



RATHINAM COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

B.SC (COSTUME DESIGN & FASHION)

SCHEME OF EXAMINATION: CBCS PATTERN
(WITH TWO SEMESTER LANGUAGE PAPER)

**(APPLICABLE TO STUDENTS ADMITTED FROM THE ACADEMIC YEAR
2013 – 2014 ONWARDS)**

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Part	Study Components	HRS / WEEK	Examinations				CREDIT
			Dur	CIA	ESE	Total	
SEMESTER-I							
I	LANGUAGE-I	6	3	25	75	100	4
II	ENGLISH-I	6	3	25	75	100	4
III	CORE PAPER I- FUNDAMENTALS OF APPAREL DESIGN	4	3	25	75	100	4
III	CORE PAPER II- PRINCIPLES OF PATTERN MAKING	4	3	25	75	100	4
III	CORE PRACTICAL I- FUNDAMENTALS OF APPAREL DESIGN	4	3	40	60	100	2
III	ALLIED-I BASIC ILLUSTRATION PRACTICAL	4	3	40	60	100	4
IV	Environmental Studies*	2	3	-	50	50	2
SEMESTER-II							
I	LANGUAGE-II	6	3	25	75	100	4
II	ENGLISH-II	6	3	25	75	100	4
III	Core Paper III- Fashion Designing	3	3	25	75	100	3
III	Core Practical II- Fabric Structure and Design	3	3	40	60	100	3
III	Core Practical III- Children's Apparel Construction	6	4	40	60	100	3
III	Allied-II Fabric Structure and Design	4	3	25	75	100	4
IV	Value Education – Human Rights *	2	3	-	50	50	2

SEMESTER-III							
III	CORE PAPER IV- WET PROCESSING	4	3	25	75	100	3
III	CORE PRACTICAL IV- WET PROCESSING	4	3	40	60	100	3
III	CORE PAPER V - FASHION MERCHANDISING	5	3	25	75	100	3
III	CORE PRACTICAL V- WOMEN'S APPAREL	7	4	40	60	100	4
III	ALLIED-III TEXTILE SCIENCE	5	3	25	75	100	4
IV	Skill based Subject : BASIC DRAPING	3	3	40	60	100	3
IV	Tamil ** / Advanced Tamil ** (OR)						
	Constitution of India*/Communicative English-I *	2	3	-	50	50	2
SEMESTER-IV							
III	CORE PAPERS VI- APPAREL MERCHANDISING	4	3	25	75	100	3
III	CORE PRACTICAL VI- COMPUTER FUNDAMENTALS	6	3	40	60	100	4
III	CORE PAPER VII - APPAREL QUALITY CONTROL	3	3	25	75	100	3
III	CORE PRACTICAL VII- MEN'S APPAREL	6	4	40	60	100	4
III	ALLIED-IV - TEXTILE FINISHES	6	3	25	75	100	4
III	SUMMER INDUSTRIAL PROGRAMME@	-		20	80	100	3
IV	Skill based Subject : SURFACE EMBELLISHMENT	3	3	40	60	100	3
IV	Tamil ** / Advanced Tamil ** (OR) Non-major elective - II						
	General Awareness */Communicative English -II*	2	3		50	50	2
SEMESTER-V							
III	CORE PAPER VIII - ACCOUNTS	5	3	25	75	100	3
III	CORE PRACTICAL VIII – PORTFOLIO	3				100	3
III	CORE PRACTICAL IX– ORNAMENTS & ACCESSORIES	6	4	40	60	100	4
III	ELECTIVE-I	6	3	25	75	100	4
III	CORE PRACTICAL X - COMPUTER AIDED DESIGNING	3	3	40	60	100	3
IV	Skill based Subject : ADVANCE PRINTING	5	3	25	75	100	4
	PLACEMENT TRAINING	2	-	-	-	-	-

SEMESTER-VI							
III	CORE PAPER IX - KNITTING	5	3	25	75	100	4
III	ELECTIVE - II	5	3	25	75	100	3
III	CORE PRACTICAL XI – TEXTILE PRINTING	5	3	40	60	100	3
III	ELECTIVE-III	4	3	25	75	100	3
III	MINI PROJECT REPORT – RESEARCH PAPER	5		20	80	100	6
IV	Skill based Subject : COMPUTER AIDED PATTERN MAKING	4	3	40	60	100	3
	PLACEMENT TRAINING	2	-	-	-	-	-
V	EXTENSION ACTIVITY **	-		50	-	50	2
TOTAL						4050	140

Note

* No Internal Examinations only External Examinations

** No External Examinations only Internals Examinations

@ Vocational Industrial Training

List of Elective Papers	
Elective-I	A. FABRIC PRODUCTION & PROCESSING
	B. Technical Textiles
	C. ENTREPRENEURIAL DEVELOPMENT
Elective-II	A. VISUAL MERCHANDISING
	B. APPAREL MARKETING
	C. BUSINESS FINANCE
Elective-III	A. EXPORT ANALYSIS AND DOCUMENTATION
	B. ORGANIZATION OF GARMENT UNIT
	C. INDUSTRIAL ENGINEERING

SEMESTER-I - Core Paper-I
FUNDAMENTALS OF APPAREL DESIGNING

Goal: Trouble shooting of sewing machines and components of apparels should make a useful foundation for continued professional development.

Objective:

- Help to learn about the parts and functions of a sewing machine.
- Understanding about the types of decorations which can be done with the help of fabrics.
- Help to learn about the types and methods of plackets.
- Understand the types of sleeves, collars, pockets, yokes.

UNIT-I

Parts and functions of a single needle machine, essential tools – cutting tools, measuring tools, marking tools, general tools, pressing tools, seams and seam finishes – types, working of seams and seam finishes Hems – types, stitches used.

UNIT-II

Fullness- definition, types. Darts, tucks, pleats, flares and godets, gathers and shirrs, frills or ruffles, flounces, facings – bias facing, shaped facing and decorative facing. Binding – single bias binding, double bias binding.

UNIT – III

Plackets – definition, characteristics of a good placket, types – inconspicuous placket and conspicuous plackets. Method of constructing the same. Fasteners – conspicuous (Button and button-holes, button loops, button with holes, shank buttons, eyelets and cords). Inconspicuous (press buttons, hooks and eyes, zips).

UNIT – IV

Sleeves – definition, types, set-in-sleeves – plain sleeve, puff sleeve, bishop sleeve, bell, circular. Modified armhole – squared armhole. cap sleeve and Magyar sleeve. Sleeve and bodice combined – raglan, kimono and dolman. Yokes – types, simple yoke, yoke with fullness within the yoke, yoke supporting/ releasing fullness.

UNIT-V

Collars – definitions, types, peter pan, scalloped, puritan, sailor, square, rippled, full shirt collar, open collar, Chinese, turtle neck, shawl collar pockets – types – patch pocket, bound pocket, pocket in a seam, front hip pocket.

REFERENCE:

1. Practical Clothing Construction – Part I and II, Mary Mathews, Cosmic Press, Chennai (1986)
2. The Complete Book of Sewing – Dorling Kindersley Limited, London (1986)
3. Sewing and Knitting – A Readers Digest, step- by – step guide, Readers Digest Pvt Ltd, Australia.

