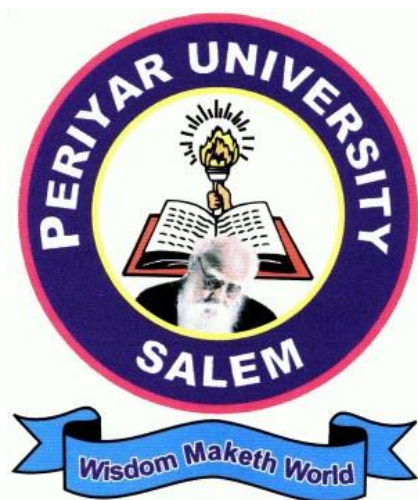


PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636 011



DEGREE OF MASTER OF SCIENCE
CHOICE BASED CREDIT SYSTEM

SYLLABUS FOR
M.Sc. TEXTILES AND FASHION DESIGNING
FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2023-2024 ONWARDS

RULES AND REGULATIONS FOR THE ADMISSION OF 2 YEARS

M.Sc. TEXTILES AND FASHION DESIGNING

I. ELIGIBILITY FOR ADMISSION

B.Sc - Costume Design and Fashion, B.Sc.-Textile and Fashion Designing, B.Sc-Fashion Technology, B.Voc Textiles and Apparel Design and any B.Sc degree related to Textile, Apparel or Fashion.

II. DURATION OF THE COURSE

The course for the Degree of Master of Costume Design and Fashion shall consist of two academic years divided into four semesters. Each semester consists of 90 working days.

III. COURSE OF STUDY

The course of study shall comprise instruction in the following subjects according to the syllabus and books prescribed from time to time.

IV. EXAMINATIONS

The theory examinations will be conducted for 3 Hours by the University in the subjects prescribed for all the semesters in the month of November & April every year. The practical examinations will be conducted for 3 & 4 Hours by the University in all the subjects prescribed in the month of November & April.

At the end of the fourth semester project viva-voce will be conducted on the basis of the Dissertation/Project Report submitted by the student. The Viva-voce will be conducted by one Internal and One External Examiner.

V. SCHEME OF THE EXAMINATION

The scheme of examinations for the course is given in Annexure. All the practical examinations/ Project work shall be conducted & evaluated internally by the institution themselves with internal and external examiners appointed by the University.

M.Sc. Textiles and Fashion Designing
Course of Study and Scheme of Examination

	SEMESTER I								
Paper code	Title of the paper	L	T	P/F	C	Exam hours	Internal marks	External marks	Total Marks
23PTFCT01	Core-I Advanced Textile Science	7	-	-	5	3	25	75	100
23PTFCT02	Core-II Textile And Apparel Quality Evaluation	7	-	-	5	3	25	75	100
23PTFCP03	Core-III Advanced Garment Construction Practical	-	-	6	4	4	40	60	100
23PTFDE01	Discipline Specific Elective – I Sustainability in Textile and Fashion / Design Research	5	-	-	3	3	25	75	100
23PTFGE02	Generic Elective II - CAD in Fashion Designing Practical/ Fashion Sketching Practical	-	-	5	3	3	40	60	100
		19	-	11	20				500
		30			20				
	SEMESTER II								
Paper code	Title of the paper	L	T	P/F	C	Exam hours	Internal marks	External marks	Total Marks
23PTFCT04	Core IV Fashion Merchandising	6	-	-	5	3	25	75	100
23PTFCT05	Core V Technical Textiles	6	-	-	5	3	25	75	100
23PTFCP06	Core VI Advanced draping techniques practicals	-	-	6	4	3	40	60	100
23PTFDE03	Discipline Specific Elective III- Import Export Management & Documentation / Entrepreneurship Development in Textiles	4	-	-	3	3	25	75	100
23PTFGE04	Generic Elective IV- CAD in Textile Designing Practical / Quality Control In Apparel Industry Practical	-	-	4	3	3	40	60	100
23PTFNE01	NME-I Financial Management In Textiles	2	-	-	2	3	25	75	100
23PTFVA01	Value Education - Human Rights	2	-	-	1	3	25	75	100

		20	-	10	24				700
		30			23				
Students should attend internship for 15 days and viva voce will be conducted in III Semester									
	SEMESTER III								
Paper code	Title of the paper	L	T	P/F	C	Exam hours	Internal marks	External marks	Total Marks
23PTFCT07	Core – VII Research Methodology And Statistics In Textiles	6	-	-	5	3	25	75	100
23PTFCT08	Core VIII Textile Testing	6	-	-	5	3	25	75	100
23PTFCP09	Core IX Textile Testing Practical	-	-	6	5	3	40	60	100
23PTFCT10	Core X Advanced textile processing	6	-	-	4	3	25	75	100
23PTFDE05	Discipline Specific Elective V- Online business / Visual Merchandising	3	-	-	3	3	25	75	100
23PTFNE02	NME II- Strategic Management In Textiles	3			2	-	25	75	100
23PTFI01	Internship				2			Commended/Highly commended	
		24	-	06	26				600
		30			26				
	SEMESTER IV								
Paper code	Title of the paper	L	T	P/R	C	Exam hours	Internal marks	External marks	Total Marks
23PTFCT11	Core –XI Fashion Retailing	6	-	-	5	3	25	75	100
23PTFCT12	Core XII Fashion Portfolio practicals	-	-	6	5	4	40	60	100
23PTFCP1	Project Viva Voce	-	-	10	7	-	100	50+50	200
23PTFE06	Elective VI - Accessory Designing Practical / Fashion Photography practical	-	-	4	3	3	40	60	100
23PTFS01	Skill Enhancement Course- Professional Competency Skill-	4	-	-	2	3	25	75	100

	Personality Development								
	Extension Activity	-	-	-	1				
		10	-	20					
	Total	30			23				600
	Total credits				92				2400

Discipline Specific / Generic Electives

Candidates are eligible to select any one of the two choices in discipline and generic elective courses.

Internship/ Industrial Activity

The students should undergo internship/ industrial activity at least for a minimum of 15 days after II Semester.

Extension Activity

The students should be insisted to involve in extension activity and should report the activity to the Department.

SEMESTER-I

CORE I - ADVANCED TEXTILE SCIENCE

COURSE OBJECTIVES

- To learn about the natural and man-made fibers, properties and their uses
- To study the types of textured yarns, manufacturing of sewing threads and its types
- Provide knowledge about the advanced technologies used to produce the fabric formation methods

COURSE OUTCOMES

The students will be able to

- Differentiate the production process and properties of natural and man-made fibers
- Discuss the latest developments in high performance fibers
- Know the basic yarn making process and various fabric formation types like weaving, knitting and non- woven's.

UNIT - I

Natural fibers – classification of textile fibers according to their natural foreign cotton - Concept of varieties - Definition of grading – distinctive properties & End uses. Brief study of sustainable fibres -coffee ground fibres – nettle fibres – lotus fibres – pineapple fibres and etc.

UNIT - II

High performance fibers - Glass fibers, carbon fibers, Ceramic fibers, Chitosan fibers, Alginate fibers, bicomponent fibres, super absorbent fibres, optical fibres, melamine fibres, micro fibres – nano fibres – hollow fibres Properties & end uses .

UNIT - III

Texturization - Objects -Types of textured yarns - Flash twist texturing – Advantages of textured yarn -Manufacturing of sewing threads - Brief of fancy yarns – Slub yarns – Crimp yarns – Novelty yarns – Boucle yarns.

UNIT - IV

Weaving Process -Shuttle lessloom -Working principle of AirJet Loom - Working Principle of Water Jet Loom - Working principle of Projectile Loom - Working principle Rapier loom.

UNIT - V

Knitting– Classification of Knitting machines – properties of knitted fabrics– Weft Knitting. Nonwoven - Definition and Classification. Fiber properties and Requirements. Web Formation. Dry laid, Parallel laid and cross laid formation -Application and End users.

