Publishing, 2020.
7. <https://www.youtube.com/watch?v=nJz9c8gEvFg>
8. [https://www.youtube.com/watch?v=uJ2SyeFA\\_B4](https://www.youtube.com/watch?v=uJ2SyeFA_B4)
9. <https://www.youtube.com/watch?v=Ug2d1NUuE4A>
10. <https://www.youtube.com/watch?v=nJz9c8gEvF>

## **COURSE OUTCOMES:**

- Recall the techniques used in sewing hand embroiders
- Design and develop embroiders suitable for various garments
- Create advanced embroidered stitches with suitable colour combinations
- Apply different techniques for surface enrichment.
- Develop added structural effects to enhance garments.

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**COURSE OBJECTIVES:**

- Gain knowledge on the industrial practices in all the stages of garment manufacturing
- To gain knowledge about spreading, marking and cutting techniques.
- To study about the sewing machineries, stitching mechanisms.

**UNIT – I Marker making and cutting:**

Planning, drawing and reproduction of the marker- Requirements of marker planning and efficiency of the marker plan. Spreading of fabric - forming a lay, requirement of the spreading process, methods of spreading and nature of fabric packages. Fabric cutting- objectives and methods of cutting.

**UNIT – II Seam and sewing problem:**

The properties of seam, seam types, stitch types. Sewing machine feed mechanism, sewing machine needles, Sewing threads, fiber type, and construction of thread finishes. \*Thread sizing, thread packages, cost, properties and seam performance. Sewing problems, Problems of stitch formation. Problem of pucker, problems of Damage to fabric along the stitch line. Testing for sewability and Tailorability.

**UNIT – III Basic sewing machines and associated work aids, simple automation:**

The use of components & trims – Labels and motifs, lining, Interlining, wadding, lace, braids & elastics, Hooks and loop fastening, Seam binding and tape, Shoulder pad, Eyelets & laces, Zip fastener, Buttons, Tack buttons, Snap fasteners and Rivets, Performance properties of components and trims

**UNIT – IV Fusing:**

Definition, advantages of fusible interlinings, Fusing process. The means of fusing, Fusing equipments, Methods of fusing, quality control in fusing. Alternative of fusible interlining.

**UNIT – V Pressing:**

Purpose of pressing, categories of pressing, means of pressing, pressing equipments and methods, pleating, permanent press. Pressing practices in Indian Industries

## **UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component)
2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation)
3. End Semester Exam

### **REFERENCES:**

1. Introduction to clothing production management – 2nd edition, A.J. Chutter, Blackwell Science, New Delhi., 2000
2. Gerry Cooklin, Garment technology for Fashion Designers –Blackwell Science, New Delhi, 2000.
3. The Technology of Clothing Manufacture – Harold Carr and Barbara Latham, Blackwell Science, 1994.
4. Apparel Manufacturing Handbook: Analysis, Principles and Practice 2nd Edition – Jacob Solinger, Bobbin Blenheim Media Corp, 1988.
5. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.
6. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation and Practice, Black Well Science Ltd, U.K, 2005.
7. Dudeja.V.D., Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005
8. <https://www.youtube.com/watch?v=palmFFnMT1E>
9. <https://www.youtube.com/watch?v=QOofEoJQyro>
10. <https://www.youtube.com/watch?v=palmFFnMT1E>

### **COURSE OUTCOMES:**

- Remember the working flow of cutting department.
- Understand the cutting and sewing machineries used
- Evaluate the sewing accessories used in garment industries
- Remember the various finishing machineries used
- Elaborate about pressing.

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**Second Year**

**CORE PRACTICAL IV  
CHILDREN'S GARMENT  
(Practical)**

**Semester IV**

**Code**

**Credit: 4**

**COURSE OBJECTIVES:**

- Gain practical skills in drafting and constructing apparels for kids.
- Suggest suitable fabrics, colors and designs for all type of garments.
- Learn the drafting procedure for children's wear.

**UNIT - I INFANT DRESSES:**

1. Jabla
2. Panty

**UNIT – II INFANT DRESSES:**

1. Bonnet
2. Baby Frock
3. Baby Bed Set

**UNIT – III TODDLER'S DRESSES:**

1. Romper
2. Frock-A-line/ summer/ Yoke frock

**UNIT – IV PRESCHOOLER'S DRESSES (BOYS):**

1. Shirt
  2. Shorts
- Constructing one in each item.

**UNIT – V PRE SCHOOLER'S DRESSES (GIRLS):**

1. Full skirt
  2. Blouse constructing one in each item. .
- Constructing one in each item

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Regular Laboratory experiment
2. Group work
3. Internal tests
4. End Semester Exam

**REFERENCES:**

1. Hilary Campbell, Designing Patterns, Om Book Services, New Delhi, 2003.
2. Helen Joseph, Pattern Making for Fashion Design, Armstrong Pearson Education, Delhi, 2000.
3. Samantha Me Nesby – Baby Couture, K.P. Books, USA, 2005.
4. Winifred Aldrich, Metric Pattern Cutting for Children's Wear and Baby Wear – Third Edition, Black Well Publishing, New Delhi, 2007

5. Garment Construction Skills, Premlata Mullic, Kalyani Pulishers, Karnataka, 2010.
6. Garment Construction: A Complete Course in Making Clothing for Fit and Fashion, Peg Couch, Fox Chapel Publishing, UK, 2011.
7. 2 Garment Manufacturing Technology, Edited by Rajishore Nayak and Rajiv Padhye, Woodhead Publishing Series in Textiles, UK 2015.
8. <https://www.youtube.com/watch?v=nI-ShbmnuVg>
9. <https://www.coroflot.com/SnehaMurali/Garment-Construction-Kids-and-Women>
10. <https://www.textileschool.com/258/garment-construction-techniques/>

**COURSE OUTCOMES:**

- Create pattern for children's wear
- Design various styles for children's garments
- Acquire skills in construction of children's garments
- Develop theme/occasion based garments for children.
- Analyze the different components of children's garments.

