

M.Sc. FASHION TECHNOLOGY

SEM	COURSE CODE	COURSE	COURSE TITLE	HRS/WEEK	CREDIT	CIA MARKS	SE MARKS	TOTAL MARKS
I	14PFT1C1	CORE –I	Advanced Textile Science	6	5	40	60	100
	14PFT1C2P	CORE –II	Fashion Draping - Practical	6	5	40	60	100
	14PFT1C3	CORE –III	Computer Application in Fashion Designing	6	5	40	60	100
	14PFT1C4P	CORE –IV	Computer Aided Fashion Designing Practical – I	6	5	40	60	100
	14PFT1CE1	CORE BASED ELECTIVE – I #		6	5	40	60	100
TOTAL				30	25	200	300	500
II	14PFT2C5	CORE –V	Export Documentation	6	5	40	60	100
	14PFT2C6	CORE –VI	Quality Standards and Specifications	6	5	40	60	100
	14PFT2C7P	CORE –VII	Home Textiles – Practical	6	5	40	60	100
	14PFT2C8P	CORE –VIII	Computer Aided Fashion Designing Practical - II	6	5	40	60	100
	14PFT2CE2	CORE BASED ELECTIVE – II #		6	5	40	60	100
TOTAL				30	25	200	300	500
III	14PFT3C9	CORE –IX	Technical Textile	6	5	40	60	100
	14PFT3C10	CORE –X	Textile Testing	6	5	40	60	100
	14PFT3C11	CORE -XI	Textile Management	6	5	40	60	100
	14PFT3C12P	CORE –XII	Advanced Clothing Construction - Practical	6	5	40	60	100
	14PFT3CE3	CORE BASED ELECTIVE –III #		6	5	40	60	100
	14PFT3EC1	EXTRA CREDIT –I	Fashion Retailing	-	5*	-	100*	100*
TOTAL				30	25	200	300	500
IV	14PFT4C13	CORE –XIII	Knitting	6	5	40	60	100
	14PFT4C14	CORE –XIV	Fashion Business and Communication	6	5	40	60	100
	14PFT4EC2	EXTRA CREDIT – II	World Costumes	-	5*	-	100*	100*
	14PFT4PW	PROJECT WORK		18	5	40	60	100
TOTAL				30	15	120	180	300
GRAND TOTAL				120	90	720	1080	1800

#Core Based Electives:

SEMESTER	CORE BASED ELECTIVE
I	Textile Dyeing and Finishing
	Textile Industrial Management
II	Research Methods and Statistics
	Apparel Marketing
III	Home Science
	Textile Economics

* Not Considered for Grand Total and CGPA

SEMESTER I: COREI

ADVANCED TEXTILE SCIENCE

Course Code : 14PFT1C1
Hours/Week : 6
Credit : 5

Max. Marks :100
Internal Marks :40
External Marks : 60

Objectives:

- To gain the knowledge about recent fibers and its manufacturing process.
- To ensure the knowledge nanotechnology in textiles.

UNIT-I: Fiber Introduction

18 hours

Fibers introduction, classification, properties, merits and demerits of natural fibers and man made fibers. Natural Fibers – Vegetable fibers - # Morphological structure (cotton) physical & chemical properties #. Protein fibers: Silk – production, types of silk, Morphological Structure, physical and chemical properties. Wool – production, types of wool, morphological structure, physical and chemical properties.

UNIT-II: Regenerated Cellulose and Fibers

18 hours

Regenerated Cellulose fibers, Rayon, Modal, Polynosic, Cellulose acetate, Triacetate, Lyoce, Production and Properties, # general properties and uses #.

UNIT-III: Synthetic Fibers

18 hours

Synthetic Fibers – High Tenacity Nylon, High tenacity polyester, poly – acrylo – nitril fibers, Physical structure – physical and chemical properties and applications – Texturising. # Specialty fibers – Electrometric fibers – Spandex – fiber, properties and uses #.

UNIT-IV: Yarn Manufacturing

18 hours

Spinning – Definition, types of spinning – dry, wet and melt spinning. Spinning Process, Open and spun and TFO, Merits and Demerits of Yarn, comparison between ring spun and open end spun yarns. Twist spinning, (Self Twist Spinning), # False twist spinning (Air Jet and Friction Spinning) Compact spinning #.