REFERENCES

1. Hall, A.J The standard handbook of Textile, Woodhead Publishing 8th edition, 2004.
2. Hearle J.W.S High performances fibers, Wood head publishing Ltd Cambridge, England, 2001.
3. Abinson , M. Principles of weaving. Textile Institute Manchester.
4. Corbman, B.P. Textiles Fiber to Fabric McGraw hill Publishing, 6th, Edition 1983.
5. Handbook of textile fibre structure six edition volume -2 wood head publishing
6. In textiles
7. Velensky, L .D, G., E.P.G Textile Science CBS Publishers and Distribution, 2003.
8. Sustainable fibres for fashion industry volume 2, Subramanian Senthilkannan Muthu
9. Miguel angel Gardetti editors. Springer.

SEMESTER-I

CORE-II – TEXTILE AND APPAREL QUALITY EVALUATION

COURSE OBJECTIVES

- To facilitate the students for understanding the concept of apparel quality management systems and quality standards in textile industry

COURSE OUTCOMES

The student will be able to

- Set up quality control program for apparel production
- To know the importance of quality and eco – standard measures in textile industry

UNIT –I

Introduction to Quality Standards, importance of Quality, British standards and ISO Standards for the Apparel Industry. Brief study about ISO 9000 Standards and ISO 14000 Standards. Total Quality management systems.

UNIT –II

Eco specification and restriction in apparel and textiles –Dry cleaning using Ozone depleting chemicals, pH values, Formaldehyde contents, Heavy metal contents, Pesticides and Herbicides, Azo dye stuffs, Nickel, Pentachlorophenols, colourfastness, brightener's and Softening agents.

UNIT –III

Garment defects – Quality followed in cutting department – sewing department –Finishing and Packing departments.

Testing of Garments –Seam strength –Seam properties of Knitted fabrics. Bow & Skewness in woven & Knitted fabrics. Soil/Stain release testing .Testing of Sewing Threads.

UNIT –IV

Introduction to care label – importance of care labels- Different systems of care labeling – American, British and International Labelling. Eco-labelling

UNIT –V

Quality control aspects for garment exports, The nature of Quality costs and Customer Returns, The functions of Quality assurance and quality control, Inspection procedure, AQL and Quality control.

REFERENCES

1. An Introduction to Quality control for Apparel Industry by PV Mehta.
2. Apparel Quality Control by K. Sukumar, G. S. Sivakumar ,.S.S.M ITT Staff and Students cooperative stores.
3. Management Quality in Apparel Industry by PV Mehta.
4. Physical Testing and Quality control, vol 123, No.1/2/3 textile institute (1993).

SEMESTER I

CORE III - ADVANCED GARMENT CONSTRUCTION PRACTICALS

COURSE OBJECTIVES

- To develop skill in transforming designs to drafting.
- To understand the consumption of raw materials, costing, lay plan, construction and display techniques in garment making.
- To develop skill in evaluating design, fitting and quality defects in garment.
- To know about specific garments that society needs from apparel manufacturer.

COURSE OUTCOMES

The student will be able to

- Acquire designing, drafting, sewing skills and technique in advance garment making.

- Evaluate and problem-solving techniques in designing, drafting, cutting, sewing, fitting and finishing in garments.
- Execute fabric programming and costing.
- Create garments that society needs for special purpose and protection.
- Become a designer, pattern master, garment technician, planning, programming and production in apparel industry.

Designing, Constructing and Evaluating the Garment

- | | |
|------------------------------|--|
| 1. Children's Garment | - Frock /Middy & Middy Top/ Boy shirt |
| 2. Women's Garment | - Salwar&kameez / Maxi |
| 3. Men's Garment | - Shirt/ Kurtha |
| 4. Special Purpose Garment 1 | - Physically challenged/ Old Age People/ Maternity & Lactation Period. |
| 5. Special Purpose Garment 2 | - Full protected Medical suit with hand gloves, Mask and foot covers. |

TEXT BOOK

1. Practical clothing construction - Part I & Part II Mary Mathews, cosmic Press, Chennai -1986.
2. Zarpkar system of cutting, K. R. Zarpkar Navneet Education Limited, Silvassa.
3. Practical Dress Design, by Mabel Deane Erwin, 1954 revised edition, MCMILLAN Company, New York

REFERENCES

1. <https://style2designer.com/apparel/adaptive-clothing-best-for-physically-disabled-fashion-lovers/>
2. Clothing and textiles for disabled and elderly people Harriet Meinander & MinnaVarheenmaa VTT Processes.

SEMESTER I

DISCIPLINE SPECIFIC ELECTIVE - I SUSTAINABILITY IN TEXTILE AND FASHION

COURSE OBJECTIVES

- To understand the importance of energy source.
- To acquire knowledge in sustainable concepts and its importance in Textile and fashion industry.
- To develop ideas in environmental impact and sustainability associated to fashion Industry.

COURSE OUTCOMES

The student will be able to

- Execute environmentally friendly textile manufacturing in working place.
- Improve their ability to creative ideas in research and development to make sustainable textiles.
- Manufacture sustainable textile products for all types of customer needs.

UNIT I

Introduction concepts and definitions- Renewable energy, non-renewable energy and sustainable development - Design's – Slow, Participatory, Open source, Biomimicry and Sustainable designs. Fast fashion, Passive Fashion, New Fashion Ethics and New Aesthetic Ethics.

UNIT II

Alternative fibers, Practice in Fiber & Fabric Processing, Spinning, Weaving and Knitting - Fabric Finishing, Bleaching, Dyeing, Printing and Specialist fabric finishing. Cut Make and Trim.

UNIT III

Reuse, Recycle and Reduce, Innovating to Reduce the Impact of Use Phase- Process, Product and Consumer Focus, Locally Made Globally Relevant, Distinctiveness, Durability, Appropriateness.

UNIT IV

Textiles and Fashion Industry Impacts, Life Cycle Analysis, techniques used in LCA, standard test method for textiles sustainability, eco labels.

UNIT V

The Consumer and Future Challenges - Future of Fabric: Healthy and sustainable - Reversing the Escalators of Consumption- Reform.

TEXT BOOK

1. Kate Fletcher, Sustainable Fashion and Textiles, Published by Earthscan in the UK and USA in 2008, ISBN-13: 978-1-84407-463-1 Hardback ISBN-13: 978-1-84407-481-5 Paperback.

REFERENCES

1. SUSTAINABLE TEXTILES, AntonelaCurteza, www.2bfuntex.eu MDT Sustainable Textiles.
2. https://books.google.co.in/books/about/Sustainability_in_the_Textile_and_Apparel

DISCIPLINE SPECIFIC ELECTIVE - I DESIGN RESEARCH

COURSE OBJECTIVES

- To updates the students on Research design process and sourcing of design concept from primary and secondary sources of research,
- To compiling and designing by idea generation
- To effectively communicates design ideas using different techniques.

COURSE OUTCOMES

- Describe the Research design concept, primary and secondary sources of research design
- Demonstrate three dimensional approaches to research for drape and garment manipulation
- Compile the design research process and develop story board and concept board
- Combine ideas in the form of sketching and design drawing using collage, working drawings, art materials etc.
- Design from research by generating ideas and refining to a collection.

UNIT – I

Design Research what and why- Brief, Types of brief, Research and its purpose, where do you find Design research: Choosing a theme or concept, primary sources and secondary sources, sources of inspiration

UNIT – II

How to compile design research- The sketch book, drawing, collage, juxtaposition, deconstruction, cross-referencing, analysis of research, focus on key elements, Mood, story and concept board.

UNIT – III

Three dimensional approaches to research- Model and drape, fiber and fabric qualities, recycled garment manipulation

UNIT – IV

Designing from your research - Bridging the gap, Design development elements, ideas generating exercise, development and refinement of individual garments, selecting and editing ideas to form a collection.

UNIT – V

Communicating ideas - Sketching and design drawing, Templates, Collage, working drawings, art materials, layout and composition, illustration.