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**COURSE OBJECTIVES:**

- Create patterns by using computer software
- Acquire knowledge about the role of computer in textile and apparel industry.
- Gain skills in computer aided designing

**UNIT – I DEVELOPING/DESIGNING THE FOLLOWING IN COMPUTER:**

1. Motifs using Coral draw and Adobe Photoshop
2. Weave patterns for dobby weave
3. Weave patterns for jacquard weave

**UNIT – II DEVELOPING/DESIGNING THE FOLLOWING IN COMPUTER:**

1. Motifs for embroidery and cross stitch
2. Motifs for screen printing
3. Patterns for pattern making and grading

**UNIT – III DEVELOPING/DESIGNING THE FOLLOWING IN COMPUTER:**

1. Patterns for pattern making and grading
2. Design library for garment details (skirts, sleeves, cuffs, collars, and pockets)
3. Garment designs for children’s garment with colour combination

**UNIT – IV DEVELOPING/DESIGNING THE FOLLOWING IN COMPUTER:**

1. Garment designs for men’s garment with colour combination
2. Garment designs for women’s garment with colour combination

**UNIT – V DEVELOPING/DESIGNING THE FOLLOWING IN COMPUTER:**

1. Texture mapping using computers (changing different textures of garment)
2. Bringing variation in face framing details using computers (changing accessories, hair style, hat, necklines, eye glasses, make ups)

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Regular Laboratory experiment
2. Group work
3. Internal tests
4. End Semester Exam

**REFERENCES:**

1. Taylor P, “Computers in Fashion industry”, Heinemann publishers 1990.
2. Veinsinet D D, “Computer aided drafting and Design Concept & Applications, 1987.
3. Mikell. P. Groover, Emory W. Zimmers; Jr, “CAD /CAM computer aided design

and manufacturing”, Printice Hall of India PVL. Ltd.

4. Individuality in Clothing Selection and Personal Appearance, Suzanne G. Marshall, Hazel C, Jackson M, Sue Stanley, Mary Kelgen, Phullis Touchie Specnt, New Jersey,2000.
5. Fashion Design on Computers, Kathleen Colussey M, N.J. Prentice Hall, Upper Saddle River, 2000.
6. Computer Aided Pattern Design and Product Development, Alison Beazley Terry bond, Black Wele, Amazon, 2003.
7. [https://swayam.gov.in/nd2\\_nou20\\_cs15/preview](https://swayam.gov.in/nd2_nou20_cs15/preview)
8. <https://www.textileschool.com/258/garment-construction-techniques/>
9. <https://www.cita.org.hk/en/event/free-webinar-on-how-to-present-the-3d-garment/>
10. <https://www.youtube.com/watch?v=1aagPr6vJ04>

### **COURSE OUTCOMES:**

- Develop pattern making using computer software
- Learn the functions of computer integrated garment manufacture.
- Apply computer usage in fabric identification
- Analyze computer application in pattern making and grading
- Create colour selection and matching through computer applications.

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**COURSE OBJECTIVES:**

- Introduce draping techniques for development of bodice blocks and variations
- Understand the relevance of draping in fashion.
- Identify draping techniques for specific garment features and pattern shapes

**UNIT – I INTRODUCTION TO DRAPING:**

Definition of Draping – Draping Tools & Equipment's – Draping principles – Preparation of muslin for Draping – Seam allowance – Preparation of Dress form for Draping. Apex, Balance, plumb line, Trueing, Blocking, Blending, Princess Line, clipping & Marking-Principles of Draping.

**UNIT – II BASICS OF DRAPING:**

Draping of Basic Bodice front – Preparation of muslin – Draping steps – Marking – Truing - Draping of Basic Bodice Back – Draping of Basic Sleeve – Draping of Basic Skirt.

**UNIT – III DRAPING OF SKIRTS:**

Draping of one piece basic skirt – Gored skirt – Flared skirt – Pleats in the flared skirt – Gathers in the flared skirt – Pleated skirt – Side & Box pleated skirt – Kick pleated and inverted pleated skirt

**UNIT – IV DRAPING OF YOKES, SLEEVES & COLLARS:**

Draping of fitted midriff Yoke — Shirt yoke – Hip Yoke. Draping of – Mandarin Collar – Convertible collar – Peter Pan collar. Draping of Basic Dolman sleeve – Long fitted Dolman sleeve — Reglan sleeve.

**UNIT – V DRAPING OF ADVANCED DESIGN IN GARMENTS**

Draping for Men's trouser (pleats and Flange) -Draping for Women's Tops (application of Dart manipulation principle)- Draping for children's dresses - Creative Draping

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component)
2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation)
3. End Semester Exam

**REFERENCES:**

1. Draping for Fashion Design, Hilde Jaffe, Prentice Hall, 2000.

2. Draping for Fashion Design, Hilde Jaffe and NurieRelis,- Pearson/Prentice Hall, 2005.
3. The Art of Fashion Draping, Connie Amaded and Crawford, Bloomsbury Academic, 2018.
4. Cutting and Draping Special Occasion Cloths: Designs for Party wear and Evening wear, Dawn Cloak, London, Batsford, 1998.
5. Dress Design, Draping and Flat Pattern Making, Marion Strong Hillhouse and Evelyn A. Mansfield, Houghton Mifflin Company, United States, 1948.
6. The Art of Fashion Draping, Connie Crawford, Bloomsbury Publishing India Private Limited, 2007.
7. Draping for Apparel Design, Helen Joseph and Armstrong, Bloomsbury Academic, 2008.
8. Draping for Apparel Design, 3rd Edition - Helen Joseph and Armstrong, Bloomsbury Academic, 2013.
9. <https://www.universityoffashion.com/disciplines/draping/>
10. <https://www.skillshare.com/classes/Garment-Construction-Introduction-to-Draping/827711002>

### **COURSE OUTCOMES:**

- Remember the tools and techniques used for draping.
- Understand the terminologies used in draping
- Apply the draping techniques in basic garment construction
- Create variations in different garments
- Assessment of draping techniques for dress designing.

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**Second Year**

**NON-MAJOR ELECTIVE II  
ACCESSORY MAKING  
(Practical)**

**Semester IV**

**Code**

**Credit: 2**

**COURSE OBJECTIVES:**

- Acquire knowledge in tools and materials used in accessory making
- Develop skills in accessory making
- Understand the suitability of accessories for various fashion garments

**UNIT – I Prepare the following samples using the available raw material/any base material:**

1. Ear rings-5models
2. Finger ring-5models

**UNIT – II Prepare the following samples using the available raw material/any base material:**

1. Bangles-1
2. Bracelet/watches-1
3. Anklet -1

**Unit – III Prepare the following samples using the available raw material/any base material:**

1. Chain-1
2. Necklace-1
3. Chocker Neck set -1

**Unit – IV Prepare the following samples using the available raw material/any base material:**

1. Purse/wallet-1
2. Cell phone covers-1
3. Hand Bags-1

**Unit – V Prepare the following samples using the available raw material/any base material:**

1. Belt-1
2. Hair band-5models

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

Field Visit – Visit Shops (Accessories) to familiarize with latest trends in fabric and styles.

Record Notebook – Fix photographs of the items created and explain the details of materials used and the method of construction.