SEMESTER-I
Core Paper-II PRINCIPLES OF PATTERN MAKING

Goal: It will discuss about measurements and its importance. It gives a basic knowledge about the Patterns and its types. Further it enables to bring out new styles of patterns and fitting techniques with a basic knowledge of fabric

Objective:

- Help to learn how to take body measurements
- Understanding about the basic pattern.
- Help to learn about the fitting techniques
- Understand about the pattern alterations and grading

UNIT-I

Body measurement –importance, preparing for measuring, ladies measurements, boys and men’s measurements. Standardizing body measurements –importance, techniques used. Relative length and girth measures in ladies /gentlemen Preparation of fabric for cutting –importance of grain in cutting and construction, steps in preparing the fabric for cutting.

UNIT-II

Pattern making –method of pattern making – (Drafting and draping),merits and demerits. Types of paper patterns (Patterns for personal measurements and commercial patterns) Principles of pattern drafting. Pattern details, steps in drafting basic bodice front and back and sleeve.

UNIT-III

Styles created by shifting of blouse darts , adding fullness to the bodice, converting darts to seam and partial yokes and incorporating darts in to seams forming yokes. Fitting - Standards of a good fit , steps in preparing a blouse for fitting , checking the fit of a blouse, solving fitting problems in a blouse ,fitting techniques.

UNIT- IV

Pattern alteration –importance of altering patterns, general principles for pattern alteration, common pattern alteration in a blouse. Pattern grading –definition , types , manual –master grades, basic front ,basic back basic sleeve, basic collar and basic grading.

UNIT-V

Pattern layout- definition, purpose, rules in layout, types of layouts for length wise stripped designs, fabric with bold design, asymmetric designs, one way designs. What can be done if cloth is insufficient , fabric cutting ,transferring pattern marking, stay stitching, ease stitching.

Reference:

1. Practical clothing construction -part I and part-II Mary Mathews, cosmic press Chennai (1986)
Pattern Grading for women’s clothing,
2. The technology of sizing –Gerry cooklin ,Blackwell Science Ltd (1990)
3. Zarapker system of cutting –zarapker. K. r., Navneet publications Ltd.

SEMESTER-I
Core Practical-I
FUNDAMENTALS OF APPAREL DESIGNING PRACTICALS

1. Preparation of samples for seam and seam finishes.
2. Preparation of samples for hems
3. Preparation of samples for fullness
4. Preparation of samples for facing and binding.
5. Preparation of samples for plackets and fasteners
6. Preparation of samples plain sleeve, puff sleeve (any one type), raglan sleeve.
7. Preparation of samples yoke with fullness within the yoke yoke supporting fullness.
8. Preparation of samples peter pan collar , full shirt collar, shawl collar
9. Preparation of samples patch pocket, bound pocket.

SEMESTER I
ALLIED PAPER I
BASIC ILLUSTRATION – PRACTICAL

Unit I

Lines and line drawings – object drawing and perspective view drawings, enlarging and reducing motifs. Learning the usage of various drawing and sketching mediums- pencils, ink, charcoal, brushes, crayons, water color and poster colors.

Unit II

Drawing a stick figure for both normal and fashion figure. Forming a fleshy figure over a stick figure.

Unit III

Dividing the figure into various parts using lines like plumb line, center front line, Princess line, waistline, side seam, armholes, jewel neckline, panty line, bust line etc., Practicing the art of creating textures.

Unit IV

Illustrating pattern details- pockets, sleeves, yokes, skirts, trousers, tops etc., Illustrating different type of ornaments and accessories.

Unit V

Illustrating details of ruffles, cowls, shirring, smocking, quilting, draping, gathers, pleats, frills and flounces. Basic concept and types of silhouette.

RERERENCES:

1. Fashion Design Drawing & Presentation, Ireland Patrick John.
2. Fashion design Illustration: Children, Ireland Patrick John,
3. Fashion Design Illustration : Men, Ireland Patrick John
4. Fashion Design illustrations, Ritu
5. Foundation in fashion design and illustration – Julian Seaman.

**SEMESTER II
CORE PAPER-III
FASHION DESIGNING**

Goal: It discuss about designs, wardrobe and fashion terms. Further it enables to learn about colour harmony. It also deals with unusual figures and its garment designing. It also helps to learn about designing garments for different occasions.

Objective:

- Help to learn about terms related to fashion industry
- Understanding about designs and its elements

UNIT I

Terms related to the fashion industry – fashion, style, fad, classic, and collection, chic Custom made , mannequin , fashion , show, trend, forecasting, high fashion, fashion cycle, haute couture, couture, couturier, fashion director, fashion editor, line, knock-off avant garde, bridge, buying house, apparel, fashion merchandising, pre – a – porter, sample.

UNIT II

Design- definition and types – structural and decorative design, requirements of a good structural and decorative design. Elements of design – line, shape or form, colour, size and texture. Application of structural and decorative design in a dress, selection and application of trimmings and decorations. Fashion accessories- shoes, handbags, hats, ties – different types/ shapes. UNIT II Principles of design- balance – formal and informal, rhythm- through repetition, radiation and gradation, emphasis, harmony and proportion. Application of principles of design in a dress.

UNIT III

Colour- definition, colour theories- prang colour chart and munsell colour system, Dimensions of colour- hue, value, and intensity. Standard colour harmonies- application in dress design. Colour in principles of design- application of the same in dress design.

UNIT IV

Designing dresses for unusual figures – becoming and unbecoming – for the following figure types. 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, prominent chin and jaw, prominent forehead.

UNIT V

Wardrobe planning for different age groups, factors influencing wardrobe selection, Fashion and season, Designing dresses for different occasions – business meetings, parties/ dinners, evenings/leisure hours, marriage functions, sports, uniforms for civil service, airhostess, hoteliers, schools – girls and boys (school, high school).

Reference:

1. Fashion Sketch Book – Bina Abling, Fair Child Publications, New York Wardrobe
2. Strategies for Women – Judith Rasband, Delmar publishers London Fundamentals of
3. Textiles and their Care- Susheela Dantyagi, 5th edition, . Orient Longman Ltd New Delhi
4. Inside the Fashion Business- Heannette A Jarnow et-al, macimilan Publishing Company, New York.
5. Art and Fashion in Clothing Selection – Mc Jimsey and Harriet, Iowa State University Press, Jowa.

**SEMESTER-II
CORE PRACTICAL II
FABRIC STRUCTURE AND DESIGN PRACTICALS**

Identification of the following weaves, Design and Draft a peg plan for the same.

1. Plain weave and its derivatives (Warp rib, Weft rib)
2. Twill Weave – Right hand twill and Left hand twill.
3. Satin
4. Sateen
5. Honey comb Weave
6. Huck a back Weave
7. Extra Warp and Weft Figuring.
8. Double cloth.
9. Terry pile structures.

SEMESTER –II
CORE PRACTICAL -III
CHILDREN'S APPAREL CONSTRUCTION

Designing, drafting and constructing the following garments for the features Prescribed

List the measurements required and materials suitable

Calculate the cost of the garment

Calculate the material required-Layout method and direct measurement Method

1. Bib- Variation in outline shape
2. Panty-plain or plastic lined panty
3. Jabla- without sleeve, front open (or) Magyar sleeve, back opens
4. Baba suit- knicker with chest piece attached (or) Romper
5. A-Line petticoat- double pointed dart, neck line and arm hole finished with facing
(Or) petticoat with gathered waist
6. Yoke frock- yoke at chest line, with open, puff sleeve, gathered skirt(OR) frock- with collar, without sleeve, gathered/ circular skirt at waist line(or) Princess line frock
7. Romper- front open, Magyar sleeve
8. Shirt- open collar, with pocket.