REFERENCES

1. Basics Fashion Design 01: Research and Design, Simon Seivewright, A & C Black, 2012
2. Basics Fashion Design 04: Developing a Collection, Elinor Renfrew, Colin Renfrew, AVA , Publishing, 2009.
3. Doing Research in Fashion and Dress: An Introduction to Qualitative Methods, Yuniya Kawamura, Berg, 2011 .
4. Basics Fashion Design 05: Fashion Drawing, John Hopkins, AVA Publishing, 2009
5. Fashion Design Research, Ezinma Mbonu, Laurence King Publishing, 2014.

SEMESTER I GENERIC ELECTIVE II – CAD IN FASHION DESIGNING PRACTICAL

COURSE OBJECTIVES

- To create and grade patterns for garments.
- To gain knowledge about fashion designing software's

COURSE OUTCOMES

- Skilled to become CAD designer in garment industry.

Prerequisite

- Open source software-Tuka/Reach CAD/Gerber/Investronica (anyone)

PART - A**DESIGN AND DEVELOP THE PATTERN FOR THE FOLLOWING STYLE****KIDS WEAR**

- A-Line/Yokefrock
- Babasuit
- Knickers

WOMEN'S WEAR

- Blouse
- Salwar kameez
- Skirt and Top

MEN'S WEAR

- Basic Shirt
- Polo T-shirt
- Pant
- Trousers

PART-B

- Grade the patterns to S,M,L,XL and estimate the lay length & marker efficiency
- File the pattern style and apply the grade rule
- Estimate the lay length and marker efficiency

SEMESTER I**GENERIC ELECTIVE II - FASHION SKETCHING PRACTICAL****COURSE OBJECTIVES**

- To create new designs for garment through sketching
- Designing and sketching designs for home furnishing item
- Innovation towards accessories designing

COURSE OUTCOMES

To be a good design illustrator for the trendy garments towards market

1. Illustrate a gesture components parts from head to toes.

2. Create a 10 head stick figure, block figure and flesh figure and convert pose to garment like straight pose, 'S' curve, open pose, 'T' pose.
3. Stylized illustration in 10 head flesh figure – garments for cine field.
4. Create a contemporary style garment in 12 head theory.
5. Free hand drawing techniques.
6. Model drawing by using pencil shade.
7. Still drawing using color pencil shading.
8. Develop live model drawing.
9. Draw a fashion figure in 2D and 3D form using finishing techniques.
10. Fashion accessory drawing. [any 5 items]
11. Creation of Home Furnishing items. [any 5 items]

REFERENCE BOOKS

1. Abbing Bina, Fashion sketch book, Fairchild publishers, New York
2. Seaman Julian, Professional Fashion illustration, B. T. Batford Ltd, London.
3. Ireland Patrick John, Fashion illustration, B. T. Batford Ltd, London.
4. Allen Anne Seaman Julian, Fashion Drawing- The basic principles, B. T. Batford Ltd, London.

SEMESTER II

CORE IV - FASHION MERCHANDISING

COURSE OBJECTIVES

- To learn about the role and responsibilities of merchandiser and buyer
- To understand the structure of buying and merchandising departments
- To know the fashion merchandising, budgeting and planning

COURSE OUTCOMES

The student will be able to

- Understand the importance of merchandising in apparel industry
- Apply the merchandising skills in garment industry

UNIT- I

Introduction to Merchandising: Merchandising terminology - role and responsibilities of merchandiser - types of merchandisers - fashion merchandiser, export merchandiser, retail merchandiser and visual merchandiser.

UNIT-II

Roles of buyer and merchandiser: Rights of fashion merchandising - roles of buyer - skill set of good fashion buyer- role of fashion merchandiser - skill set of good fashion merchandiser - own label versus branded buying and merchandising- fashion buyer and merchandiser job description

UNIT-III

Organizing the buying and merchandising function: Structure of buying and merchandising departments - Assistant buyer - buying administration assistant - assistant merchandiser - allocator - buyer and the key contact - merchandiser and their key contact - meeting schedules - how buyer & merchandiser work with other activities in the value chain

UNIT-IV

Fashion Merchandising Budgeting: KPI budgeting - sales turnover budget - mark down spending budget - intake margin budgeting- stock target budgeting

Fashion Merchandising: Open to buy: What is open to buy - creating an open to buy budget -open to buy budgeting process

Fashion merchandising range planning: Introduction to range planning- range plan- optional plan -qualitative and quantitative aspects-range planning process

UNIT-V

Fashion merchandising: Sizing, deliveries and allocation: Merchandiser supplier relationship, size curves, initial allocations-managing purchase orders and deliveries

Trading: Planning versus trading, repeats and cancellations, promotional planning, end of season sale

E-retailing: E-retailing and product management, E-retailing and stock management and E-retail and drop shipping activities

REFERENCES

1. David Shaw, T.J. Mastering Fashion Buying and Merchandising Management, 16-Nov-2000 - Business & Economics.
2. Palgrave Macmillan, J.C. Fashion Merchandising, Principles and Practice, 28-Nov-2014 - Business & Economics.
3. Tata McGraw, P. Retail Merchandising, Hill Education, 2010.

SEMESTER II CORE V- TECHNICAL TEXTILES

COURSE OBJECTIVES

- To acquaint students with the conventional and latest fibers used in technical textiles.
- To enable the students to know the various application of technical textiles.
- To understand the concepts of smart and intelligent textiles.

COURSE OUTCOMES

The student will be able to

- Gain knowledge in technical textiles applications and the latest developments in fibers.
- Know many career options in various fields of technical textiles.
- Create innovative eco-friendly products in the field of technical textiles.

UNIT – I

Technical Textiles: Definition, developments in fibres used in technical textiles, Applications of technical textiles, Globalisation and Future of technical textiles industry.

Technical Fibres: High – Strength and high-modulus organic fibres, high chemical and combustion - Resistant organic fibres, high performance inorganic fibres, ultra-fine and novelty fibres.

UNIT –II

Medical Textiles: Classification – fibres Used. Non –Implantable, implantable, Extra Corporeal Devices, Health Care and Hygienic Products. **Agro Textiles** – Introduction, Fibres Used, types, functions and properties, characteristics and applications of Agrotextile products.

UNIT III

Build Tech - Introduction, Fibres Used, type's functions and properties characteristics and applications in Architecture and in Building Construction. **Geotextiles** – Introduction, Fibres Used, types functions and properties characteristics and applications in its Field. **Indu Tech**– Introduction, Fibres Used, types, functions and properties, characteristics and applications – Theory of Dust Collection.

UNIT –IV

Protective Textiles: Introduction, Fibres Used, types functions and properties, characteristics and applications fire protective clothing, heat resistant garments, water proof Materials, ballistic resistant vest. Biological and Chemical Vest, Military protective Clothing. **Mobile tech Textiles**-Introduction, Fibres Used, types functions and properties, characteristics and applications of mobile tech, applications in all kinds of road transport vehicles, rail and air craft's.

UNIT – V

Sports Textiles: Introduction, fibers used, Types, functions and properties, Characteristics and Applications of Sports Tech. **Smart and intelligent Textiles** - Classification - Active smart, passive smart and very smart textiles and phase change materials shape memory polymers, chromic and conductive materials and its applications in various fields.

REFERENCES

1. Dr. V. K. Kothari, Technical Textiles, Technology, Developments and Applications , IAFL Publications, New Delhi, (2008).
2. H. Mattila, Intelligent Textiles and Clothing, Publishing Ltd, England, (2006).
3. J W S Hearle, High Performance Fibres, Wood headPublishing Ltd, England, (2001).
4. R Senthil Kumar, Textiles for Industrial Applications CRC Press (2013).
5. SabitAdanur, Wellington Sears Handbook of Industrial Textiles CRC Press (1995).