## **REFERENCES:**

1. Techniques of Jewelry Illustration and Color Rendering, Adolfo Mattiello, Judith Evans, Cy Cylkowski, DuMatt Corporation, 1995 The Technology of Clothing Manufacture
2. Drawing for Jewelers: Master Class in Professional Design, Maria Josep Forcadell Berenguer, Josep Asunción Pastor, Schiffer Pub Limited, 2012.
3. Jewelry Making & Beading for Dummies, Heather Dismore, John Wiley & Sons, 2011.
4. Basic Jewelry Making: All the Skills and Tools You Need to Get Started, Sandy Allison, Ted Walker, Alan Wycheck, Stackpole Books, 2005.
5. <https://www.youtube.com/watch?v=wHGp-0N5yzI>
6. <https://www.youtube.com/watch?v=AnzMXiOF8VA>
7. <https://www.youtube.com/watch?v=dtr3zBg0V5U>
8. <https://www.youtube.com/watch?v=DVt7vRaf8T8>
9. <https://www.youtube.com/watch?v=ItKBMxyf6Uk>
10. <https://www.youtube.com/watch?v=JhsaYefMTx4>

## **COURSE OUTCOMES:**

- Describe the different types of materials and tools used for accessory making
- Understand the suitability of materials for fancy accessory
- Develop accessory for fancy garments
- Choose different color combinations for accessories to be in par with the garment
- Analyze the cost and quality of different accessories.

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**Third Year**

**CORE COURSE V  
BOUTIQUE MANAGEMENT  
(Theory)**

**Semester V**

**Code**

**Credit 5**

**COURSE OBJECTIVES:**

- Acquire boutique managerial skills
- Understand the intricacies of retail business.
- Apply the managing and start up the boutique business.

**UNIT – I INTRODUCTION TO BOUTIQUE:**

Boutique – definition – management Skills required to set up a boutique – identifying target market and customer – selection of boutique name – types of boutique – low- end and high- end boutiques

**UNIT – II BOUTIQUE INTERIOR:**

Choice of location and space management – infrastructure requirement – fashion accessories in boutique – boutique interior – visual merchandising – store layout – types of display – exterior display – interior display – tools for visual merchandising – signage – props – mannequins – fixtures and lightings

**UNIT – III RESOURCE MANAGEMENT:**

Staffing – selection of generalists and specialists – Customer relationship management – manpower planning – performance management – employee relations

**UNIT – IV TOOLS AND MATERIALS:**

Boutique marketing tools and promotional kit – material sourcing – bookkeeping for boutique and maintaining stock.

**UNIT – V FINANCIAL MANAGEMENT:**

Project finance – cash control and cash flow analysis – managing and start up the boutique business – boutique visit – boutique project report..

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component)
2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation)
3. End Semester Exam

**REFERENCES:**

1. Debbra Mikaelson, (2005). FabJob Guide to become a Boutique Owner, Fabjob publisher. Print.

2. Dr. S.S. Khanka, (2013). Entrepreneurial Development, New Delhi: Sultan Chand and Company Pvt. Ltd. Print.
3. Y.K. Bhushan, (2013). Fundamentals of Business Organization and Management, (19th ed.), New Delhi: Sultan Chand and Sons. Print.
4. Rajan Saxena, (2005). Marketing Management, New Delhi: Tata Mc Graw Hill Education. Print. Marting.
5. M. Pegler, (2002). Visual Merchandising and Display, New York: Fairchild Publications.
6. Gastelino. M. Fashion Kaleidoscope, Rupa& Co. 1994.
7. Briana Stewart, (2014). How to Open a Boutique, The Simple Guide to Boutique Success, New York: Create Independent Publishing Platform. Print.
8. Elaine Stone, The Dynamies of Fashion, Fairchild Publication.
9. <https://startupbizglobal.com/starting-clothing-boutique-business-plan-pdf/>
10. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=8x0nJkh/R0vHkX1U70Z/CQ==>

### **COURSE OUTCOMES:**

- Identify the skills needed to start a boutique
- Understand about the boutique interior
- Choose the correct management techniques for good customer relationship
- Analyze boutique marketing tools and promotional kit
- Apply the managing and start up the boutique business.

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**Third Year**

**CORE COURSE VI  
TEXTILE TESTING  
(Theory)**

**Semester V**

**Code**

**Credit 5**

**COURSE OBJECTIVES:**

- To impart knowledge on fibre, yarn and fabric testing.
- To make the learners understand the working principles of textile testing equipment.
- Demonstrate the testing methods and instruments for testing of textiles

**UNIT – I Quality control: Definition and its importance:**

Humidity: Definition and its influence on fiber properties Standard atmospheric condition, Standard testing atmosphere. Standard regain, Moisture content and regain. Measurement of atmospheric condition – wet and dry bulb Hygrometer and sling Hygrometer.

**UNIT – II Fiber Testing:**

Fiber length – Baer sorter and Fibrograph, Fiber strength – Stelometer, Fiber fineness – Micronaire, Fiber maturity, Trash content - determination – Trash analyzer.

**UNIT – III Yarn testing:**

Determination of yarn count – quadrant, Analytical & Beesley balance. Twist – Direction of twist and amount of twist, Twist effect on fabric properties. Strength of yarn-Single yarn strength tester. Crimp – Shirley crimp tester. Yarn appearance tester. Evenness – Uster Evenness tester, Hairiness – Uster Hairiness tester

**UNIT – IV Fabric Testing:**

Fabric strength tester – Tensile strength, tearing strength & bursting strength. Abrasion – Types of abrasion – pilling – Martindale pill box tester

**UNIT – V Drape:**

Drape meter, Fabric stiffness - Shirley stiffness Tester, crease recovery – Shirley crease recovery tester.

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component). 2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation). 3. End Semester Exam

## **REFERENCES:**

1. Principles of textile testing by J.E. Booth., C.B.S., publishers & distributors, New Delhi, 1996
2. Principles of Textile Testing: An Introduction to Physical Methods of Testing Textile Fibers, Yarns and Fabrics, J.E. Books, Butter worths, 1986.
3. Mishra S.P and Kesavan B.K, "Fibre Science", Kumarapalayam, S.S.M. Institute of Textile Technology
4. Fabric Testing, Ed. Jinlian Hu, Woodhead Publishing Ltd., 2008.
5. A Practical Guide to Textile Testing, Amutha.K, CRC Press, 2016
6. Textile Testing, Raul Jewel, APH Publishing Corporation, 2005
7. Advanced Textile Testing Techniques, Sheraz Ahmad et al., CRC Press, 2017.
8. <https://www.youtube.com/watch?v=jHbBofSXXcg>
9. <https://www.youtube.com/watch?v=1FYJeZbhgQA>
10. <https://www.youtube.com/watch?v=R5aHShd12vY>

## **COURSE OUTCOMES:**

- Understand about the importance of quality control
- Acquire knowledge about working of fibre testing instruments
- Understanding the working principles of yarn testing instruments
- Explain the working principle for fabric quality checking instruments
- Acquire Knowledge about fabric handling property testing.