Reference:

1. Practical Clothing Constructing-Part I and II, Mary Mathews, Cosmic Press, Chennai (1986)
2. Zarapker System of Cutting- Zarapker. K. R, Navneet Publications Ltd.
3. Practical cutting and tailoring part II Eshwasri Anwahi, Lakhraj Hans R.B Publications, Delhi

SEMESTER-II
ALLIED - II
FABRIC STRUCTURE AND DESIGN

Goal: It deals with basic weaving methodology. It also helps to learn about the basic weaving structures, types of weaving and their adoption. Further it enables the student to learn about the whole process of weaving (i.e.) design, draft and peg plan.

Objective:

- Help to learn about basic weaving structures
- Thorough knowledge about types of weaving
- Understand the construction of weaving through separate formulas for each weave
- Understand about elaborated and large motif weaving

UNIT-I

Elements of woven design, Methods of fabric representation, draft and lifting plan, construction of elementary weaves – plain, wrap rib, weft rib, twill, modification of twills, satin and sateen weaves – their derivatives.

UNIT-II

Ordinary and brighten honey comb, its modification, huck a back and its modifications, crepe weaves, mock leno.

UNIT-III

Extra warp and extra weft figuring – single and two colours, planting, backed fabric, warp and weft backed fabrics.

UNIT-IV

Pile fabric – Formation of pile – weft pile – plain back, twill back – length, density and fastness of pile – corduroy weft plush. Warp pile – Terry pile, with the aid of wires, face to face warp pile.

UNIT-V

Double cloth –classification, self stitched – faces to back, back to face, both. Centre stitched – warp and weft. Interchanging double cloth.

References:

1. Watson's textile design and colour. Grosichkli Z Newness, Butter worths, London 1980.
2. Watson's advanced textile design, Grosichkli Z Newness, Butter worths, London 1989
3. Textiles – fibre to fabric, corbmann B P , International students edition, Mc Graw Hill book Co, Singapore 1985.

SEMESTER –III
CORE PAPER IV
WET PROCESSING

Goal: It deals with processing and finishing of textile materials. It gives the basic knowledge about singeing, Desizing, Scouring, Bleaching, Dyeing and Printing of textile materials. It will also help to learn about the types of dyestuff used based upon the fabric kind. Further it enables the fundamentals of finishing the textile fabrics according to the customers' needs.

Objective:

- Help to learn about the basics of dyeing
- Thorough knowledge about types of dyestuffs and their properties
- Understand about types and working procedures of the machineries and involved in Singeing, Desizing, Scouring, Bleaching, Dyeing and Printing.
- Understand about Aesthetic, Special purpose, Comfort related, Safety related finishes

UNIT I

Introduction to wet processing, Preparatory processes: singeing, scouring, degumming, bleaching, mercerization machineries and equipments used.

UNIT II

Dyeing- Introduction, classification and application of dyes, direct, basic, acid, vat, reactive and disperse dyes. Methods of dyeing: stock, yarn, piece and union.

UNIT III

After treatments for dyed and printed goods- washing, steaming and drying.

UNIT IV

Garment processing and finishing. Garment dyeing, types of washing machines, centrifuge and drying.

UNIT V

Care of fabrics- Principles of laundering, Stain removal, various solvents used and different methods of washing, application of friction, light pressure, suction and tumble wash, soaps and detergents.

REFERENCES

1. A.J. Hall " The Standard Hand Book of Textiles", Wood head Publication, 2004
2. J.E. Smith " Textile Processing –Printing, Dyeing, Abhishek Publishing, 2003
3. Kate Broughton, "Textile Dyeing", Rockport publishers, 1996
4. W.S. Murphy, "Textile Finishing", Abhishek Publication, 2000
5. Rosi Robinson, " Creative Batik", Search Press, 2004
6. Janice Gunner, " Shibori for textile Artists", Batsford London

SEMESTER –III
CORE PRACTICAL IV
WET PROCESSING- PRACTICALS

Preparation of samples for Processing

- Desizing
- Scouring
- Bleaching
- Mercerizing

Dye the given fabric using suitable dye

- Direct Dye
- Sulphur Dyes
- Vat Dyes
- Disperse Dyes
- Reactive Dyes
- Acid Dyes
- Basic Dyes
- Vegetable Dyes (any one)

**SEMESTER-III
CORE PAPER V
FASHION MERCHANDISING**

Goal: To acquire knowledge and awareness of the types of garment machinery available in the industry, and application of right machinery for production of the required garment for stitching of any garment

Objective:

- To acquire knowledge about the marketplace and the approach towards marketing
- To have a practical and hands on Approach of merchandising in an apparel company.

UNIT-I

Introduction to merchandising-definition and objectives of merchandising, role of a merchandiser, requirements of a merchandiser, responsibilities of a merchandiser communication skills-communication with buyer and coordination with different departments of a factory

UNIT II

Organizational structure & functions of various departments of a manufacturer Export house Buying house-store owned buying house & independent buying house. An overview of textile industry. Different sectors of Indian textile industry-mill sector/organized sector, power loom sector/semi organized sector, hand loom sector/unorganized sector /cooperatives

UNIT III

Forecasting and significance in product planning, sampling, specification sheet, order sheet, line development, lead time , line presentation, minimum length and width Costing-techniques of costing-forward costing and backward costing, cost control, cost sheet.

UNIT IV

Fashion Merchandising - Nature & Environment of Fashion - Movement and Leaders of Fashion - Fashion Cycle - Business of Fashion - Fashion Focus on Textile Fibers & Fabrics - Foreign Fashion Markets- Fashion Shows -Fashion Retailing & Trends- Retailing Trends - Trade fair - Types - Planning for fair participation

UNIT V

Export, trade procedures & documentation.

- Mode of shipments , Transport documents, Made of payment-letter of credit & Bill of exchange & Globalization and its impacts on Indian textile industry.

References:

- Management Gurus and Management Fashions, Brad Jackson, Routeledge.
- Fashion Victims, Sophie Dunbar, Intrigue Press.
- Essential Fashion Design, Anet Boyes, Burch
- The Style Engine: Spectacle, Identity, Design and Business: How the Fashion
- Industry Uses Style to Create Wealth, Giannino Manacelli Press.
- Fashion Marketing, Micheal Easey, Thompson, Sharon, Willans, John,
- Blackwell Scientific Publications.
- Marketing Today's Fashion, carol Mueller, Similey, Eleanor Lewitt, Prentice hall

**SEMESTER III
CORE PRACTICAL V
WOMEN'S APPAREL PRACTICAL**

Designing, drafting and constructing the following garments for the features prescribed

List the Measurements required and Materials suitable

Calculate the cost of the garment

Calculate the material required –Layout method and Direct measurements method

1. Saree Petticoat- Six Panel , Decorated bottom.
2. Skirts – Circular/umbrella/panel with style variations.
3. Blouse- front open, Fashioned neck, Waist band at front , with sleeve.
4. Salwar (or) Churidhar (or) Parallels (or) Bell Bottom
5. Kameez – with /without slit, with or without flare ,with /without opening ,with or without panels, with /without yoke.
6. Nightie –With yoke, front open, with sleeve , full length.
7. Ladies pant- waist band , zip attached ,tight fitting / parallel pants.
8. Wrap around skirt with top

Reference;

1. Scientific garment quality –K M Illege and Sons , Plot No. 43 , Somuvar Peth pune 411011
2. Easy cutting –Juvekar commercial Tailors Corporation p vt 166 Dr. Ambedkar Road dadar.
3. Commercial system of cutting - Juvekar commercial Tailors Corporation p vt 166 Dr. Ambedkar Road dadar.
4. Zarapker system of cutting –K.R Zarapker ,Navneet publication Ltd.
5. Dress making- Smt Thangam Subramaniam Bombay Tailoring and embroidery college ,32
6. North park street ,Ambattur , channi.
7. Pratical clothing construction – Part I and II Mary Mathews ,cosmic Press Chennai.