SEMESTER II

CORE VI - ADVANCED DRAPING TECHNIQUES PRACTICAL

COURSE OBJECTIVES

- To strengthen original expression while creating new silhouettes.
- To develop the important skill of visualizing how a two-dimensional sketch

moves into a three- dimensional form.

COURSE OUTCOMES

The student will be able to

- Design varieties of skirts through draping technique
- Create Blouses for ladies by adopting the variations of darts and fullness
- Drape advanced trousers and check the fit
- Drape Camisole and princess line on bias
- Drape knits tops and visualize the fit

EXERCISES

1. Draping the Woven Panel

Preparing the calico, draping the three grains, Visualizing calico VS Fabrics.

2. **Draping Skirts:** Skirt silhouettes: Kilt, Dirndl, Ballet skirt, Straight skirt, a line skirt, Bias circle skirt. **Variations** yoked skirt with gathers and flare.
3. **Blouses with sleeve (Ladies Tops):** Peasant blouse, Gibson girl blouse, Variations tunic with bell sleeve.
4. **Draping and Fitting Trousers:** Harem pants, Wide leg trousers with front tucks
5. **Knits:** Cotton Knit top with ribbed neckline
6. **Draping on the Bias:** Bias draped camisole, Bias chemise with princess line

REFERENCES

1. Draping: The Complete Course, Karolyn Kiisel, Laurence King Publishing, 13-Sep-2013
2. Draping for Fashion Design, Hilde Jaffe, Pearson Education India, 2000

SEMESTER II

DISCIPLINE SPECIFIC ELECTIVE III –IMPORT EXPORT MANAGEMENT AND DOCUMENTATION

COURSE OBJECTIVES

- To obtain knowledge in import and export management features and procedures.
- Understanding about the benefits and supports provided by Government of India.
- To be familiar with approvals and assistance provided by Government institutes.
- Familiar about Documents need for shipment.

COURSE OUTCOMES

The students will be able to

- Become Familiar in import and export trade policy.
- Gain Knowledge in export and import procedure and documentation
- Know the way for getting finance assistance for export and import from government organisation.
- Work out import and export shipment documents.

UNIT I

Import Export Management Introduction; Concept Key Feature; Foreign Trade - Institutional Framework and Basics; Trade Policy; Foreign Trade -Simplification of Document; Reduction in Document to Five for Custom Purpose – Exporting and Importing Counter Trade- Promise and Pitfall of Exporting; Improving Export Performance - Counter Trade.

UNIT II

Export Procedures - Preparation for exports: Registration of firms with authorities, PAN No., IE code, BIN No., EPC, Central Excise etc.,- Category of exports: Direct, indirect, third party exports.- Category of Exporters: Manufacturer exporter, merchant exporter, EOU/SEZ/ - Five types of Export Houses - Export benefits: Duty drawback, advance authorization scheme, duty free import authorization, duty exemption entitlement scheme, EPCG, duty entitlement pas book scheme, market development assistance - GSP and GSTP rules as per the FT policy.

UNIT III

Import Procedures – Import management, procurement planning, and project imports regn. - Identification, selection of suppliers - Purchase contract, terms of payments - Terms of Delivery Inco terms- Import policy ITC HS- Role of a customs house agent and freight forward agents- Type of customs duties, valuation rules- Complete documentation and procedures for import clearance at sea port- Customs clearance of imports by sea and air documents, procedures. etc. -Imports under various imports notification issued by customs.

UNIT IV

Export Assistance of India: Introduction, Importance of Export Assistance, Export Promotion Measure in India -Expansion of Production Base for Exports; Relaxation in

Industrial Licensing Policy /MRT/ FER/ Foreign Collaborations; Liberal Import of Capital Goods; EPZ / EOU -Assured Supply of Raw-Material Imports -Eligibility for Export/ Trading/Star Trading/Super Star Trading Houses - Export Houses Status for Export of Services- Rendering Exports Price Competitive; Fiscal Incentives; Financial Incentives; Strengthening Export Marketing Effort.

UNIT V

Export documentation – Introduction and various types of export documents – Pre- shipment and Post-shipment documents – Pre-Shipment and Post- Shipment finance. Conditions in LC for stipulated documents legalization shipping consignment certificates. Export duty draw back – pass book – capital goods import license and assistance.Types of bill of lading.

TEXT BOOKS

1. Export import procedures, C. Ramagopal, New Age International (P) Limited, Publishers New Delhi.
2. EXPORT/IMPORTPROCEDURES and DOCUMENTATION, Thomas E. Johnson And Donna L. Bade, American Management Association, New York.
3. Foreign Trade – Theory, Procedures, Practices and Documentation, Dr. Khushpat S. Jain, Himalaya Publishing House Pvt. Ltd, New Delhi.
4. Export-Import Theory, Practices and Procedures, Belay Seyoum, PhD, SECOND EDITION, Routledge, New York.

REFERENCES

1. Export Import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi.
2. Electronic Commerce by N. Janardhan, Publisher: Indian Institute of Foreign Trade, New Delhi.
3. Nabhi's New Import Export Policy, Publisher: Nabhi Publication, New Delhi.
4. Export-What, Where, How by Ram Paras, Publisher: Anupam, Delhi.
5. Import Export Management, EIILM University, Sikkim.

SEMESTER II
DISCIPLINE SPECIFIC ELECTIVE III – ENTREPRENEURSHIP
DEVELOPMENT IN TEXTILES

COURSE OBJECTIVES

- To learn about the entrepreneurial skills involved in Apparel industry.
- To know the financial supporting sectors for starting new business

COURSE OUTCOMES

The students will be able to

- Apply knowledge while starting a new business
- Become aware of the tax regulations, patent rules and exemptions

UNIT I

Entrepreneurship: Meaning – Analysis – Types and Functions –Growth of entrepreneurs in India – Influence of Environmental Factors – Help in EDP – training and development of entrepreneur. Entrepreneurship development programme – role of entrepreneurs in development of apparel and fashion industry, entrepreneurship with reference to fashion and apparel industry in India.

UNIT II

Business planning – starting a new venture related to apparel industry, essentials of a successful centre. Formalities involved in starting up of a firm. Ownership details - individual proprietor / partnership / PVT. Limited company and public Ltd Company, bank formalities, term loan, working capital, project financing.

UNIT III

Location and plant layout – factors influencing plant location, building structure, lighting, ventilation, material handling, availability of labour, material management and transportation. Plant layout, ergonomics safety and security to be considered while planning the layout.

UNIT V Role of support institutions and management of small business: Director of industries – DIC, SIDCO, SIDBI, SIDC, SISI, NSIC, NISBUD, State Financial Corporation

Sic, Financial assistance by central government through MSME scheme, PMYK scheme, MUTHRA scheme in detail. Subsidy schemes supporting for apparel industry by AEPC, ATDC PEDEXCIL, Marketing Management, Production Management, Finance Management, Human resource Management, Export Marketing,

UNIT IV Industrial Sickness and remedies, tax planning, GST, patent rules, factory ACT, minimum wages, knowledge of exemptions and deductions, Environmental considerations and social responsibilities.

REFERENCE BOOKS

1. Desai Vasani, Small scale industries and entrepreneurship, Himalaya Publishing House, Delhi, 2003.
2. Kaul Aruna, Entrepreneurship management, Vikas Publishing House, Delhi, 2003.
3. Cynthia L. Greene, Entrepreneurship ideas in Action, Thomson Asia PVT Limited, 2004.
4. David Otes, A guide to Entrepreneurship, Jaico Books Publishing House, Delhi, 2004.