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**Third Year**

**CORE PRACTICAL V  
FASHION PORTFOLIO  
(Practical)**

**Semester V**

**Code**

**Credit 5**

**COURSE OBJECTIVES:**

- Create garment collection based on an inspiration / theme
- Understand the different type of boards
- Evaluate various techniques to relate design development

**Unit - I:**

1. Trend forecasts
2. Theme write up
3. Mood board

**UNIT - II:**

1. Theme board
2. Color board
3. Customer Profile

**UNIT - III:**

1. Fabric sourcing – swatches
2. Design development
3. Illustration with backdrops

**UNIT - IV:**

1. Specification Sheet1
2. Pattern making

**UNIT - V:**

1. Garment construction
2. Final presentation

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Regular Laboratory experiment
2. Group work
3. Internal tests
4. End Semester Exam

**REFERENCES:**

1. Campbell, Det. Al (2001): How to develop a professional portfolio: Allyn & Bacon by Waterier, John W.
2. Seivewright Simon 2012, Basics Fashion Design -Research and Design, Bloomsbury Publication India. Wear – Third Edition, Black Well Publishing, New Delhi, 2007.
3. Aspelund Karl, 2010, Design Process, Fairchild Publication.

4. Portfolio Presentation for Fashion Designers., Linda Tain, PDF –e BOOK.
5. Design Your Fashion Portfolio Paperback – 1 Steven Faerm, A & C Black Publishers Ltd, 2012.
6. [https://www.apparesearch.com/fashion/designer/name/a/anna\\_sui/spring\\_fashions\\_anna\\_sui\\_fas](https://www.apparesearch.com/fashion/designer/name/a/anna_sui/spring_fashions_anna_sui_fas)
7. <https://fashionandillustration.com/en/how-to-make-a-fashion-collection/>
8. <http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=827>
9. [https://www.apparesearch.com/fashion/designer/name/a/anna\\_sui/spring\\_fashions\\_anna\\_sui\\_fas](https://www.apparesearch.com/fashion/designer/name/a/anna_sui/spring_fashions_anna_sui_fas)

**COURSE OUTCOMES:**

- Develop the abilities to support the design careers
- Understand different type of boards
- Evaluate various techniques related design development
- Estimating cost calculating methods for a specific design
- Design innovative style for different occasions.

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**Third Year**

**CORE PRACTICAL VI  
TEXTILE TESTING  
(Practical)**

**Semester V**

**Code**

**Credit 4**

**COURSE OBJECTIVES:**

- Understand techniques used to analyze textile fibers, yarns and fabrics
- Identify natural and synthetic textile fibers
- Acquire knowledge in various properties of textile and related

**UNIT – I Determining of:**

1. Fiber length and uniformity
2. Fiber fineness.
3. Fiber strength

**UNIT – II Determining of:**

1. Moisture content.
2. Roving and yarn count
3. Lea strength / single yarn strength and elongation

**UNIT – III Determining of**

1. Yarn twist
2. Yarn crimp

**Unit - IV: Determining of**

1. Fabric strength count and bursting strength
2. Fabric abrasion resistance.
3. Fabric drape

**UNIT – V Determining of:**

1. Fabric stiffness
2. Fabric thickness.

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Regular Laboratory experiment
2. Group work
3. Internal tests
4. End Semester Exam

**REFERENCES:**

1. Principles of textile testing by J.E. Booth., C.B.S., publishers & distributors, New Delhi, 1996.
2. Principles of Textile Testing: An Introduction to Physical Methods of Testing Textile Fibers, Yarns and Fabrics, J.E. Books, Butter worths, 1986.
3. Mishra S.P and Kesavan B.K, "Fibre Science", Kumarapalayam, S.S.M. Institute of Textile Technology

4. Fabric Testing, Ed. Jinlian Hu, Woodhead Publishing Ltd., 2008.
5. A Practical Guide to Textile Testing, Amutha. K, CRC Press, 2016
6. Textile Testing, Raul Jewel, APH Publishing Corporation, 2005
7. Advanced Textile Testing Techniques, Sheraz Ahmad et al., CRC Press, 2017.
8. <https://www.youtube.com/watch?v=jHbBofSXXKg>
9. <https://www.youtube.com/watch?v=1FYJeZbhgQA>
10. <https://www.youtube.com/watch?v=R5aHShd12vY>

**COURSE OUTCOMES:**

- Understand the quality concepts about the physical components of textile
- Evaluate the quality analysis of fibres, yarns and fabrics
- Analyze the quality parameters of fibres, yarns and fabrics for suitable end uses
- Compare the properties of different fibres, yarns and fabrics
- Discuss about the physical properties textile materials

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**COURSE OBJECTIVES:**

- Impart knowledge on the underlying concepts of marketing and fashion merchandising
- Familiarize with the fashion products, consumer, communications, research and forecasting
- Describe the role and types of merchandisers in the garment industry

**UNIT – I INTRODUCTION TO MERCHANDISING:**

Requirements of a merchandiser, Responsibilities of a merchandiser, merchandising terminology, 6 months merchandising plan-buying calendar

**UNIT – II TYPES OF MERCHANDISING:**

Export House – manufacturer Exporter-Merchant exporter – Buying house-Buying Agency –Types of Buying agency, Selection of Buyer's & Buying Agency, Functions of merchandiser in an Export house, buying house and buying agency, Importance of LC amendments

**UNIT – III IMPORTANCE OF COSTING IN APPAREL INDUSTRY:**

Elements of costing, fabric construction/GSM calculation, patterning vs. costing, fabric consumption calculation, fabric costing- woven and knits, value added materials in garments, Garment costing-men's style, ladies style, childrens style, shipping charges, trial costing

**UNIT – IV INTRODUCTION, MEANING, NATURE, FUNCTIONS, IMPORTANCE, MARKETING ENVIRONMENT:**

- Definitions of Marketing, Concept of Marketing,
- Marketing Mix
- Segmentation
- Targeting
- Positioning

Analysis of consumer markets and buyer behavior, criteria consumers use in fashion selection, Consumer identification with fashion life cycle, Merchandising the fashion life cycle, Understanding consumer behavior, Role of the Digital marketing (internet): technological development, development of ecommerce, different commercial models and diverse roles of websites.

**UNIT – V PRODUCT MIX:**

Product Mix, Product Life Cycle, New Product Development customer profiles, marketing research methods, test marketing, Types of Resident buying offices, Fashion consultant, trade publications.