SEMESTER III - ALLIED III

TEXTILE SCIENCE

Goal: To introduce two major categories of fiber-natural and manmade, yarn types its properties, spinning and two major types of fabric -woven's and knits which are majorly used in the fashion field.

Objective: The course imparts the knowledge about the fabric characteristics due to its components fiber, yarn and construction that develops the foundation for fabric application in fashion.

UNIT-I

Introduction to field of textiles, classification of fibers,-Natural and chemical- Primary and Secondary Characteristics of textile fibers. Identification of textile fibers - manufacturing process-properties and uses of natural fibers and manmade fibers.

UNIT-II

Yarn: Classification of yarn types- brief study about processes and its objectives in Ring spinning - Comparison of carded and combed yarn - Winding and its objectives. Ply yarn & Cable yarn – Properties. Yarn numbering systems. Various Yarn & Package defects. Blended textiles: Types of blending - Reasons for blending. Brief study about sewing threads.

UNIT-III

Filament spinning techniques. Semi Synthetic fibres: Brief study about properties & applications of Viscose, Modal, Acetate fibres. Polymer & its types- Requirements for fibre forming polymers.

UNIT-IV

Weaving introduction - passage of material through power loom - primary, secondary and auxiliary motions. Shuttle less looms - air jet looms- water jet looms- rapier looms - projectile looms- basic principles and operations. Knitting introduction - weft knitting & warp knitting - basic principles and operations. Technological developments in Fabric Industry -woven, significance and uses

UNIT-V

Introduction to textile testing and quality control Humidity - Wet and dry bulb Hygrometer, Moisture regain - moisture content - conditioning oven. Fiber Tests - Yarn tests- yarn strength-Knitted Fabric - Loop Length - Course Length - Course/inch, Wales/inch - GSM - testing of color fastness washing rubbing, perspiration, dry cleaning bleaching,

REFERENCE BOOKS:

1. Textiles- Fiber to fabric Corbman B.P. International Students edition McGraw Hill Book Co. .
2. Fabric Science 5th Edition-Joseph J. Pretel- Fair Child Publications [1990]
3. Textiles. Ninth Edition- Sara.J.Kadalph.
4. Knitting technology-David J Spencer

SEMESTER III
SKILL BASED SUBJECT
BASIC DRAPING-PRACTICAL

List of Experiment:

1. Introduction to draping and dress forms
2. Draping basic front and back
3. Draping basic skirts and variations – flared skirt, peg skirt.
Princess dresses – joining skirt to the bodice.
4. Draping yokes, Shirt yoke and midriff yoke
5. Cowls – basic front and back cowl, butterfly twist.
Yokes and midriffs- bodices yoke, hip yoke, fitted midriff
6. Draping collars- Peter pan, Mandarin and Shirt Collar
7. Dart manipulation – under arm dart, French dart, double French dart and Variations.

**SEMESTER IV
CORE PAPER VI
APPAREL MERCHANDISING**

Goal: To learn and develop the understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product. And also to acquire the skill and knowledge of the use of appropriate garment construction techniques to assemble the end product.

Objective:

- To make students understand an in depth study of the “Stylist role” in Fashion which is in tune with industry requirement.
- To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a “Stylist” in Fashion Industry

UNIT: I

Merchandising – Functions of Merchandiser – Programming Accessories Arrangement - Approvals – Pattern Approvals – Size set Approvals – Pre Production follow up – Buyer Communication – Reporting – Record maintenance

UNIT-II

Estimating, aims of estimating - costing, aims of costing - difference between estimating and costing - types of estimates. Elements of cost - material cost - Labour cost different types of expenses - cost of product - advertisement cost.

UNIT-III

. Material cost -cost of yarn, cost of fabric production, cost of processing width of fabric, and design affecting cost - lot size, and cost of components - cutting cost - making and trim cost [CMT cost]. Simple problems.

UNIT-IV

Programming – fabric consumption calculation – Scheduling – Concepts of scheduling - Types of Scheduling.

UNIT-V

Export Procedures - Import/Export Documentation –FOB, C&F, CIF–Shipping mark– Certificate of Origin- - Letter of Credit - Bill of Lading – Export License- Packing list – Commercial Invoice.

REFERENCE BOOKS:

1. Laing, R.M and Webster, J.Stitches and Seams, The Textile Institute, Manchester, 1998.
2. Glock R.E. and Kunz G.I., apparel manufacturing; Sewn Product Analysis, Prentice Hall, 1995.
3. Mehta P.V. An Introduction to Quality Control for the Apparel Industry, Marcel Dekker, 1992.
4. Cooklin F. Garment Technology for Fashion Designers, Blackwell Science, 1997.

**SEMESTER IV
CORE PRACTICAL VI
COMPUTER FUNDAMENTALS**

UNIT - I

Introduction to computer: Windows: Introduction to windows, working with desktop, managing files & folders. MS WORD: Explain a word processor, Create a Word Document, Edit a word document, work with text boxes, Create Header and Footer, Print a document, use office Assistant Insert a word art object, Add auto shapes, Insert a picture from the Clip Art Gallery, Insert Bullets and Numbers, work with columns,

UNIT-II

MS EXCEL: Create new file, Enter and format text, Add borders, work with cells, Add header and footer, Print a worksheet, work with Templates, Formatting numbers, using functions, sorting data, Filtering data, Create and Format charts. Short cut keys. MS POWERPOINT: Create a slide presentation, use different slide views, work with slide master, work with text in slide, Create header and Footer, work with pictures, Print slides, Create Organization Charts, Insert charts, Add Slide Transition, Add slide Animation, Add slide Timings, Set up a slide show. Short cut keys

UNIT – III

Create a design using Corel Draw / Adobe Photoshop - small motif, Embroidery, design develop into print. Basic kids, women's and Mens garment.

UNIT – IV

Create visiting cards, invitation, letter pads using Corel draw/ Adobe Photoshop tools.

UNIT- V

Create websites and blog.

REFERENCE BOOKS:

1. MS-Office - BPB Publication.
2. Internet – Robert E.Kahn and Vinton G.Cerf.

SEMESTER-IV CORE PAPER -II APPAREL QUALITY CONTROL

Goal: It deals with basic Quality control methods. It also helps to learn about the basic quality control techniques and their adoption. Further it enables the student to learn about the whole process of quality control (i.e.,) nature of quality control personals, defect checking, maintaining quality in the garment

Objective:

- Thorough knowledge about quality control in all the levels.
- Understand the function production control and analysis
- Understand about cost control forms

UNIT I

Define Quality, QC, QA. Importance of quality and quality control. Raw material inspection - fabric inspection - 4 point system - 10 point system – inprocess inspection - final inspection - no inspection- 100% inspection - statistical sampling-AQL standards, preparing specifications, ISO standard.

UNIT II

Concepts of TQM, tools used for quality assurance. Fabric defects - pre sewing defects - sewing defects - post sewing defects-causes & remedies. Minor and major defects.

UNIT III

Care labels, international care labeling system, Japan/Canada/British care labeling systems. Eco labels.

UNIT IV

Quality testing for accessories, inspecting garments using measuring tapes / without using measuring tapes, Spec sheet analysis, button quality testing, packing of shirt and identifying faults.