SEMESTER II

GENERIC ELECTIVE IV – CAD IN TEXTILE DESIGNING PRACTICAL

COURSE OBJECTIVES

- To create basic and dobby weave patterns using textile CAD software
- To analyze a woven fabric, examine the fabric and plot in the interlacement mode in textile CAD

COURSE OUTCOME

- Skilled to become a CAD designer in textile designing

Prerequisite

Open source software – Weave point/Weavelt pro/DB weave/Dobby weave/ Jacquard designing software (Anyone)

Windows 7, Windows 8, Windows 10

1. Create weave patterns for the following weaves:
 - Plain
 - Twill – 2/1 twill, 1/2 twill, 3/1 twill, 1/3 twill (2/1, 2/3 twill)
 - 3/3-pointed twill
 - 3/3 Herringbone twill
 - Combined twill weave
 - Huck a back
 - Honeycomb- ordinary & brighter honey comb
 - Mock leno
2. Create the following weave pattern based on design
 - Striped pattern – pin stripe, Bengal stripe, bar stripe, barcode stripe
 - Checked pattern – checker board, Madras checks, Tartan checks
3. Design a saree border, pallu and bodice design using **Adobe Photoshop /Adobe Illustrator software /Jacquard designing software.**

SEMESTER II
GENERIC ELECTIVE IV
QUALITY CONTROL IN APPAREL INDUSTRY PRACTICAL

Course Objectives

- To test the yarn quality parameters and to prepare the report.
- To apply and calculate the fabric quality parameters.
- To perform fabric inspection, surface enrichment audits, defect analysis, in line and end line checking
- To assess garment measure and presentation checking, packing audits

Unit	Unit Title	Learning Outcomes
I	Yarn Quality parameters	<ul style="list-style-type: none"> • Fiber Composition • Twist, Count, Strength • Affinity of Dyes (Dye affinity strength)
II	Fabric Quality parameters and Spreading /Cutting	<ul style="list-style-type: none"> • Maintenance of Measurement Tape • Fabric Inspection – 4 point & 10 point systems • Tearing strength, weight GSM woven knit, loop length • crimp ,width-length • Fabric Defect Analysis– Major and Minor defects

		<ul style="list-style-type: none"> • cutting panel audit • color matching –CFL ,UV, LED, Halogen sun light • relaxation of fabric lay • lay length
III	Finished Garment Quality parameters	<ul style="list-style-type: none"> • Traffic card/Light system • Inline checking – critical parts and cut stitches or holes. • End line checking – parts assembling, Label position, Stitches on Top of garment, loop threads and stains • Defect Analysis – Major and Minor defects
IV	Final Inspection	<ul style="list-style-type: none"> • Defect Analysis – Major and Minor defects • Accessories and Trims audit – Hole Test, Pull Test , Velcro, label • Packing Audit – Packing Terms of Buyer

SEMESTER II

NME- I FINANCIAL MANAGEMENT IN TEXTILES

OBJECTIVES:

- Students will understand basics of financial management that is essential for the textile industry.
- Students can learn about sources of capital, cost of capital and capital budgeting.

OUTCOMES:

- Student can determine the cost of yarn, fabrics and garments.
- Student become Skill ful to Construct cost sheet.
- Realize the economic possibility of capital investment, sources of capital and cost of capital.
- Understand the financial statements.

UNIT I

Introduction-definition, Goals and functions of finance; costing – concepts, classification; preparation of cost sheet; costing of yarn, fabric and garment.

UNIT II

Investment appraisal; Payback period method, Accounting Rate of Return; introduction to discounting and cash flows estimation, DCF methods - IRR, NPV, PI;

UNIT III Discounted payback methods; depreciation - concept, methods. Financing and dividend policies; cost of capital, source of capital

UNIT IV

Working capital management; estimation of working capital, requirements for spinning mill, composite mill and garment unit

UNIT V

Tools of financial analysis and control – trading, profit and loss account, balance sheet; financial ratio analysis; funds flow analysis and financial forecasting; analysis of operating and financial leverage; illustrations for spinning mill, composite mill and garment industry

REFERENCES

- Bhavé P.V. and Srinivasan V., “Costing Accounting to Textile Mills”, ATIRA, Ahmadabad, 1976
- Khan and Jain, “Basic Financial Management and Practice”, Tata McGraw Hill, New Delhi, 5th Edition, 2001.
- Pandey I. M., “Financial management”, Vikas Publishing House Pvt. Ltd., New Delhi, 8th Edition, 1999.
- Bhavé P.V. and Srinivasan V., “Costing accounting to textile mills”, ATIRA, Ahmadabad, 1976.
- Thukaram Rao M.E., “Cost and management accounting”, New Age International, Bangalore, Karnataka., 2004.
- Prasanna Chandra, “Financial management, theory and practice”, Tata McGraw -Hill Publishing Co Ltd., 5th edition, New Delhi, 2001.
- Hrishikes Bhattacharya, “Working capital management”, strategies and techniques”, Prentice – Hall of India Pvt.Ltd., New Delhi, 2001. 10. Khan and Jain, “Basic financial management and practice”, Tata McGraw Hill, New Delhi, 5th edition, 2001.

SEMESTER II

VALUE EDUCATION - HUMAN RIGHTS

COURSE OBJECTIVES

- To gain knowledge in human, civil, political, economic and women rights
- To know the emerging trends in terrorism and human rights

COURSE OUTCOMES

The students will be able to

- Understand the basic principles, deceleration and classification of human rights
- Differentiate the civil, political and women rights

UNIT – I Human Right – Definition – Historical evaluation- classification of rights – universal deceleration of Human Rights – International covenants on economic & social rights constitutional provisions for Human Rights – Fundamental Rights. Direct to Principle of the state policy – Indian constitution.

UNIT-II

Civil & political rights – rights to personal freedom – right to freedom of expression – right to property – right to educate – right to equality – right to religion – right to form association & unions – right to movements – right to family – right to contract – right to constitutional – remedies – right to vote & contest in election – right to hold public offices – right to petition – right to information-right to criticize the government – right to democratic governance.

UNIT – III

Economic rights– right to work – right to adequate wages – right to reasonable hours of work – right to fair working condition – right to self-government in industry– consumer rights – social & cultural rights – rights to life – right to clean environment.

UNIT – IV

Women's rights – rights to inheritance – right to marriage, divorce & remarried – right adoption – right to education – right to employment & carrier advancement – rights to relating to dowry – right for quality – right for safe working condition – children's rights – right to protection & care – right to education issues related with female infanticide – street children – child labour – bonded labour – refugees rights – minority rights – details rights – tribe rights – no modes rights.

UNIT- V

Human rights violence – international – national – regional level – organization to protect human rights – UNO – national commission for human rights – state commission – non – government organization & human rights – Amnesty international – Asia watch – PUCL – OCHR – people watch. Emerging trends to terrorism & human rights – emergency & human rights – judiciary & human rights – police & human rights.

REFERENCES

1. Human Rights - Text Book by University

SEMESTER III

CORE VII - RESEARCH METHODOLOGY AND STATISTICS IN TEXTILES

COURSE OBJECTIVES

To make the students to learn about the

- Problem formulation, analysis and solutions.
- Technical paper writing / presentation without violating professional ethics
- Analysis of Variance and Non-Parametric Tests and testing of hypothesis

COURSE OUTCOMES

At the end of this course, the students will be able to

- Formulate research problem, carry out research analysis and follow research ethics
- Design the experiment, conduct statistical tests and analyze the results to arrive at the conclusions
- Study the capability of process and control the process based on data available and Make decisions with minimum error from available data.

UNIT I

Research: Meaning, Types of research, Significance of research, Research process

Literature Review: Effective literature studies approaches, analysis and research ethics.

Research Problem Formulation: Meaning of research problem- Sources of research problem, criteria and characteristics of a good research problem, errors in selecting a research problem, scope and objectives of research problem.

UNIT II

Variables: What is Variable and types of Variable.

Define the terminologies: Control, Confounded relationship, Research Hypothesis, Experimental and Non-Experimental Hypothesis testing research, Experimental and Control groups, Treatments, Experiment, Experimental Units(s)

Research Design: Methods of research design: Research design for exploratory research studies, Descriptive and diagnostic research studied, Hypothesis testing research studies. Principles and methods of experimental design. Design for sample surveys

UNIT III

Selecting a Method for Data collection: Methods of Data Collection, Difference between Primary and Secondary data, And Collection of data through primary sources: Observation, Interview, And Questionnaire. Collection of data through Secondary sources.