UNIT-V: Nanotechnology Applications in Textiles

18 hours

Introduction – # Growth of Nanotechnology #, Nano Fiber and its Types, Finishes using Nanotech – Self-Cleaning Textiles, Anti-Microbial Finish, UV Protective Finish. Recent Trends – Nano Encapsulation Technology, Nano Scale Silver, Nano Threads, Nano Composites.

#.....# **Self Study Portion**

TEXT BOOKS:

T.B-1 Corbman.B.P, Textile Fiber to Fabric, MCGRAW, HILL International Edition, Sixth Edition, 2009.

T.B-2 Advanced Textile Science - Study Material prepared by the Department.

UNIT- I Chapter I **T.B-1**

UNIT-II Chapter II **T.B-1**

UNIT-III Chapter III **T.B-1**

UNIT-IV Chapter IV **T.B-1**

UNIT V Chapter V **T.B-2.**

Books forReferences:

- 1.Castelino.I, "Fashion Kaledioscope", Rup and Co., 1994.
- 2.Wiley. J, "Theory of Fashion Design",Johnwiley and Sons, Inc, New York, 1990.
- 3.Stecker.P, "The Fashion Design Manual", Macmillan, Australia, 1997.
- 4.Sharon Lee Tate, "Inside Fashion Design", Harper and Row Publication, New York, 1998.

SEMESTER I: COREII

FASHION DRAPING - PRACTICAL

Course Code	:	14PFT1C2P	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objectives:

- To be more creative in design to develop the draping skill of the students.
- To create different types of pattern designs.
- To update the recent draping design.

I. Draping of basic foundation patterns

1. Blocks **7 hours**
2. Basic Bodice **7 hours**
3. Basic Skirt **6 hours**
4. Basic Sleeve **7 hours**

II. Design Variations

5. Bodice Variation **7 hours**
6. Princess Shapers **7 hours**
7. Skirts **7 hours**
8. Collars **7 hours**
9. Necklines **7 hours**
10. Sleeves **7 hours**
11. Wedding Dress **7 hours**
12. Sarees **7 hours**
13. Blouse **7 hours**

SEMESTER I: CORE III

COMPUTER APPLICATION IN FASHION DESIGNING

Course Code	:	14PFTIC3	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objectives:

- To know the applications of Computer Aided Designing in Fashion Industry.
- To ensure the knowledge about different types of silhouette.
- To gain the knowledge on presentation and graphics.

UNIT-I: Introduction

18 hours

Introduction and Meaning for CAD, # Computer and the Fashion Industry. Acceptance of New Technology #. Quick response Technology. Silhouette Preparation - Coordinating Silhouette, Rendering Silhouette, Computer rendering of Silhouette.

UNIT-II: Software's in CAD

18 hours

CAD in today's Fashion Industry #. Types of CAD Systems – Textile Design System, Illustration / Sketchpad System. Texture Mapping – Draping Software, Embroidery System, Specification and Costing System.

UNIT-III: Software Application in Textiles

18 hours

Digitizing and grading system, Marker-Making Systems, Pattern Design Software, Robotics and Garment moving Technology. # Commercial Software Systems #.

UNIT-IV: Computer Application in Textiles Apparel Machinery

18 hours

CAD Operating Looms, Knitting Machines, Embroidery Machines. Cutting, Spreading, Pattern Making Machine, # Colour Matching Computerized #.

UNIT-V: Presentation and Graphics

18 hours

Introduction, External Presentation, Internal Presentation, # Planning a Presentation – Organization and Composition #. Computer generated Presentation, Computer generated Catalogues, Presentation Board, Multimedia and 3 – D Presentation.

#.....# **Self Study Portion**

TEXT BOOK:

T.B-1CAD for Fashion Design, by Rene Weiss Chase, Prentice Hall, Upper Saddle River, London.