UNIT V

Application of quality assurance Programmes in fabric, cutting and production department. Six Sigma, 5's system, Fabric defects, causes & remedies. Manufacturing defects and handling defects

References :

1. J.E. Booth, "Principles of Textile Testing," CBS Publishers & Distributors
2. Kenneth L. Arnold & Michael Holler, "Quality Assurance Method & Technologies," McGraw Hill Publishers, USA
3. Pradeep V. Mehta & Satish Bharadwaj, "Managing Quality in Apparel Industry," New Age International, Ltd.1998
4. Amubhai Patel, "Towards Zero defect," Meena Publishers

SEMESTER IV CORE PRACTICAL VII MEN'S APPAREL PRACTICAL

Designing, drafting and constructing the following garments for the features Prescribed

List the measurements required and materials suitable

Calculate the cost of the garment

Calculate the material required – layout method and direct measurement method

1. S.B.Vest – with/ without collar, button attached, sleeveless
2. Full sleeve shirt – full open, shirt collar, patch pocket, full sleeve with cuff
3. Kalidhar kurtha – kali piece, side pocket, round neck, half open
4. Bermudas- knee level, waist band
5. Pleated trousers – pleats in front, Darts at back, side pocket, fly with button /zip.
6. Jeans – Jeans cut, Waist band attached, side & back pockets
7. Night Dress– knee length, shawl collar, overlap front, with belt

Reference:

1. Scientific garment quality – K M Illege and sons, Plot no 43, somuvar peth, pune, 411011
2. Easy cutting – Juvekar, commercial tailors corporation pvt ltd, 166, Dr.Ambedkar Road,Dadar
3. Commercial system of cutting - Juvekar, commercial tailors corporation pvt ltd, 166, Dr.Ambedkar Road,Dadar
4. Zarapker system of cutting – K R Zarapker Navneet Publications ltd
5. Dress making – Smt Thangam Subramaniam, Bombay tailoring and embroidery college, 32 north park street,ambattur, Chennai
6. Practical clothing construction – Part I and II, Mary Mathews, cosmic press, Chennai

SEMESTER IV
ALLIED IV
TEXTILE FINISHES

Goal : To acquire the knowledge about the colors and prints used in creating an aesthetically pleasing design which is the most important factor in the customer's decision to purchase end products in fashion industry. To acquire the understanding about the purposes of the finishes and quality that prepares textile products for further processing and enhancing the aesthetics and/or performance of the final product.

Objective:

- To understand the Different types of dyes and decoration of textiles by adding colour through dyeing
- To gain knowledge about the preparatory processes and methods of dyeing the fibre, yarn, fabric and garment processing.
- To learn the ornamentation of textiles by applying color in patterns by printing
- To understand the importance of quality, inspection, textile testing, care labeling and standards

UNIT I

Finishes – classification – Importance of finishes – application methods

UNIT II

Mechanical finishes – methods and applications; Aesthetic finishes: Luster – glazed, moiré, schreiner, embossed; Drape – crisp and transparent, burnt out, sizing, weighting; Texture sheared, brushed, embossed, plisse, pleated, flocked, embroidered, napped, fullered;

UNIT III

Functional finishes – methods and applications – wrinkle free finishes, water repellent finish, flame retardant finish, rot and mildew proof finish, antistatic finish, and soil release finish.

UNIT IV

Special purpose finishes – methods and applications – silicone finish, denim finish – stonewash and enzyme wash; fragrance finish, UV protection finish, anti bacterial finish, and phase change finishes.

UNIT V

Recent trends in finishing – micro encapsulation techniques, nano finishes. Environmental pollution during chemical processing of textiles. Treatment of textile effluents.

References:

1. Understanding Textiles 6th edition, Billie J. Collier, Phyllis G. Tortora, Prentice Hall Inc., New Jersey, 2001
2. Textiles by Sara J. Kadolph and Anna L. Langford, 2000.
3. Textile Finishing by V.A. Shenai.
4. Textile Finishing by R.S. Prayag.
5. Functional Finishes by Lewin And Sello.

6. Technology of Finishing by J.T.Marsh.

SEMESTER V
CORE PAPER VIII
ACCOUNTANCY

UNIT I

Accounting concepts and conventions –rules of accounts – importance of accounting – nature and scope of accounting – double entry system – advantage – difference between double entry and single entry

UNIT II

Journal, ledger, and Trial balance, subsidiary books – purchase book, sales books, purchase returns book, sales returns book and cash book with single, double and triple column cash book

UNIT III

Final accounts – trading and profit and loss A/C and balance sheet with simple adjustments

UNIT IV

Cost accounting – elements of cost, classification of cost – preparation of simple cost sheet– accounting for overheads – classification of overheads, allocation and apportionment of overheads – reapportionment of service department cost to production department, absorption of overheads

UNIT V

Nature and objectives of business – legal forms of business of ownership – sole trader, partnership, company and co-operative societies –advantages and limitations
Note: problems – 70 marks, theory – 30 marks

References

1. Introduction to accountancy – T S Grewal
2. Principles of accountancy – N Vinayagam, P L Main, K L Nagarajan
3. Cost accounting – S P Jain and K L Narang
4. Cost and management accounting – S N Maheswari
5. Business management – Dinker Pagare 6. Business Organisation and management – Y K Bhushan

**SEMESTER V - CORE PRACTICAL VIII
PORTFOLIO PRESENTATION**

Theme Based portfolio presentation – 4 collections of 2 ensembles of each based on themes

Presentation of your designs inspired by any designer of your choice 2

Preparation of Portfolio of one collection –5 garments, Mood board, Story board, colour board, texture board, client board, logo, flat patterns. Development of Costing & Spec with style, colour, design details, fabric, trims etc

SEMESTER V
CORE PRACTICAL IX
ORNAMENT & ACCESSORIES

UNIT- I

An introduction to jewellery making, Various types of jewellery, materials used for making jewellery, metals and stones, Types of jewellery-neck lace, earrings, rings, hair ornaments.

UNIT- II

History of jewellery:-Egypt, Sumerians, Greek, Rome and Indian jewellery. Design jewellery on the basis of historical influences of Egypt, Sumerians Greek and Rome. Design jewellery on the basis of Indian historical influences

UNIT- III

Designing of jewellery on the basis of a selective theme:-Traditional style jewellery, ethnic style jewellery, contemporary style jewellery, fusion of any above styles.

UNIT- IV

Material exploration- Develop a set of jewellery with any material and a set of eco friendly material.

UNIT- V

Accessories: - Designing of accessories- hats, belts, bags, footwear's and hair accessories.
Material exploration- Develop any accessory from the above mentioned items.

Submit the above articles during external evaluation along with the record.

References :

- 1) History of Jewellery 1100-1870, Joan Evans, Faber.
- 2) Ancient Jewellery (Interpreting the Past series), Jack Ogden, University of
a. California Press.
- 3) Five centuries of Jewellery: From the collection of Ancient Art Museum,
a. Lisbon, Leornor D'Orey, Scala Books.
- 4) A Collector's guide to Costume Jewellery, Tracy Tolkien & Henrietta
a. Wilkinson, Firefly Books.
- 5) Accessories, Kim Johnson Gross, Jeff Stone, Thames & Hudson, Jewellery from Antiquity to the Present, Clare Philips, Thames and Hudson.