Processing of Data: Editing, Coding and analysis

Displaying of Data: Methods of communicating and displaying analyzed data, Text, Tables, and Graphs.

UNIT IV

Technical Writing /Presentation: Types of research report: Dissertation and thesis, Research Paper, review paper, review article, short communication, conference presentation etc., Referencing and referencing styles, research journals, indexing, and citation of journals, intellectual property, plagiarism, Effective technical writing, how to write report, paper, developing a research proposal, format of research proposal, a presentation and assessment by a review committee.

UNIT V

Descriptive Statistics: Percentage, Mean, Standard deviation, Standard error, Skewness, Kurtosis, Rank Correlation

Hypothesis Testing: Chi-Square test, Anova, t test (one sample, Independent, Paired), Correlation Analysis, Regression Analysis, (Linear, Multiple), Non-Parametric test: sign test, rank test, concordance test.

Process Control and Capability Analysis: Control charts for variables and attributes - basis, development, and interpretation, sensitizing rules, average run length; process capability analysis

REFERENCES

1. Ranjit Kumar, 2nd Edition, "Research Methodology: A Step by Step Guide for beginners" 2010
2. Montgomery D.C., "Introduction to Statistical Quality Control", John Wiley and Sons, Inc., Singapore,
3. Leaf G.A.V., "Practical Statistics for the Textile Industry, Part I and II", The Textile Institute, Manchester, 1984,

SEMESTER III

CORE VIII - TEXTILE TESTING

COURSE OBJECTIVES

- To impart knowledge in basics of testing and the testing atmospheric conditions in a testing lab.

- Helps in determining the testing of fibres, yarns and fabrics.
- Enables the students to know about the various textile testing equipment as well as their working principles.

COURSE OUTCOMES

The student will be able to

- Understand the importance of standard atmospheric conditions required for testing.
- Handle the equipment without any assistance in carrying out the testing of fibres, yarns and fabrics.
- Examine the determination of color fastness of dyed materials

UNIT I

Introduction to testing – definition, objectives, importance and types of testing, International Quality parameters and standards like AATCC, ASTM, BIS etc. Humidity- absolute and relative (moisture content and regain) , Standard atmospheric conditions, Moisture and Humidity – its importance and relationship to textiles, Determination of humidity – Wet and Dry bulb hygrometer and sling hygrometer, Measurement of moisture regain and content by Conditioning oven method.

UNIT II

Fiber testing - Cotton fiber length –determination of fibre length by Baer sorter method, Fineness – Air flow principle –determination of fibre fineness by Sheffield micronaire method, fibre maturity – Caustic soda swelling method, fibre strength – determination of fibre strength by Press elybundle strength tester and Stelometer method, Determination of trash and lint in cotton by Shirley trash analyzer method.

UNIT III

Yarn testing - Yarn numbering system – conversion of count from one system to another, Instruments for count determination–Quadrant balance, Beesely balance.Yarn strength testing – principles of CRT, CRL, CRE – Single yarn strength tester, Lea strength tester. Yarn twist- Direction of twist, Twist testers – Tension type twist tester, Yarn evenness – classification of variation, methods of measuring

evenness using black board method, Usterevenness tester, determination of yarn hairiness and yarn crimp.

UNIT IV

Fabric testing – fabric weight, cover factor, fabric Thickness. Fabric strength – fabric tensile strength tester, tearing strength tester, hydraulic bursting strength tester. Fabric abrasion resistance- Martindale abrasion tester, Fabric pilling – ICI pill box tester. Fabric drape – Measurement of drape, fabric stiffness – Shirley stiffness tester. Fabric crease resistance - crease recovery tester, Fabric permeability – Shirley air permeability tester.

UNIT V

Color fastness in textiles – importance and factors affecting colour fastness, colour fastness to Crocking - dry and wet, perspiration – acid and alkaline, sunlight, laundering, pressing and dry-cleaning aspects. Grey scales and ratings.

REFERENCES

1. Dr. Arindam Textile Testing, SITRA Coimbatore (2001).
2. Elliot B Grover and Ham by D S, Handbook of Textile Testing and Quality Control, Willey Eastern limited, New Delhi (1988).
3. Saville B P Physical Testing of Textiles, Wood head publishing, Cambridge (2004).
4. Gopalakrishnan. R, A. P. Textile Testing, SSM Institute of Technology, Komarapalayam. (2002).
5. Newnes Butterworths, B. J. E. (no date) Principles of Textile Testing, London (1976).

SEMESTER III

CORE IX - TEXTILE TESTING PRACTICALS

COURSE OBJECTIVES

- To practice the various textile testing equipment in standard atmospheric conditions

COURSE OUTCOMES

The students will be able to

- Operate the equipment without any assistance while carrying out the testing of fibres, yarns and fabrics.
- Interpret the data more accurately on their own

1. Determination of fabric weight of the given fabric.
2. Determination of Thickness of the given Fabric.
3. Determination of Tensile Strength of the given Fabric.
4. Determination of Stiffness of the given Fabric.
5. Determination of Abrasion Resistance of the given Fabric.
6. Determination of Crease Recovery of the given Fabric.
7. Determination of Drape of the given Fabric.
8. Determination of tearing strength of the given fabric.
9. Determination of Bursting Strength of the given Fabric.
10. Determination of Colour Fastness of the given Fabric by Crock meter.
11. Determination of Colour Fastness of the given Fabric by Perspirometer.
12. Determination of Colour Fastness of the given Fabric by Laundrometer.
13. Determination of Colour Fastness of the given Fabric by Pressing.
14. Determination of Shrinkage of the given Fabric.

SEMESTER III

CORE X– ADVANCED TEXTILE PROCESSING

COURSE OBJECTIVES

- Gain knowledge in natural sources required for Bio Processing and Natural dyeing.
- Understanding the use of chemicals, processing methods and quality requirement for garment dyeing.
- To know the range of advanced printing technology used in present scenario.
- Acquire knowledge about pollution cause by using various chemicals and processing method.

COURSE OUTCOMES

The students will be able to

- Describe the ecofriendly processing of textiles from fiber to fabric stage.

- Develop eco friendly sustainable textile products.

UNIT I

Application of Enzymes in Textile Chemical Processing – Enzymes used in de-sizing process, Bio-scouring process and its advantages, Bio – Bleaching and its advantages. Natural dyes – Various Sources of Natural dyes. General procedure for application of natural dyes on cotton and other fibers . Advantages and disadvantages of Natural Dyes.

UNIT II

Garment dyeing – Basic theory of Garment Dyeing – special chemical for garment dyeing– Advantages of garment dyeing–Precaution steps to be taken before garment dyeing–Quality control in garment processing.

UNIT III

Finishing – Definition and Advantages – Bio polishing – Enzymes used for Bio polishing– BioPolishingofcottonfabrics–Biopolishingofpolyesteranditsblends, UV protective finish, Anti-microbial finish, Fragrance finish, Burn out finish, Denim finish.

UNIT IV

Printing: Preparation of hosiery cloth for printing – Tubular and slit open forms, Khadi printing, Pearl printing, Glitter and Metallic printing, Flock printing by electrostatic method.

Working of Garment printing machine.Digital Inkjet printing – Advantages and Limitations.Capsule printing, Crimp and Crepon style of printing.

UNIT V

Pollution–Types- Land, Water, Air and Noise Pollution–Causes and remedies related to textile industry. Effluent treatment – methods – color removal- Bio –degradation.ETP plant, Need for Eco-friendly Textile Processing.

REFERENCES

1. Dr.V.A.Shenai Textile Finishing, Sevak Publications.
2. K.B.Krishnakumar Pollution inTextile Industry,SSMITTStaff&students Co
–operative stores Ltd.