UNIT- I Chapter I& II **T.B-1**

UNIT- II Chapter II **T.B-1**

UNIT- III Chapter III **T.B-1**

UNIT- IV Chapter VII **T.B-1**

UNIT- V Chapter VIII **T.B-1.**

Books for References:

- 1.Mikell P.Groover, Emory W.Zimmers, Jr. – “CAD / CAM Computer – Aided Design and Manufacturing” – 1983.
- 2.Alison Beazley and Terry Bond, “Computer – Aided Pattern Design and Product Development” – Blackwell Publishing, 2003.
- 3.Stacy Stewart Smith, “CAD for Fashion Design and Merchandising” – Fair Child Publications, 2013.
- 4.Laura Nugent, “Computerized Pattern Making for Apparel Production” – Fair Child Publications, 2008.

SEMESTER I: CORE IV

COMPUTER AIDED FASHION DESIGNING I-PRACTICAL

Course Code	:	14PFT1C4P	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objectives:

- To understand the methods and techniques used to analyze the garment design and textile design.
- To create the basic techniques of head theories based on children, women and men.
- To drape the fashionable fabric on the croquies.

1. Development of Croquies based on the Head Theories for Children in various Poses. **9 hours**
2. Development of Croquies based on the Head Theories for Women in various Poses. **9 hours**
3. Development of Croquies based on the Head Theories for Men, in various Poses. **9 hours**
4. Texture Mapping and Virtual Fashion – Mapping of Original Color. **9 hours**
5. Texture Mapping and Virtual Fashion – Stripped Designs. **9 hours**
6. Texture Mapping and Virtual Fashion – Checks and Printed Designs. **9 hours**
7. Texture Mapping and Virtual Fashion – One way and Overall Designs. **9 hours**
8. Draping of Fabric on the Croquies – Children. **9 hours**
9. Draping of Fabric on the Croquies – Women. **9 hours**
10. Draping of Fabric on the Croquies– Men. **9 hours**

SEMESTER I: CORE BASED ELECTIVE I

TEXTILE DYEING AND FINISHING

Course Code :	14PFT1CE1	Max. Marks :	100
Hours/Week :	6	Internal Marks :	40
Credit :	5	External Marks :	60

Objectives:

- To gain the knowledge on fiber properties and finishes.
- To ensure the knowledge on wet processing.
- To know the difference between dyeing and printing.

UNIT-I: Fabric Preparatory Process **18 hours**

Pretreatment – desizing, scouring and bleaching for cotton, # Degumming for silk, carbonizing for wool #. Enzymatic pretreatment processing for cotton, silk and wool.

UNIT-II: Recent Trends in Dyeing **18 hours**

Dyeing – # meaning and importance #. Recent trends – microwave dyeing, super critical CO₂ dyeing, ultrasonic dyeing, plasma treated dyeing – principle, mechanism and procedure for dyeing.

UNIT-III: Basic Finishes **18 hours**

Finishing – purpose and importance – classification of finishing – # Temporary finishes– Calendering, embossing, starching, stiffening #, softening. Permanent finishes – sanforising, mercerizing, buckrum finish, anti-crease finish, durable press finish.

UNIT-IV: Functional finishes **18 hours**

Anti-microbial – procedure, evaluation and its importance. Anti-bacterial – procedure and its importance. Insect repellent finish – procedure, evaluation and its importance. # Flame retardant finish, Fireproof finish #, Bullet proof finish, Water repellent finish.

UNIT-V: Finishing Techniques **18 hours**

Padding Managale – mechanism and procedure #, Sonicator techniques – mechanism and procedure, plasma – mechanism and procedure, Nano application – mechanism and procedure, Microencapsulation – mechanism and procedure.

.#.....# Self Study Portion

TEXT BOOKS:

T. B-1 Textile Dyeing and Finishing- Study Material prepared by the Department.

T. B-2 Needles.H.L, Textile Fibers, Dyes, Finishes and Processes , Noyes Publications, 2011.

T.B-3Singh.K.V.P, Elementary Idea of Textile Dyeing, Printing and Finishing ,Kalyani Publishers, 2009.