## **UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component)
2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation)
3. End Semester Exam

### **REFERENCES:**

1. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in clothing Selection and Personal Appearance, Phullis Touchie Specnt, New Jersey, 2000.
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.
3. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation and Practice, Black Well Science Ltd, U.K, 2005.
4. Dudeja V.D., Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005
5. Marketing, Philip Kotler, Gary Armstrong, Veronica Wong, John Saunders, Pearson Education, India, 2008
6. Fashion- from Concept to Consumer, 9th Edition, Gini Stephens Frings, Pearson Education Ltd, Harlow, 2014.
7. Fashion Marketing Management, V. Ramesh And A. Arunraj Babu, Woodhead Publishing India, 2019.
8. <https://www.youtube.com/watch?v=ASO-Ud7tK3o>
9. <https://www.youtube.com/watch?v=Feubgid4VZI>
10. <https://www.youtube.com/watch?v=enPyrnXB8ZA>

### **COURSE OUTCOMES:**

- Understand the basic concepts of marketing and fashion merchandising
- Discover the importance of merchandisers and their types
- Explain about the costing procedure in garment industry
- Acquire knowledge about the concepts of pricing strategies
- Evaluate product pricing systems in fashion marketing.

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**Third Year**

**MAJOR BASED ELECTIVE I  
2) EXPORT DOCUMENTATION  
(Theory)**

**Semester V**

**Code**

**Credit 4**

**COURSE OBJECTIVES:**

- Enable students to know about scope of Fashion Business
- Understand the importance of fashion Communication & forecasting.
- Explain on Fashion communication and visual merchandising.

**UNIT – I Introduction to Export Market:**

Basics of international trade and its significance. Role of WTO and regional economic groups in international trade. International trade statistics of textiles and apparel. Prospects for Indian apparel exports and SWOT analysis.

**UNIT – II Export Business:**

Setting up of export business - export marketing organisation, product planning for export markets, export pricing and costing, International Commercial (Inco) Terms. Export correspondence - negotiations for export business.

**UNIT – III Trade:**

Domestic trade vs international trade, regional trade blocks, nature of foreign exchange market, main functions, business & environment – social & logical. Business.

**UNIT – IV Document:**

Export Procedure, Inspection and Customs Clearance procedures. Shipping formalities. Export Documentation - types - transport documents, commercial documents, and regulatory documents. Marine Insurance General Information on Shipping - Types of Containers - Containerization - Air Transportation. Export Packaging - Introduction - Mechanical tests - Climatic tests - International Care labelling. Negotiation of documents and realization of export proceeds, procedure for obtaining various export incentives.

**UNIT – V Exim policy:**

Exim policy of India. Various schemes for export promotion-duty drawback, duty exemption, duty remission. EOU, free trade zones, special economic zones, market access initiative, market development assistance, brand promotion, trading house, export houses, ware housing zones

## **UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component), 2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation). 3. End Semester Exam

### **REFERENCES:**

1. Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA.
2. Richard Hill, Ralph & James, Industrial Marketing, AITBS Pub., 1998.
3. Hearle JWS, Hines Tand Suh M, “Global Marketing of Textiles”, Journal of The Textile Institute (Special Issue) 1997.
4. “Globalization: Technological, Economic and Environmental Imperatives”, the Textile Institute, 1995.
5. Dickerson, Textiles & Apparel, in the Global economy, Prentice Hall, 3rd ed, 1998.
6. Darlie Koshy, Effective export marketing of Apparel, Global business press, 1996.
7. Hand Book of Import and Export Procedures, Paras Ram, EIILM University, Sikkim, 2001.
8. Balagopal TAS, “Export Marketing“, Himalayan Publishing House, 2005.
9. Francis Cherunilam, ‘International Trade and Export Management’ HPH, 2004Govt.ofIndia’s, “Foreign Trade Policy”,2007.
10. <https://www.dgft.gov.in/CP/?opt=ft-policy>

### **COURSE OUTCOMES:**

- Demonstrate knowledge on need for exports and export trade statistics
- Demonstrate knowledge on need for exports and export trade statistics
- Identify the functions of international trade.
- Demonstrate knowledge in export documentation and procedures.
- Examine the EXIM policy and export promotion schemes.

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**Third Year**

**SKILL BASED ELECTIVE I  
FASHION BUSINESS  
(Theory)**

**Semester V**

**Code**

**Credit 2**

**COURSE OBJECTIVES:**

- Learn the basic concepts and terms in fashion business
- Understand the importance of fashion communication and forecasting.
- Explain the role of fashion communication and visual merchandising in fashion business

**UNIT – I FASHION COMMUNICATION FASHION:**

Communication Process, Need of fashion communication in fashion industry. Problems and Networks. Fashion Verbal Communication. Language as a vehicle of communication, Non-Verbal Communication.

**UNIT – II INTER PERSONAL COMMUNICATION:**

Study and practical of inter-personal, small group and presentation skills essential to effective social, business and professional interaction. Fashion Communicative devices in commercial publicity: letter styles, designs, pictorial presentation, slogans, colour variations.

**UNIT – III CULTURAL AND INTER CULTURAL COMMUNICATION:**

Cultural and intercultural communication theory and behavior, development of specific communication skills for effective inter-cultural communication.

**UNIT – IV FASHION FORECASTING & VISUAL MERCHANDISING:**

Fashion Forecasting – Need for forecasting – Forecasting agencies – Role of forecasting agencies – Fashion direction and recent trends. Visual Merchandising: Design strategy, fashion styling, publication design, prop design, set design.

**UNIT – V FASHION BUSINESS:**

Business of fashion, Scope, forms of business ownership, growth and expansion. Industry trends, Market weeks, Trade shows, Development of regional fashion centers, Fashion advertising

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component)
2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation)
3. End Semester Exam

## REFERENCES:

1. Houp, Kenneth and Thomas, Reporting Technical Information, Mc Millan Publishing Co., Inc Newyork, 1980
2. Zane K. Quible, Margaret H. Johnson, Dennis L. Mott, (1981) Introduction to Business Communication, Prentice Hall., USA. I3.nside the Fashion Business, 7<sup>th</sup> edition, Bennet, Coleman and O Ltd, Mumbai, 1998
3. Beer, David. P, Writing and Speaking in the Technology Professions A Practical Guide, The Institute of Electrical and Electronics Engineering. Inc., New York, 1982.
4. Easey M, Fashion Marketing, Blackwell Sciences, 1994.
5. Kitty G. Dickerson,(2002) Inside the Fashion Business, 7<sup>th</sup> Edition published by Prentice Hall, USA.
6. Visual Merchandising and Display, 6<sup>th</sup> edition, Martin M. Pegler, Fairchild Books, UK, 2011.
7. Fashion Marketing Communications, Gaynor Lea, Greenwood Publications, US, 2013.
8. Fashion from Concept to Consumer, 9th edition, Gini Stephens Fringes, Pearson Education Ltd, Harlow, 2014.
9. <https://design.careers360.com/articles/know-all-about-fashion-communication#%3A~%3Atext%3DFashion%20communication%20is%20a%20specialised%2Cthe%20fashion%20and%20lifestyle%20industry>
10. <https://study.com/academy/lesson/what-is-visual-merchandising-definition-objectives-types.html>

## COURSE OUTCOMES:

- Apply various effective communication methods between buyer and consumer
- Develop interpersonal communication skill for fashion business
- Compare inter and intra cultural environment in fashion business.
- Understand the methods used in fashion forecast.
- Analyze various levels of fashion business.