3. S. Duhayamarthandan Technology of Textile Printing, SSM ITT Staff & students Co-operative stores Ltd.
4. Dr. S. Jayaprakasam, D.G.N.Textile Finishing.
5. R.Shanmugaraj,S.U.EcofriendlyTextileProcessing,SSMITTStaff&studentsCo-operative stores Ltd.
5. Dr. D. K. Aggarwal, Housekeeping management Amman publication, NewDelhi.

SEMESTER III

DISCIPLINE SPECIFIC ELECTIVE V - ONLINE BUSINESS

COURSE OBJECTIVES

- Understand the significant need of online business in market.
- To develop website and software for online business.
- Understand the legal requirement like copy right, trademarks and accounting process.
- Obtain knowledge in buying, selling, payment handling and social network marketing.

COURSE OUTCOMES

The students will be able to

- Gain sound knowledge in creation of online business.
- Apply knowledge in creating website, software and social media pages.
- Become a successful branded entrepreneur in online business.

UNIT I

Overview of online business: Introduction to Online Business, Success Stories of how entrepreneurs started online business, Benefits of online business, software required to create web pages

UNIT II

Website development: Web Page Designing-Classification of websites, building a website-steps in building a website, Website hosting –web hosting options. **Content creation, delivery and management**-Content management and maintenance

UNIT III

Keeping Business legal: Copy rights, trademarks and other legal concerns, basic accounting practices, **Onlinebusiness models:** Affiliate Programs, Online Advertising, Selling Products and Services.

UNIT IV

Handling payment: Online Payment Solution-Anticipating your online customers purchasing needs-applying for credit card merchant status-finding short cuts to processing credit card data-providing shoppers with electronic purchasing system-delivering products and services

UNIT V:

Social Networking and Marketing: Attracting customers and services-Word of mouth advertising, Social networking and other advertising, **The future of online business:** Building your Business for the Future.

REFERENCES

1. Kenneth C. Laudon E- Commerce: Business, Technology, Society, 4th Edition, Pearson.
2. Porter, M. E Strategy and the Internet, HBR March 2001.
3. Kamlesh N., AmitLal and DeekshaAgarwala, A. Business on the Net: An Introduction to the Whats and Hows of E -Commerce, Macmillan India Ltd.
4. Liewyi, L.V.K. Online business made easy, Kindle edition, 2009.
5. Sons, G.H., John Wiley Starting an Online Business for Dummies, 14-Jun-2013.
6. The Business of E-Commerce – From Corporate Strategy to Technology,Cambridge University Press, 2000 .

SEMESTER III

DISCIPLINE SPECIFIC ELECTIVE V – VISUAL MERCHANDISING

COURSE OBJECTIVES

- TO sculpt the young minds with design thinking, create passion for visual presentation.
- To help aspiring students to become successful visual merchandisers, entrepreneurs and industry ready professionals.

COURSE OUTCOMES

- Recall the fundamental concepts of Visual merchandising and role of visual merchandiser in retail outlets
- Demonstrate the promotional merchandising Techniques for exterior display
- Select the appropriate visual merchandising display techniques to achieve a good interior display presentation
- Predict an innovating and eye-catching window display with suitable display techniques
- Categorize the tools used in visual merchandising display

UNIT – I

Overview of Visual Merchandising and Display -Essentials of Visual Merchandising and Display: History and definition. What is Visual Merchandising? How and where visual merchandisers work. Day to-day life of Visual Merchandiser-Training, visual merchandiser's tool box, Visual merchandisers in department store, Multiple chain store and small retail outlets. Broad areas of Visual display-Exterior and Interior, Store layout types, Virtual Visual Merchandising. Display Design Basics-Line, composition, Texture, Colour and Lighting.

UNIT – II

Exterior Display -Exterior Presentation: Exterior Signs, Store entrance, Marquees, Banners, Awnings, Walks and Entries and Landscaping.

UNIT – III

Interior Display- Interior Presentation: Interior display in selling area and sales support area, Areas of display- Windows, Highpoints, Focal points, Nesting Tables, Staircase landings, Step raisers, Lift area, Danglers, Cash counters, pillars, and entrances. Plano gram, strategy for creating attractive retail display.

UNIT – IV

Window Display -Window Display: Scope of Window display, types of window display, Window display designing process-theme and schemes, colour, budgeting, window prepping and installing, structuring the window calendar. Steps create eye-catching and innovative displays. In-Store Visual Merchandising and display -Product handling, colour blocking, product blocking, Vertical, horizontal, cross and symmetrical merchandising.

UNIT – V

SIGNAGE FIXTURES AND PROPS- Signage Fixtures and Props:

Fixtures: Types of fixtures, selecting display fixtures.

Signage: What signage can do for customer, retailer, vendor and community, various types of signs.

Props: Advantages and types of props. Role of mannequins in clothing store for effective visual presentation.

Common errors in creating window display, Promotional and seasonal display techniques

REFERENCES

- Visual Merchandising, Swati Bhalla, Anuraag S, (2010). Tata McGraw-Hill Education
- Visual Merchandising for Fashion, Sarah Bailey, Jonathan Baker, (2014). A&C Black
- Fashion Retailing: A Multi-Channel Approach, Diamond, (2007). Pearson Education India
- Retail Product Management: Buying and merchandising, Rosemary Varley, (2014). Routledge
- Retail Business Kit for Dummies, Rick Segel, John Wiley & Sons, (2009)
- Visual Merchandising: window and In-store displays for retail store, Third Edition, Tony Morgan, (2016). Laurance King Publishing

SEMESTER III

NME II – STRATEGIC MANAGEMENT IN TEXTILES

OBJECTIVES:

- Understand basics of strategic management.
- Students can learn to Diagnosis the problem in diversified environment.
- To understand the important of Strategy Plan in various department in an industry.

OUTCOMES:

- Skilled to take decision in complex situation.
- Application of Techniques to formulation modern methods in allocation of recourses.

UNIT-I

Concepts of Strategy - Levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBD); Functional level strategies

UNIT-II

Environmental Analysis and Diagnosis - Environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis

UNIT-III

Strategy Formulation and Choice - Modernization, Diversification Integration - Merger, take-over and joint strategies - Turnaround, Divestment and Liquidation strategies - Strategic choice - Industry, competitor and SWOT analysis - Factors affecting strategic choice; Generic competitive strategies - Cost leadership, Differentiation, Focus, Value chain analysis, Bench marking, Service blue printing

UNIT-IV

Functional Strategies: Marketing, production/operations and R&D plans and policies- Personnel and financial plans and policies.

UNIT-V

Strategy Implementation - Inter - relationship between formulation and implementation - Issues in strategy implementation - Resource allocation - Strategy and Structure - Structural considerations - Organizational Design and change - Strategy Evaluation- Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.

REFERENCES

- AzharKazmi, STRATEGIC MANAGEMENT & BUSINESS POLICY, *Tata McGraw-Hill Publishing Company Limited, New Delhi 2008.*
- Vipin Gupta, Kamala Gollakota& Srinivasan, BUSINESS POLICY & STRATEGIC MANAGEMENT, *Prentice Hall of India Private Limited, New Delhi, 2008.*
- Amita Mittal, CASES IN STRATEGIC MANAGEMENT, *Tata McGraw-Hill Publishing Company Limited, New Delhi 2008.*
- Fred R. David, STRATEGIC MANAGEMENT CONCEPT AND CASES, *PHI Learning Private Limited, New Delhi, 2008.*

SEMESTER IV

CORE XI - FASHION RETAILING

COURSE OBJECTIVES

- It aims to provide the learners with a basic understanding of how contemporary retailers operate.
- It enables to have broad look at consumer behavior and markets and how the markets differ within emerging retail communities from corporate office to shop floor.
- It incorporates the concepts of store merchandising, strategic planning and trends in retailing.