T. B-4Smith.J.L, Textile Processing, Printing Dyeing, Finishing , Abhishek Publications, Chandigarh, 2006.

T. B-5Corbman.B.P, Textile Fiber to Fabric, MCGRAW, HILL International Edition, Sixth Edition, 2009.

UNIT- I	Chapter IV	T.B- 1
UNIT-II	Chapter XVIII	T.B-2
UNIT- III	ChapterV	T.B-3
UNIT-IV	Chapter VI	T.B-4
UNIT- V	Chapter XI & XII	T.B-5.

Books for References:

1.V.A.Shenai, “Chemistry of Dyes and Principles of Dyeing ”, Sevak Prakashan, Mumbai, 1987.

2.K.Venkantrama, “Chemistry of Synthetic Dyes”, 1970.

3.V.A.Shenai, “Azo Dyes – Facts and Figures” – Sevak Prakashan, Mumbai,1999.

4.Gulrajani.M, “Advances in the Dyeing and Finishing of Technical Textiles”, Woodhead Publishing Series in Textiles,Elsevier, 2013.

SEMESTER I: CORE BASED ELECTIVE I

TEXTILE INDUSTRIAL MANAGEMENT

Course Code	:	14PFT1CE1	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objectives:

- To enable students to get the knowledge about industrial management
- To learn about the acts an industrial development.

UNIT-I: Introduction **18 hours**

Industrial Management – Meaning, Features – Significance – Techniques # Time Study # Motion Study – Fatigue Study – TQM.

UNIT-II: Production Planning **18 hours**

Production Planning and Control – Meaning – Importance # Process of Planning # Tools of Planning – Control Devices – Internal and External.

UNIT-III: Costing **18 hours**

Costing – Methods – Overhead absorption – apportionment # Budgetary Control # Break Even Analysis – Uses of BEA – Cost Reduction – Techniques – Cost Control - Steps and Techniques.

UNIT-IV: Human Resource Management **18 hours**

Human Resources Planning # Man Power Inventory – Selection and Training Development – Performance Evaluation – Disciplinary Procedure – Social Security Measures.

UNIT-V: Industrial Acts **18 hours**

Industrial Control – Factories Act 1948: # Health Safety and Welfare # Minimum Wages Act 1948: Fixation Provision – Payment of Wages Act 1936: Authorized and Unauthorized Development . Employees State Environment Act 1948: Benefits Payment of Bonus Act 1965: Eligibility – Seton Setoff – Allocable Surplus – Available Surplus.

.#.....# Self Study Portion

TEXT BOOK:

T. B-1 Textile Industrial Management - Study Material prepared by the Department.

UNIT- I	Chapter I	T.B- 1
UNIT-II	Chapter II	T.B-1
UNIT- III	Chapter III	T.B-1
UNIT-IV	Chapter IV	T.B-1
UNIT- V	Chapter V	T.B-1.

Books for References:

- 1.Sabit Adanur, “Wellington Sears Handbook of Industrial Textiles” – Johnston Industries Group Publications, 1995.
- 2.R.Nandagopal, “Textile and Clothing Management” – Allied Publishers, Private Limited, 2004.
- 3.Purushothama.B, “Work Quality Management in the Textile Industry” – Woodhead Publishing, 2013.
- 4.Gordana Colovic, “Management of Technology Systems in Garment Industry” – Woodhead Publishing, 2010.

SEMESTER II: CORE V

EXPORT DOCUMENTATION

Course Code	:	14PFT2C5	Max Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objectives:

- To understand the international trade in garment industry.
- To study the import and export procedures.
- To know the required documents for export and import.
- To learn the tax and tariffs for international trade.

UNIT-I: Overview of Apparel & Textile Trade **18 hours**

Need for International Trade – # Features of International Trade – Advantages of International Trade # – Problems of Foreign Trade. World trade in Apparel and textiles, India's position in World Trade, Trade Restrictions on Apparel and textiles.

UNIT-II: International Trade Documents **18 hours**

Regulatory Framework, #Foreign Trade Documents #, Regulatory Documents, Commercial Documents, Letter of Credit, Contract Terms and Export Documents.

UNIT-III: Export and Import Procedures **18 hours**

Getting Established as an Exporter, Entering into Export Contract, Execution of Export Order, Post Shipment Procedures, Export Promotion Measures, # Incentives and Facilities to Exporters #. The Import Process, Customs Clearance for Imports.