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**COURSE OBJECTIVES:**

- Learn the elements of woven design
- Study the different types of weaves
- Understand the draft and lifting plan

**UNIT – I:**

Elements of woven design-methods of fabric representation-weave repeat unit-draft and lifting plan- construction for elementary weaves-plain warp rib-weft rib-twill-modification of twills-satin & sateen weaves-their derivatives.

**UNIT – II:**

Ordinary and brighten comb-its modification- huck a back-its modification-crepe weave –mock leno.

**UNIT – III:**

Extra warp & extra weft figuring-single & live colours—backed fabrics-warp and weft backed fabrics. Bedford cords.

**UNIT - IV:**

Pile fabrics-basic structure-twill back & satin back-weft pile length density-and fastness of pile-teny pile-3pile-4pile-and 6 pile.

**UNIT - V:**

Double cloth-classification-self stitched-face to back-back to face-stitched double cloth warp and weft center stitched double cloth-Triple cloth.

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component)
2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation)
3. End Semester Exam

**REFERENCES:**

1. Groscik Z, “Watson's Advanced Textile Design”, Universal Pub. Corp. Mumbai, 2004.
2. Shababane and Blinoue, “Design of woven fabrics”, Mir Publication, Moscow, 1988.
3. Lord & Mohammed, “Weaving conversion of yarn to fabric”, Merrow Publications, London, 2005.

4. Goerner D," Woven Structure and Design", part I & II, WIRA & BTRA, 1989.
5. Grosicki Z J, "Watson's Textile Design and Colour: Elementary Weaves and Figured Fabrics", Woodhead Publishing Limited, India, 2004.
6. Gokarneshan N," Fabric structure and design", New age international P. Ltd, New Delhi, 2011.
7. <http://www.warporweft.com/types-of-loom>
8. [https://textilelearner.blogspot.com/2011/06/weaving-weaving-mechanism\\_643](https://textilelearner.blogspot.com/2011/06/weaving-weaving-mechanism_643)
9. <https://textilelearner.blogspot.com/2012/07/basic-woven-fabric-structure-plain>
10. <http://textilefashionstudy.com/category/fabric-manufacturing-technology-2>

### **COURSE OUTCOMES:**

- Classify different types of weaves.
- Draw the design, draft and peg plan of weaves.
- Differentiate between different types of weaves.
- Understand the properties of woven fabrics
- Construct different types of weaves.

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**Third Year**

**CORE COURSE VIII  
QUALITY AND COST CONTROL  
(Theory)**

**Semester VI**

**Code**

**Credit 5**

**COURSE OBJECTIVES:**

- To know about raw material quality control Specifications.
- To understand the importance of quality control in textiles and apparel industries.
- To study the different quality management systems

**UNIT – I Basics of Quality Control:**

Quality-Definition-Importance-Variou factors influencing quality- quality circle - Different Quality concepts-Seven management tools. AQL- Online and off line inspection Procedures-Bench marking  
Quality Control of Raw Material.

**UNIT – II Quality Control System:**

Training Quality Control Personnel – The Quality Standard Control – Quality Control Inspection, Procedures for processing – Quality control of finished garments – Quality Control for Packaging, Warehousing and shipping – Statistical Quality Control, Sampling plans. Apparel defects-minor, major and critical defects.

**UNIT – III Basics of Production control:**

Function of Production control – Production, Analysis – Quality Specifications – Quantitative specifications – Scope of Apparel Manufacturing Activity – Co-ordinating departmental Activities – Quality system –Documentation

**UNIT – IV Production Control System:**

Type of Control forms – Basic Production Systems –Principles for Choosing a Production System, supply chain management, Flow Process Grids and Charts  
Scheduling for manufacturing, Total quality management

**UNIT – V Cost Control:**

Function of Cost Control: Types of Costs and Expenses – Apparel Manufacturing Cost Categories – Sales Cost Control – Purchasing Cost Control – Production Cost Control – Administration cost control – the manufacturing Budget – Cash flow Control – Standard Cost Sheet, Break-Even Charts.

## **UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component), 2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation), 3. End Semester Exam

### **REFERENCES:**

1. Patty Brown, Janett Rice, -Ready to wear apparel analysis, Prentice Hall, 1998.
2. Apparel Manufacturing Analysis, Solinger, Jacob, New York, Textiles books, 1961.
3. Managing Quality In The Apparel Industry, Pradip V Mehta, Sathish K Bhardwaj, New Age International, 1998
4. Salinger, Jacob Apparel, "Manufacturing Analylsis", New York, Textile Books Futs, 2001.
5. Introduction to Clothing Production Management, A.J. Chuter, Second Edition, Black Well Publishing, Second Edition, 2004.
6. Apparel Merchandising, Robin Mathew, First Edition, Book Enclave Publishing, 2008.
7. Textile Industry Development and Growth, Satish Tiwari, First Edition, Anmol Publications Pvt. Ltd., 2000.
8. <https://www.youtube.com/watch?v=QxGDn1FjnIE>
9. <https://www.youtube.com/watch?v=U8ImBMATfPI>

### **COURSE OUTCOMES:**

- Define and establish quality standards
- Describe functions of quality control
- Analyze on garment cost and cost control
- Appraise on different quality management systems
- Evaluate the quality based on the parameters.

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**Third Year**

**CORE PRACTICAL VII  
ADULT'S GARMENT  
(Practical)**

**Semester VI**

**Code**

**Credit 4**

**COURSE OBJECTIVES:**

- Design and create different types of patterns for adult apparel.
- Suggest suitable fabrics, colors and designs for adult apparel.
- Learn the drafting procedure for different types of adults wear.