COURSE OUTCOMES

The students will be able to

- Explain the basic concepts of retailing

- Discuss important concepts of retail consumer markets such as consumer behavior, consumer assessment theories, Consumer analysis
- Elucidate the Corporate level departments in retail and the Roles and responsibilities of manager
- Describe the model for strategic planning, store merchandising and emerging trends in retailing

UNIT-I

RETAILING

What is retailing? The History of Retail, Understanding the difference between retailing and retailer, Fashion supply chains, **Classification of retailers:** Boutiques, Specialty shops, Department stores, off price merchants, Fashion manufacturer's outlets, Discount operations, Warehouse clubs, Franchises. **On-site vs. off-site retailing:** Difference between On-site retailing and off-site retailing, Catalogs, Tele vending. **Multichannel retail approaches.**

UNIT-II

RETAIL CONSUMER MARKETS

Consumer behaviour: Rational motives, Emotional motives, Patronage motives, **Consumer assessment theories:** Maslow's hierarchy of needs, Consumer perception theory, and Psychographic segmentation. **Consumer Analysis:** Demographics, Population concentration, Climate differences, Age groups, Occupations, Income, Education, Social class groupings, Family Life cycle, Demographics vs. the target audience, mapping the target audience. **Site selection and Store location:** Area characteristics, Shopping districts, Downtown central districts, Regional Malls, Mixed-use centers, Power centers, Outlet centers, Site selection.

UNIT-III

CORPORATE OFFICES AND THEIR ROLE

Corporate level departments: Executive board, Human resources, Merchandising and buying, Creative services, Information technology, store operations. **Strategic Planning:** What is Strategic Planning, Dunne and Lusch Model of Strategic planning in retail. **Supporting Store teams. Ethics and corporate social responsibility.**

STORE MANAGEMENT AND THE BACK OF HOUSE

Managerial roles: Store manager, Operations/facilities manager, Hiring manager, Apparel /accessories department manager, receiving manager, Visual manager. **Functions of the Back of house. Daily routines of Managers on the basis of shift. Employee management:** Interviewing and employee files, Hiring process, Training and development. **Store logistics:** Retail logistics management model, Distribution, Communication and Value-added services.

Merchandise controls and Loss prevention: Deterring theft, methods to deter theft,

UNIT-IV

STORE MERCHANDISING

Understanding the merchandising division, Merchandising and front of house, merchandising vs visual merchandising, Visual merchandising Key performance indicator matrix. Merchandising the store environment: The store merchandisers role, Visual areas, Consumer circulation, Accessibility, floor sets

UNIT-V

TRENDS IN RETAILING

Understanding E commerce and the online shopper, E commerce process, Cross channel integration, shipping differentiation, Alternative currencies. Mobile retail, pop-up and concept shops, Retailer and designer collaborations, Technology in the retail sector.

REFERENCES

1. Fashion Retailing: From Managing to Merchandising, Dimitri Koumbis, Bloomsbury Publishing, 2020
2. Fashion Retailing: A Multi-Channel Approach, Jay Diamond, Ellen Diamond, Sheri Litt, Bloomsbury Publishing, 2015

SEMESTER IV

CORE XII - FASHION PORTFOLIO PRACTICAL

COURSE OBJECTIVES

- To understand the importance of making Portfolio.
- To develop designs based on forecasting for future fashions.
- To be familiar with suitable selection of fabric, trims and accessories.
- Acquire multi skills technique in design, draft, construct and making accessories.

COURSE OUTCOMES

- Ability to visualize the outcome of entire costume.
- Capability to start up Boutiques and designer shop.
- Skill to become a fabric technician, garment technician, accessory maker, fashion merchandiser and fashion designer.

Develop the following three different portfolios in three different bases:

1. Fashion forecasting
2. Indian tradition
3. Individual creativity

The Portfolio should contain the following boards and construct the garment for the same:

1. Design development
2. Theme Board
3. Story Board
4. Mood Board
5. Inspiration Board
6. Customer Profile
7. Flat Sketches
8. Illustration Board
9. Component Board
10. Colour Board
11. Fabric Board
12. Accessories Board
13. Ornaments Board

14. Garment Construction
15. Photo shoots with different pose on stage.

SEMESTER IV

ELECTIVE VI (INDUSTRY ENTREPRENEURSHIP) – – ACCESSORY DESIGNING PRACTICAL

COURSE OBJECTIVES

- To provide knowledge in accessory designing and making

COURSE OUTCOMES

- Provides knowledge in selecting raw materials for accessory designing
- Helps to start a new business in ornament designing

Prepare the following Samples using the available raw materials / any base material.

1. Hand bags -4varieties.
2. Purses / Wallets - 4 varieties.
3. Slippers / Shoes - 5 models.
4. Belts - 5 models.
5. Gloves-3 models.
6. Hats- 3 models.
7. Scarves-3 models.
8. Cell Phone covers- 4 varieties
9. A set of bridal ornaments – select a bridal costume of any religion
10. A set of ornaments for a dress designed for a fashion show

SEMESTER IV

ELECTIVE VI –FASHION PHOTOGRAPHY PRACTICAL

COURSE OBJECTIVES

- Helps the student to acquire practical skills in fashion Photography through exploration of different styles and its applications.

COURSE OUTCOMES

- The students will be able to acquire photography skills, gain insight on the nuances of videography and media planning.

Experiments

- I. Product Photography (3-5nos)
- II. Modeling Photography (3-5nos)
- III. Indoor and Outdoor Photography (3-5nos)
- IV .Different lighting technique Using Image Capture
- V.Travel Photography(3-5nos)
- VI. Photojournalism ethics and photos ((3-5nos)
- VII. Documentary Photogrtaphy

Visual Media

Experiments: Create the following

- I. Story Board
- II. Brand Name and Logo Design
- III. Image Editing and Special Effects
- IV. Design packing material for your brand
- V. Logo animation
- VI. Product Animation
- VII. Video capturing and editing
- VIII. Video and audio mixing
- IX. Add film making
- X. Web Designing

Text book

1 Fashion Photography: A Complete guide to the Tools and Techniques of the Trade, BruceSmith, Amphoto Books, 2008.

2 Writing for Visual Media, Anthony Friedmann, 2010.

Reference Books

1 A Different Vision on Fashion Photography, Thierry-Maxime Lorit, 2016.

2 Mics, Cameras, Symbolic Action: Audio-Visual Rhetoric for Writing Teachers, Scott . Halberitter, 2012.

SEMESTER IV
SKILL ENHANCEMENT COURSE – PROFESSIONAL
COMPETENCY SKILL-PERSONALITY DEVELOPMENT

Course Objective

- The main objective of this programme is intra-personal development.

Course Outcome

- The students will know themselves better, identify their own potentials and accept their own limitations, move towards self esteem and maximize their own potential in enabling a holistic development.

UNIT I-Introduction to Personality Development

The concept of personality - Dimensions of personality – Theories of Freud & Erickson- Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.

UNIT II Attitude & Motivation

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation - Significance – Internal and external motives –Importance of self-motivation- Factors leading to de-motivation

UNIT III Self-esteem

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self esteem. Inter personal Relationships – Defining the difference between aggressive, submissive and assertive behaviors – Lateral thinking.

UNIT IV Other Aspects of Personality Development

Bodylanguage-Problem-solving-ConflictandStressManagement-Decision-makingskills- Leadership and qualities of a successful leader – Character building -Team-work – Time management –Work ethics–Good manners and etiquette.

UNITV Employability Quotient

Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview-Frequently Asked Questions-Psychometric Analysis-Mock

Interview Sessions.

Text Books:

1. Hurlock, E. B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.

References

Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988.

1. Heller, Robert. Effective leadership. Essential Manager Series. DK Publishing, 2002
2. Hindle, Tim. Reducing Stress. Essential Manager series. DK Publishing, 2003
3. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata-Mc-Graw Hill. 2001
4. Mile, D. J. Power of positive thinking. Delhi. Rohan Book Company, (2004).
5. Pravesh Kumar. All about Self-Motivation. New Delhi. Goodwill Publishing House. 2005.
6. Smith, B. Body Language. Delhi: Rohan Book Company. 2004