UNIT-IV: Foreign Exchange **18 hours**

Meaning of Foreign Exchange – # Nature of Foreign Exchange market, Main functions. Exchange Control in India – Regulations of FERA # – Policy on Foreign private investment. Globalization, SWOT Analysis of Apparel industries. Role and Functions of Export Promotion Council (EPC).

UNIT-V: Recent Developments in Foreign Trade **18 hours**

World Trade Organization (WTO) – Regional Trade Agreements – European Union – # Current trends in International Trade # – GATT – Government Programmes and incentives for apparel and textile exports.

#.....# **Self Study Portion**

TEXT BOOKS:

T.B-1Jeevanandam.C, Foreign Trade, 1st Edition, Sultan Chand and Sons, New Delhi, 2005.

T.B-2Joshi.P, Apparel and Textile Exports, CBS Publishers, New Delhi, 2006.

T.B-3Export Documentation – Study Material prepared by the Department.

UNIT-I	Chapter I	T.B-1&T.B-2
UNIT-II	Chapter III	T.B-1
UNIT-III	Chapter IV&V	T.B-1
UNIT-IV	ChapterI	T.B-3
UNIT-V	Chapter XII&II	T.B-1&T.B-3.

Books for References:

- 1.DIANE Publishing, CompanyTextile Trade: Operations of the Committee for the Implementation of Textile Agreements (CITA) DIANE Publishing, 1996.
- 2.Thomas.E,Johnson, Donnal, Bade.L, “ Export/Import Procedures and Documentation”, AMACOM Div American Management Association, 2010.
- 3.Belay Seyoum, “Export-Import Theory, Practices, and Procedures”, Second Edition Routledge, 2008.
- 4.Many Elizabeth Sweet,Sundar Shetty, “Industry and Trade Summary: Apparel”, DIANE Publishing, 1995.

SEMESTER II: CORE VI

QUALITY STANDARDS AND SPECIFICATIONS

Course Code	: 14PFT2C6	Max. Marks	: 100
Hours/Week	: 6	Internal Marks	: 40
Credit	: 5	External Marks	: 60

Objectives:

- To understand the standards of maintaining quality.
- To gain knowledge about the means of achieving quality in textile.
- To know about the care labeling in textiles.

UNIT-I: Introduction to Quality Control **18 hours**

Definition and Objectives – Scope and Functions – Important of Quality #. ASTM, BIS, AATCC, ISO Standards for fiber, yarn, fabric, apparel, sewing and knitting machines. ECO labeling and mark, sensitizing dye stuffs, red listed chemicals, carcinogenic amines.

UNIT-II: Quality Inspection **18 hours**

Raw material inspection, In-process inspection – Spreading to Finishing, Final Inspection – Textile Product Evaluation, # Atmospheric conditions for Testing #, fabric Stretch Properties, dimensional changes in fabric due to laundering - dry cleaning and pressing, seam strength in woven and knitted fabrics, soil and stain release. # Needle cutting / yarn severance, durable press for fabrics and wear testing#.

UNIT-III: Quality Factors in Apparel **18 hours**

Garment measurement – Waist, Hem, Sleeve line, Neckline and its allowances related to quality levels #. Apparel defects-Cutting, Sewing, Assembly, Pressing, Finishing and Packaging, Quality Costs and Customer returns.

UNIT-IV: Labeling in Apparel **18 hours**

Care Labeling and its parameters #, Labeling Systems-American, British, Canadian, Japanese and International. # Colour measuring instruments # – shade sorting – factors responsible for shade variation.

UNIT-V: Quality Control Programme and Techniques **18 hours**

Seven tools in quality programme #, 4-point and 10- point system – concepts in quality management, Taguchi approach, Kaizen, Bench making, Malcolmbalridge, National Quality award, Rajiv Gandhi quality award, Deming, Juran. Pillars of TQM, Quality Cycle.

#.....# **Self Study Portion**

TEXT BOOKS:

T.B – 1Mehta.P.V and Bhardwaj.S.K, Managing Quality in the Apparel Industry, New age international Ltd Publishers, 1998.