SEMESTER V
CORE PRACTICAL - X
COMPUTER AIDED DESIGNING

1. Application of colour harmony in Design

- Monochromatic colour harmony
- Analogous colour harmony
- Complementary colour harmony
- Double Complementary colour harmony
- Split complementary colour harmony
- Triad colour harmony
- Tetrad colour harmony
- Neutral colour harmony

2. Applications of Principles of design in dress design

- Balance –Formal and informal
- Rhythm – by line movement, gradation, repetition.
- Emphasis
- Proportion
- Harmony

3. Design Garments for the following.

- Party Wear – Women ,Men, Children.
- Sports Wear- Tennis, Basket ball/foot ball (men and Women), Golf, any other.
- Fashion show – Children, men and women
- Winter Wear - Children, men and women
- Summer Wear - Children, men and women
- Spring Wear - Children, men and women
- School uniforms – Preschool , school, higher secondary and college going students-boys and girls.

4. Prepare pattern for the following.

- Bib
- Jabla
- Knicker

5. Grade the following patterns.

- Bodice front
- Bodice back

6. Scan designs from books / Magazines / photos and edit the designs – colour or features or back ground etc., or add details like ornaments &accessories.

SEMESTER V
Skill Based Subject
ADVANCED PRINTING

Goal: It will discuss about basics of printing methods of textile materials. It also discuss about the types of printings and its different methods. It helps to learn about the discharge print types. Finally it enables the student to prepare the stencil and printing designs for the textile materials.

Objective: Helps to learn about basic care of textile materials

- Help to learn about types of printing and dyeing and its preparing process
- Understanding about brief history of each printing types
- Help to learn about printing equipments and their usage
- Understanding about principle of dyeing & printing in different fabrics

UNIT-I

Printing – Introduction to printing , differences between printing and dyeing , preparation of fabric for printing – cotton , linen, polyester, wool and silk, methods of printing, preparation of printing paste, selection of thickening agents.

UNIT-II

Direct printing : Block printing – Brief History and its advances techniques , Preparation of design , Blocks, table, print paste and printing process Stencil printing – Brief history , preparation of fabric , stencils (For one or more colour) Materials used for preparing stencils, process involved and techniques used .

UNIT-III

Screen printing – brief history and its advances techniques , Flat screen and Rotary screen printing , Preparation of screen , print paste , screen printing process, Discharge printing – chemicals used , process involved .

UNIT-IV

Resist printing : Brief history and its advances techniques, Batik printing wax used, Equipments required, process sequence and techniques used. Tie and dye – Brief history , Equipments required, process sequence and techniques used.

UNIT-V

Other printing methods: Ink jet printing, Heat transfer printing , photo printing. Printing advances techniques.

References:

1. Textiles – Ninth edition , Sara J Radolph and Anna L Langford, Prentice hall, New Jersey (2002).
2. Textile processing – J L Smith, Abhishek publications, Chandigarh (2003).
3. Textile Chemistry – Peters R H , Vol I, & II, Textile Institute Manchester (1970)
4. Beginners Guide to fabric dyeing and printing – Stuart & Robinson, Technical books, London (1982).
5. Thickening agents and Emulsion thickenings in textile printing – Herbert Barthm, New Delhi (1994).

SEMESTER-VI
CORE PAPER-IX
KNITTING

Goal: It deals with the basic knitting theories, classification of knitting and basic knitting elements. It gives the basic knowledge about knitting terminology . Further it enables to understand the diiferent ttypes of knitted fabrics and their knitting procedures, finally it helps to learn about the care and maintenance of the knitted goods

Objective:

- Help to learn about basic knitting types and its history
- Understand general terms in knitting and its elements
- understand weft knitting machineries and their working procedures
- understand warp knitting machineries and their working procedures
- help to learn about the maintenance of knitted goods.

UNIT-I

Knitting – Definition, classification and history, types of knitting- hand and machine, characteristics of knitted goods.

UNIT-II

General terms and principles of knitting technology, machine knitting , parts of machine, knitted loop structure, stitch density.

UNIT-III

Weft knitting –classification-circular rib knitting machine, purl, interlock, jacquard-single jersey machine-basic knitting elements-types and functions –knitting cycle,CAM-system-3 way technique to develop design-knit, tuck, miss-effect of stitches on fabric properties.

UNIT-IV

Warp knitting-lapping variations-tricot, raschel, simplex and Milanese -kitten raschel-single bar,2 bar, multi bar machines. types of threading, production of nets, curtains, heavy fabrics, elasticized fabrics.

UNIT-V

Care and maintenance of knitted material-washing, drying, ironing, storing.

Reference:

1. Knitting technology, David spencer, pergamen press, Oxford (1982)
2. Principles of knitting, D B Ajonker, Universal publishing corporation.(1998)
3. Warp knit elements, Wilkens C U, Wilkens (1997).

SEMESTER-VI
CORE PRACTICAL – XI
TEXTILE PRINTING

1. Preparation of sample for printing.
 - Cotton
 - Polyester
 - Silk.
2. Preparation of printing paste.
3. Create Design with Block printing – Vegetable/ wooden blocks
4. Create Design for Chest print/ Neck /Yoke designs with Stencil printing.
5. Tie and Dye Designs with any three methods with single/ double/ Multi colours.
6. Batik printing with any three methods with single/ double/ Multi colours.
7. Print a Design using Screen printing methods.

**SEMESTER-VI
SKILL BASED SUBJECT**

COMPUTER AIDED PATTERN MAKING

CREATE PATTERN MAKING, DRAFTING AND MARKER PLANNING FOR THE FOLLOWING GARMENTS:

- 1) Bib
- 2) Jabla
- 3) Knicker
- 4) A- Line Petticoat
- 5) Kameez

ELECTIVE - I
FABRIC PRODUCTION AND PROCESSING

Goal: It deals with basic fabric production methodology. It also helps to learn about the basic fabric structures, types of fabric and their adoption. Further it enables the student to learn about the whole process of fabric.

Objective:

- To impart knowledge of fabric manufacture and fabric characteristics
- To enable students to understand fabric structures and to analyse them

Unit I :

Fabric forming Techniques – Comparison of weaving and knitting – Principles and Comparison of weft and warp knitting - Classification of machines – Terms and definition of knitting – Basic structures and characteristics – Features of modern knitting machineries.

Unit II:

Formation of tuck and miss stitches and their influence on knitting fabrics – Methods and structures – Need and possibilities. Elastomeric yarn types and its effects in knitting – Study of single Jersey and its derivative structures: Pique, Double pique, Lacoste, pearl and Twill. Study of rib and its derivative: Half cardigan, milano rib, Rib waffle and flat back rib. Concept of 2*2 Rib and rib drop needle. Interlock Derivative: Eight lock, Ottoman Rib, Ponte-Di-Roma, Texipique and Pin tuck. Areal density and production calculation of circular knitting machines.

Unit III:

Weaving Definition – Terms related to woven fabric – Classification of Looms – Sequencing of weaving preparation process – Passage of material through plain loom – Important motions of a loom – Parts of a Loom – Introduction to woven fabric Design and their derivatives.

Unit IV:

Introduction to Processing – Study of preparative process of dyeing and objectives – Dyes and pigments - Classification – Principles and methods of knitted fabrics – Concept of Tie & Dye methods – Study on garment dyeing.

Unit V:

Printing – Comparison of Dyeing and Printing – methods of Printing – study of screen and Rotary Print. Styles of Printing – Study of non conventional printing styles employed in garment printing – Principles and working of garment printing machines. Printing ingredients and model recipe formulation. Need and objectives of finishing – Classification – Brief Study of various mechanical and chemical finishers.