**UNIT - I:**

1. Saree petticoat – Six panel, Decorative Bottom
2. Blouse – Front/Back Open, Fashioned Neck, with sleeve

**UNIT - II:**

1. Salwarkameez / Churidhar
2. Night Dress/House Coat

**UNIT - III:**

Kurtha/Pyjama

**UNIT - IV:**

1. Full Sleeve- shirt with yoke, Collar, Pocket
2. Pant

**UNIT - V:**

Party wear or fashionable wear for women/men

**Unit – VI Current Contours (For continuous internal assessment only):**

1. Regular Laboratory experiment
2. Group work
3. Internal tests
4. End Semester Exam

**REFERENCES:**

1. Pattern maker with Marie Clayton,(2008) Make your own clothes – 20 custom fit pattern to sew, Collins & Brown, London.
2. Hillary Campbell,(2003) Designing Patterns – Om Book Services, New Delhi,.
3. Helen Joseph, (2000), Pattern Making for Fashion design, Armstrong pearson Education, New Delhi
4. Zarpark K. R., (2005), System of Cutting, Navneet Publications India.
5. Winifred Adrich, (2004), Metric Pattern Cutting for menswear, Blackwell publishing, Om Books International, New Delhi.
6. Cutting and tailoring Course Gayatri Verma & Kapil Dev, Computech Publications, 2009.
7. <https://www.dei.ac.in/dei/distanceEducation/index.php/self-learning->

[material](#)

8. <https://www.coroflot.com/SnehaMurali/Garment-Construction-Kids-and-Women>
9. <https://www.youtube.com/watch?v=nI-ShbmnuVg>
10. <https://www.youtube.com/watch?v=zLkNgkzx-wI>

**COURSE OUTCOMES:**

- Create pattern for adult's wear.
- Understand the methods of styling adult's wear.
- Develop modern adult's wear.
- Choose suitable fabric, color and design for adult wear based on one's physical structure.
- Apply accessories to enhance adult wear.

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**Third Year**

**MAJOR BASED ELECTIVE II**

**Semester VI**

**1) FABRIC CARE**

**Code**

**(Theory)**

**Credit 4**

**COURSE OBJECTIVES:**

- Study of different industry materials for cleaning, pressing and finishing textiles.
- To learn the appropriate equipment and procedures for the care of textile products.
- To understand the symbols used in textile care labeling system at an international level.

**UNIT – I Laundry Soaps:**

Water – Hard and Soft water, methods of softening water. Laundry soaps- types of soap, Manufacture of soap, composition of soap, properties of soap. Soap less detergents - Detergent, Manufacture, merits and demerits of detergent

**UNIT – II Laundry Equipment:**

Laundry equipment – for storage, steeping and washing. Types of equipment's – wash board, suction washer, wash boiler, washing machine. Drying equipment's – outdoor and indoor types. Irons and ironing board – Types.

**UNIT – III Stiffening:**

Stiffening agents - starch and other stiffening agents, preparation of starch. Bleaching agents - \*Types of Bleaching agents. Grease Removers - Grease solvents-Grease Absorbents. Laundry blues and their application - Optical blues.

**UNIT – IV Washing:**

Principles of washing, kneading and squeezing. Methods of finishing - Laundering & their principles -Damping, ironing, pressing, steaming, mangling, calendaring - care & cleaning of irons. Laundering of different fabrics – Cotton, Linen, Woolens, Colored fabrics, Silks and Rayon.

**UNIT – V Dry Cleaning:**

Dry cleaning-Definition and its types. Stain Removal - Classification into Animals, vegetables, Grease, Dye & Mineral stains - scorch and Grass stains - General rules and ways of stain removal.

## **UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component), 2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation) 3. End Semester Exam

### **REFERENCES:**

1. Textiles fabrics and their Selection – Wingate I B, Allied publishers Ltd, Chennai.
2. Fundamentals of Textiles and their Care- Susheela Dantyagi, Orient Longmann Ltd (1980).
3. Family Clothing – Tate of Glession, John Wiley & Sons I n c, Illinois.
4. Household Textiles and Laundry Work – Durga Duelkar , Amla Ram & Sons, Delhi
5. Singer sewing, clothing care and Repair
6. Fundamentals of Textiles and their Care Unknown Binding – 1 January 1996 by Dantyagi (Author)
7. Clothing Care Manual Paperback – Import, 7 April 2014 by Isabel Makwara Mupfumira & Nyaradzo Jinga
8. Apparel Finishing and Clothing Care Woodhead Publishing India Pvt Ltd 2020
9. [https://www.nios.ac.in/media/documents/SecHmscicour/english/Home%20Science%20\(Eng\)%20Ch-9.pdf](https://www.nios.ac.in/media/documents/SecHmscicour/english/Home%20Science%20(Eng)%20Ch-9.pdf)
10. <https://www.sps186.org/downloads/basic/275438/Caring%20for%20Clothing%20Reading.pdf>

### **COURSE OUTCOMES:**

- Understand the different types of Laundry reagent and Soaps
- Classify laundering equipment & its types.
- Describe about stiffening agents.
- Recognize the principles of washing & Finishing.
- Develop the ability to fabric stain and its removing process.

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## 2) APPAREL COSTING

Code

(Theory)

Credit 4

**COURSE OBJECTIVES:** The main objectives of this course are to:

- Impart learning about principles of costing and budgeting
- Impart learning about costing procedure for various garment styles
- Impart learning about costing procedure for export and domestic products

**UNIT – I Elements of Cost:**

Principles of costing - requirements of good costing system - cost unit - types of costs - Elements of cost - direct material cost - direct expenses - direct wages - indirect materials - indirect expenses - indirect labour - overheads –allocation of overheads –accounting of prime cost and overhead cost – cost sheet preparation - cost of production - total cost. INCO terms & its relationship with costing.

**Unit – II Budgeting:**

The budgeting process: Budgeting principles for the apparel industry- types of budgets-Fixed vs. variable budget - Master budget-laminations of budgets- any justification effort -Planned Vs Actual Cost. Budgeting and control in apparel industry.

**UNIT – III Fabric Cost Estimation:**

Cost estimation of yarn-knitted fabric-dyeing, printing and finishing. Woven fabric costing: fabric types-yarn consumption-weaving price. Cost estimation for cutting-stitching-checking-packing- forwarding, shipping, and insurance. costing of apparel – woven-knits of various styles-accounting of prime costs and overhead costs-allocation of overheads-cost control-cost sheet preparation

**UNIT – IV Factory Cost Estimation:**

Estimation of factory cost for Woven and Knitted – vest-briefs-shorts-t-shirts-pyjamas- children’s wear-ladies wear-woven shirt-woven tops & bottom. Various factors to be considered in costing for domestic products and international products.

**UNIT – V Pricing:**

Determining Pricing of apparel products: Price elasticity of demand and supply-sample costing marginal revenue and marginal cost-cost plus pricing methods; Full cost pricing-conversion cost pricing-differential cost pricing-variable cost pricing-direct cost pricing-derivation of cost of apparel products-woven/knits.

## UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):

Tests, Assignments, Seminar, Expert Lectures, Online seminar-Webinars

### REFERENCES:

1. **Krishnakumar M, (2015)**, Apparel Costing, Abhishek Publications, Chandigarh.
2. **Andrea Kennedy, Andrea Reyes, Francesco Venezia, (2020)**, Apparel Costing, Bloomsbury Visual Arts, New York.
3. **Krishnakumar M, (2012)**, Apparel Costing, A functional Approach, Abishek Publications, Chandigargh.
4. **Aswat Damodaran, (2000)**, Corporate Finance Theory and Practice, John Wiley & Sons.
5. **James C, Van Home, (1980)**, Financial Management and Policy, Prentice Hall of India Pvt. Ltd, New Delhi.
6. **Thukaram Rao M.E, (2004)**, Cost and Management Accounting, New Age International, Bangalore.
7. **Khan and Jain, (2001)**, Basic financial Management and Practice, Fifth Edition, Tata McGraw Hill, New Delhi.
8. Pandey I. M, (1999), Financial Management, Vikas Publishing House Pvt. Ltd, New Delhi,
9. **Prasanna Chandra, (2001)**, Financial Management, Theory and Practice, Tata McGraw-Hill Publishing Company Ltd, 5th Edition, New Delhi.
10. **Adithan M, (2015)**, Process Planning and Cost Estimation, New Age International Pvt.Ltd, New Delhi.
11. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-cost-costing-and-cost-accounting/>
12. <https://corporatefinanceinstitute.com/resources/knowledge/finance/budgeting/>
13. <https://efinancemanagement.com/budgeting>
14. <https://theinvestorsbook.com/pricing-methods.html>
15. <https://www.yourarticlelibrary.com/marketing/pricing/pricing-objectives-top->
16. [top-](https://www.yourarticlelibrary.com/marketing/pricing/pricing-objectives-top-)

### COURSE OUTCOMES:

Upon successful completion of this course the students would be able to:

- Understand the elements of cost in pricing apparels
- Learn about the Budgeting process
- Learn about the cost estimation techniques for various fabrics
- Evaluate the factory cost of the garment
- Learn about the pricing of garments..

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**Third Year**

**PROJECT**

**Semester-VI**

**Code:**

**Credit: 3**

The candidate shall be required to take up a Project Work by group or individual and submit it at the end of the final year. The Head of the Department shall assign the Guide who, in turn, will suggest the Project Work to the students in the beginning of the final year. A copy of the Project Report will be submitted to the University through the Head of the Department on or before the date fixed by the University.

The Project will be evaluated by an internal and an external examiner nominated by the University. The candidate concerned will have to defend his/her Project through a Viva-voce.

**ASSESSMENT/EVALUATION/VIVA VOCE:**

1. PROJECT REPORT EVALUATION (Both Internal & External)

I. Plan of the Project - 20 marks

II. Execution of the Plan/collection of Data / Organisation of Materials / Hypothesis, Testing etc. and presentation of the report. - 45 marks

III. Individual initiative - 15 marks

2. Viva-Voce / Internal & External - 20 marks

**TOTAL - 100 marks**

**PASSING MINIMUM:**

Project	<b>Vivo-Voce 20 Marks</b> 40% out of 20 Marks (i.e. 8 Marks)	<b>Dissertation 80 Marks</b> 40% out of 80 marks (i.e. 32 marks)
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A candidate who gets less than 40% in the Project must resubmit the Project Report. Such candidates need to defend the resubmitted Project at the Viva-voce within a month. A maximum of 2 chances will be given to the candidate.

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**Third Year**

**SKILL BASED ELECTIVE II  
ENTREPRENEURSHIP DEVELOPMENT  
(Theory)**

**Semester VI**

**Code**

**Credit 4**

**COURSE OBJECTIVES:**

- To develop entrepreneurship skills among the students in Fashion industry.
- To familiarize the students with the process and procedure of setting up, new enterprises.
- To know about intellectual property rights.

**UNIT – I Scope of Entrepreneurship:**

Introduction to entrepreneurship, development of entrepreneurship, role of entrepreneurs in development of apparel and fashion industry, entrepreneurship with reference to fashion and apparel industry in India.

**UNIT – II Organizations:**

Entrepreneurial support by state, central financial institutions, organizations. Government policies with reference to textile and apparel industry.

**UNIT – III Entrepreneurship in Apparel Industry:**

Business planning – Starting a new venture related to apparel industry, essentials of a successful centre; Location & plant layout-factors, influencing plant location, building, structure, lighting, ventilation, material handling, availability of labour, material management and transportation.

**UNIT – IV Management of New Enterprises:**

Financing of enterprise-various forms ownership of business- knowledge on various forms of taxation by government .Income tax Excise duty, TIN, GST Sales Tax, Customs duty, Surcharge, registration and licensing fees- growth strategies- Corporate social responsibility causes and prevention of sickness in industry

**UNIT – V Intellectual Property Rights:**

Intellectual property rights laws in India -patent-trade marks-industrial design-copy rights-need and benefits of registration IP-WIPO and its activities-TRIPS Agreement-Government support to MSME for registration of IP

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

1. Continuous Assessment Test I, II (Theory component), 2. Open Book Test, Cooperative Learning Report, Assignment, Group Presentation, mini Project, Poster Preparation), 3. End Semester Exam.

## **REFERENCES:**

1. Chunawalla S.A. Sales Management, Himalayan publishing House, New Delhi, 1999.
2. Dr.N. Rajan Nair, Sajith R. Nair Marketing, Sutanchand and Sons, New Delhi, 2002.
3. Vasant Desai, Project Management and entrepreneurship, Himalaya Publishing House, New Delhi, 2009.
4. David H.Moli, Entrepreneurship, prentice Hall of India, New Delhi, 1999.
5. Frank Jerkins, Advertising, prentice Hall of India, New Delhi, 2000.
6. Raja Gopal, Entrepreneurship & Rural markets
7. H.B.S. press, Harward Business Review on Entrepreneurship Harward business review, USA
8. Michele Gananger, Fashion Entrepreneurship Retail Business planning.
9. Harrel W. For Entrepreneurs only. Career Publishing
10. Jain G R & Gupta D, New Initiatives in Entrepreneurship Education & Training.
11. <http://www.indiainbusiness.nic.in/>

## **COURSE OUTCOMES:**

- Recognize the factors affecting Entrepreneurship growth and their problems
- Outline the importance of Entrepreneurial Development programmes
- Describe the Business identification, selection and formulation procedure.
- Indicate the role of government in entrepreneurial development.
- Underline the basis of intellectual property rights in India.

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