BOOKS FOR REFERENCE:

1. D.B. Ajgoankar, Knitting Technology, Universal Publishing Corporation, Mumbai 1998.
2. David.J.Spencer, Knitting Technology, Woodhead Publishing Limited, Second Ed, England, 1989.
3. Shenai.V.A, Technology of Bleaching and Mercerising Sevak Publications, Mumbai -31.
4. E.R.Trotman, Textile Scouring & Bleaching , B.I Publications Private Ltd, New Delhi, 1968

ELECTIVE - I
TECHNICAL TEXTILES

Goal: It deals with the basic technical textile theories, classification of technical textile and basic technical textile elements. It gives the basic knowledge about technical textile terminology. Further it enables to understand the different types of technical textile fabrics and their technical textile procedures, finally it helps to learn about the care and maintenance of the technical textile goods

Objective:

- To impart knowledge of technical fabric manufacture and fabric characteristics
- To enable students to understand fabric structures and its application

UNIT I

Introduction, definition and scope of technical textiles, Application of technical textiles. Bonded fabrics – fibers used, web preparation, opening, cleaning machines, production of parallel laid web, cross laid & random laid web

UNIT II

Bonding Methods – mechanical, thermal, chemical, melt blown and spun lace techniques. Finishing of bonded fabrics.

UNIT III

Geo textiles – introduction, properties of geo textiles, fibres used, engineering properties, soil strengthening, frictional resistance & applications.

UNIT IV

Medical textiles – classification and its applications in various fields.

UNIT V

Protective Textiles, Smart & intelligent textiles classification and its applications in various fields.

REFERENCES

- Hand Book of Technical Textiles – A R Morrocks and S C Anand, wood Head publishing Ltd, England 2000.
- Family Clothing – Tate and Glisson, John Wiley and sons., Illinois, 1963.
- Designing interior environment – Alexander. N.G., Mascourt, Bizzozzi, Inc, Newyork, 1972.
- Non woven bonded fabrics – Lunenschloss J and W. Albrocht, Ellis Horwood, London 1985
- Geo textiles – NWM John, blackie London

ENTREPRENEURIAL DEVELOPMENT

Goal: Know the Management concept required for entrepreneurship Get motivated towards seeking an entrepreneurship career Gain the knowledge of project planning, location selection and related aspect to students.

Objectives

- To develop entrepreneurship skills among the students
- To familiarize the students with the process and procedure of setting up new enterprises

UNIT- I

Entrepreneurship -Entrepreneur, Enterprise and Entrepreneurship -meaning, need, transition from income generation to self employment and entrepreneurship, qualities of a good entrepreneur, problems of entrepreneurs.

UNIT- II

Factors influencing entrepreneurial development - Economic, Legal, Socioeconomic, Psychological and Environmental factors.

UNIT - III

Agencies supporting entrepreneurial development programme - SIDC, SSI, SIDECO, DIC, SIDO IDBI, KITCO, EDII and. TIIC. Schemes for assistance- current schemes and programme for individual and group support.

UNIT IV

Small scale industries:- Definition, types, procedure for setting a small scale unit, training facilities for small scale units, problems of small scale units, steps to overcome problems. 6 M's of an industry-Management, money, manpower, materials, machines and marketing

UNIT -V

Project identification and classification - Meaning of Projects, Project identification, Project Classification, internal and external constraints, Project objectives. Elements of project formulation.

UNIT VI

Project proposal - Proposal format and content - steps in its preparation, feasibility, testing, SWOT analysis.

UNIT VII

Organization and Management:-Definition and types of organization, Definition, Functions and tools of management, techniques of effective management, energy and time management and its application in garment units

Related Experience:

Visit to SIDCO, DIC or TIIC.

Case study of an enterprise and two entrepreneurs.

Preparation of a project proposal for funding.

References:

Gupta C.B, and Srinivasan N.P, Entrepreneurship development in India,Sultan Chand &Sons, New Delhi, 2004.

Chunawalla S.A, Sales Management, Himalayan Publishing House, New Delhi, 1991.

Vasant Desai, Project Management and entrepreneurship, Himalaya Publishing House,New Delhi,(2000).

David H.Moll, Entrepreneurship, Prentice Hall of India, New Delhi, 1999.

Frank Jerkins, Advertising, Prentice Hall of India, New India, 2000.

SEMESTER-VI ELECTIVE PAPER – II
VISUAL MERCHANDISING

Goal: It deals with classification of Maslows Pyramid , Postive Negative Theory ,Visual Signature . It gives the basic knowledge about VISUAL MERCHANDISING functions, product planning development, fashion advertising, sales promotion and pricing policies. It will also helps to learn about the tasks of a marketing executive which assists them in future to become a marketing executive. Further it enables the fundamentals of marketing and its practices.

Objective:

- To make students understand an in depth study of the “Stylist role” in Fashion which is in tune with industry requirement.
- To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a “Stylist” in Fashion Industry

UNIT I

Introduction – Elements of Visual Merchandising – Needs – Psychology – Display.

UNIT II

Maslows Pyramid – Postive Negative Theory – VisualSignature

UNIT – III

Applications of Visual Merchandising – Exterior, Interior, Trade show & Fair, product Package – POP (purchase of product) – Importance of POP.

UNIT IV

Mission of Shopping – Meeting Shoppers Mission – BigShopping – Small Shopping "Store "Multi Brand Store.

UNIT V

Branded, stores 7 International and National Level

REFERENCE :

- 1.Fashion Merchandising & Information, PRISCO
- 2.Fashion Merchandising, Elaini Store
- 3.Fashion Merchandising Introduction – Stores & Shoppers
- 4.Visual Merchandising
- 5.The business of fashion inside outside Kitty Dickerson

APPAREL MARKETING

Goal: It deals with classification of marketing and current trends in marketing. It gives the basic knowledge about marketing functions, product planning development, fashion advertising, sales promotion and pricing policies. It will also help to learn about the tasks of a marketing executive which assists them in future to become a marketing executive. Further it enables the fundamentals of marketing and its practices.

Objective:

- Help to learn about marketing and its types
- Understanding about the marketing functions, importance and its nature
- Thorough knowledge about Fashion advertising and departments involved in it
- Basic knowledge related to sales promotion and pricing policies

UNIT-I

Meaning and classification of Marketing, fashion Marketing, fashion Market – Size and structure, Marketing environment – Micro and macro marketing environment, Trends in marketing environment.

UNIT-II

Marketing Function – Assembling, standardization and Grading and packaging, product planning and development, importance of fashion products, Nature of fashion products. The fashion industry and new product development, product mix and range planning, Fashion and related cycles.

UNIT-III

Fashion Advertising and preparation of advertising for apparel market, Advertising media used in apparel market – Advantages and limitations, Advertising department – structure and functions, advertising agencies – structure and functions. Advertising Budget.

UNIT-IV

Fashion sales promotional programme for apparel marketing, communication in promotion, Personal selling, point of purchase, sales promotion – Objectives and methods, Marketing Research – Definition, Scope and Process – Areas of research.

UNIT-V

Pricing policies and strategies for apparel products, importance of price policies, Functions and factors Influencing pricing- internal and external, pricing strategies for new products, methods of setting prices.

References:

1. Marketing- RSN Pillai and Bhagavathi, S Chand and Company Ltd, New Delhi, 1987.
2. Marketing management – Dr B K Chatterjee Jaico, Juice publishing house, Bombay 1982.
3. Marketing Principles and methods – Philip C F and Duncon, Irwin Publications.
4. Principles of marketing – back Man T N, Munard H H and Davidson W R, Ronald Press Company Newyork 1970.
5. Fashion marketing – Mike Easey, Black well Science Ltd, 1995.
6. Advertising – C N Sonatakki, Klyani Publishers New Delhi, 1989.

BUSINESS FINANCE

UNIT I :

Business Finance: Introduction – Meaning – Concepts – Scope – Functions of finance, Traditional and modern concepts – content of modern finance functions.

UNIT II:

Financial Plan: Meaning – Concept – objectives – Types – Steps – Significance – Fundamentals.

UNIT III:

Capitalisation – Bases of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation – Under Capitalisation – Symptoms – causes – remedies – Watered Stock Vs. Over Capitalisation.

UNIT IV:

Capital Structure – Cardinal Principles of capital structure – Trading on equity – Cost of capital – concept – Importance – Calculation of Individual and composite cost of capital.

UNIT V:

Sources and forms of Finance: Equity Shares, Preference Share, Bonds, Debentures and fixed deposits – features – advantages and disadvantages.

BOOKS FOR REFERENCE:

1. Essentials of Business Finance – R.M.Sri Vatsava
2. Financial Management – SaravanaVel
3. Financial Management – L.Y.Pandey
4. Financial Management – S.C.Kuchhal
5. Financial Management – M.Y.Khan and Jain

ELECTIVE – III
EXPORT ANALYSIS & DOCUMENTATION

Goal: It deals with the entrepreneurship, organisation management, institutions offering financial assistance for small scale enterprises. It gives the basic knowledge about the entrepreneurship and the factory management and development. It will also helps to learn about the tasks of an entrepreneur which assists them in future if they starts their own business. Further it enables the fundamentals of the industrial traits and risks.

Objective:

- Help to learn about the entrepreneurship and the qualities required for an entrepreneur
- Understanding about the Institutions supporting entrepreneur
- Thorough knowledge about the different departments in a garment unit
- Basic knowledge related to Import and Export

Unit I :

Cost estimation of yarn, knitted fabric, dyeing, printing & finishing. Cost estimation for cutting, stitching, checking, forwarding, shipping and insurance –INCO terms & their relationship with costing. Estimation of factory cost for vest, briefs, shorts, T-Shirts, pyjamas, children’s wear and women’s wear. Various factors to be considered in costing for domestic products & international products.

Unit II:

Introduction – Apparel Export promotion Council and it’s role – Registration formalities – Registration cum membership certificate – Import Export code – RBI code. Benefits and incentives offered by Government of India to garment export. Role of SEZ and apparel parks in export.

Unit III:

Need, rationale and types of documents relating to goods – Invoice – Packing note and list – Certificate of origin – Certificates related to shipment – Mate receipt – Shipping bill – Certificate of measurement – Bill of lading – Air way bill – Documents related to payment – Letter of credit – Bill of exchange – Letter of hypothecation – Bank certificate for payment – Document related to inspection – Certificate of inspection – GSP and other forms. Importance of insurance of goods in foreign trade – ECGC and it’s role.

Unit IV:

Import license – Procedure for import license – Import trade control regulation procedure – Special schemes – Replenishment license – Advance license – Split up license – Spares for after sales service license – Code number – Bill of entry.

Unit V:

Pre shipment inspection and quality control – Foreign exchange formalities – Pre shipment documents. Shipment of goods and port procedures – Customs clearance.

BOOKS FOR REFERENCE:

1. Paras Ram, Hand Book of Import and export Procedures

ORGANISATION OF GARMENT UNIT

Goal: It deals with the entrepreneurship, organisation management, institutions offering financial assistance for small scale enterprises. It gives the basic knowledge about the entrepreneurship and the factory management and development. It will also helps to learn about the tasks of an entrepreneur which assists them in future if they starts their own business. Further it enables the fundamentals of the industrial traits and risks.

Objective:

- Help to learn about the entrepreneurship and the qualities required for an entrepreneur
- Understanding about the Institutions supporting entrepreneur
- Thorough knowledge about the different departments in a garment unit
- Basic knowledge related to Import and Export

Unit-I

Entrepreneurship- Meaning definition and types , need for Entrepreneurs, qualities and types of Entrepreneurship. Difference between Entrepreneur and manager. Management- Definition , Management as a process –Planning ,organizing ,Directing Controlling, Co ordination.

Unit-II

Institutions supporting entrepreneurs- DIC, NSIC ,SISI,SIPCOT, TII,KVIC, CODISSIA, COMMERCIAL BANKS –SBI.Organizational structure of a garment unit –Hierarchical organization, production planning and control.

Unit-III

Different department in a garment unit – Design department ,Finance department, purchasing department , Production department, Organizing different sections – hierarchy Personnel involved in all the departments, nature of the job .

UNIT-IV

Factory Design and layout – importance of factory design , factors affecting factory design , Types of buildings, (single and Multi –storey) –advantages and limitation . Factory layout – Process, Product and combined layout Design requirement – requirements relating to health, safety and welfare

UNIT-V

Performance of Indian Garment Export, SWOT Analysis Setting up of garment unit for export market ,Export Document ,Export finance- Payment method ,Export shipping Role of merchandiser in a garment unit

Reference:

1. Principles of management- Dinakar pagare, sultan chand and sons, delhi.
2. Entrepreneurship Development in India – Dr. C.B Gupta , Dr N.P . Srinivasan, sultan Chand and sons delhi 1997.
3. Garment Exports – Darlie O Koshy (1997)
4. Introduction to clothing production management – AJ Chester 2nd Edition , Wrenbury Associates Ltd (1998).
5. The technology of clothing manufacture – Harold Carr and Barbara Latham ,Blackwell Science (1994).

INDUSTRIAL ENGINEERING

Goal: It deals with the basic Concept of Industrial Engineering, definition, history & development, various techniques of Industrial Engineering, Scope in Textiles.

Objectives:

1. To create good plant layout
2. To create a types of layout Value, concept of value analysis, concept of value engineering, Reasons of unnecessary cost, value analysis procedure.
3. To know the Merit Rating .

UNIT - I

Concept of Industrial Engineering, definition, history & development, various techniques of Industrial Engineering, Scope in Textiles. Objectives of good plant layout, types of layout.

UNIT – II

- a) Production – Definition, Types of production, characteristics of each type production.
- b) Productivity – Definition, ways to increase productivity, measurement of productivity – Total productivity Index & factor productivity indices.
- c) Definition of PPC, Functions of PPC
- d) Sales forecasting, various techniques of sales forecasting, problems.
- e) Gantt chart, types, use.

UNIT – III

Definition, techniques, objectives, use of work study to increase productivity

- a) Method Study – Definition, steps in method study, details of every step, charts used for recording, outline chart, flow process chart & its types, two handed process chart, multiple activity chart, principles of motion economy.
- b) Micro motion Study – Contribution of Gilbreth, Therbligs, Procedure, SIMO Chart.
- c) Work Measurement – Definition, Techniques, concept of total time, standard time, allowances, problems

UNIT - IV

Definition, various techniques of OR (Operation Research).

- a) Basics of linear programming – Formulation of LP, Graphical solution, simplex method, problems
- b) Network Analysis – PERT, CPM, and comparison.

UNIT - V

Value, concept of value analysis, concept of value engineering, Reasons of unnecessary cost, value analysis procedure. **Merit Rating** -Introduction, objectives, methods of merit rating **Inventory Control** – Concept, Types, ABC Analysis, EOQ, EBQ

Reference Books:

1. Work Study – ILO
2. Work Study in Textiles – ILO
3. Elements of Production Planning & Control – Samuel Eilon.
4. Industrial Engineering & Management – Banga Sharma.
5. Industrial Engineering & Management – O. P. Khanna.
6. Industrial Engineering Manual of Textile Industry – Nobert Lloyd Enrick.
7. Industrial & production engineering – Sanjay S. Patil, & Nandkumar Hukeri.