T.B – 2Kadolph.S.J, Quality assurance for textiles and apparel, 2nd edition, Fair child Publications, Inc, New York, 2008.

T.B-3Souza.N.D, Fabric Care, New age International (P) Ltd, Publishers, Chennai.

UNIT- I	Chapter XIV	T.B – 1
UNIT-II	Chapter X, XI	T.B-2
UNIT-III	Chapter XIII&V	T.B-2&T.B-3
UNIT-IV	Chapter IX	T.B-2
UNIT-V	Chapter XV	T.B-2.

Books for References:

1.Mehta.P.V, “An Introduction to Quality Control for the Apparel Industry”, J.S.N. International, 1985.

2.Gulrajani.M, “Advances in the Dyeing and Finishing of Technical Textiles”, The Textile Institute, Woodhead Publishing, 2013.

3.Glock Ruth.E, Glock, “Apparel Manufacturing: Sewn Product Analysis”, 4/E, Pearson Education India, 2005.

4.Elliot B.Grover, Handbook of Textile Testing and Quality Control”, Textile Book Publishers, 1960.

SEMESTER II: CORE VII
HOME TEXTILES –PRACTICAL

Course Code	:	14PFT2C7P	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objectives:

- To implement the students creativeness in decorating the home products.
- To innovate a product from wealth out of waste.

Designing and Constructing Home Textile Products

1. Living Room Linens	24 hours
a. Sofa Covers – Cut Works	
b. Cushion Covers – Smocking	
c. Carpet – Using Waste Material	
d. Wall Hangings – Colage Work.	
e. Curtains – Box, Pinch, Pleat, Café Curtain, Criss Cross Curtain	
f. Draperies – Any One Method.	
g. Cushion – Smocking	
2. Kitchen Linen	18 hours
a. Apron	
b. Gloves	
3. Table Linens	15
hours Runner – Hand / Machine Embroidery	
a. Napkins – ”	
b. Tea Co seas – ”	
c. Table Mat – ”	
4. Bed Linen	15 hours
a. Bed Spread – Tie and Dye	
b. Bed Sheet – ”	
c. Baby Blanket – Quilting	
d. Pillow Covers – Appliqué	
e. Pillow – Patch Work	
5. Bath Linen	18 hours
a. Hand Towel – Using Pile Material	
b. Bath Towel – ”	
c. Bath Robes – ”	
d. Shower Caps – Using Resin finish or Rubberized Fabrics	

SEMESTER II: CORE VIII

COMPUTER AIDED FASHION DESIGNING I-PRACTICAL

Course Code	:	14PFT2C8P	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objectives:

- To understand the methods and techniques used to analyze the accessories design and develop the mood board using computer.
- To create garments for various occasions based on themes.
- To learn the drafting and grading procedure for knitted and woven garments.
- To gain knowledge about lay planning for knitted and woven garments.

1. Designing different types of accessories and its application on the drapes croquies.	10 hours
2. Development of Mood Board using Computer.	10 hours
3. Designing Garments for Various Occasions based on Themes – Children.	10 hours
4. Designing Garments for Various Occasions based on Themes – Female.	10 hours
5. Designing Garments for Various Occasions based on Themes – Male.	10 hours
6. Draft the Pattern and Grade using Spec Sheets for Knitted Garments.	10 hours
7. Draft the Pattern and Grade using Spec Sheets for Woven Garments.	10 hours
8. Lay Planning for Knitted Garments.	10 hours
9. Lay Planning for Woven Garments.	10 hours

SEMESTER II: CORE BASED ELECTIVE II

RESEARCH METHODS AND STATISTICS

Course Code	:	14PFT2CE2	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objectives:

- To understand the fundamental principles and techniques of methodology concerning research.
- To apply statistical procedure to analyze numerical data and draw inferences.

UNIT-I: Research Methodology

18 hours

Meaning of Research, Objectives of Research, Types of Research, Research Process, and # Criteria of Good Research #. Defining the Research Problem, Technique involved in defining a problem. Research Design – Meaning and Needs, # Features of Good Design, Important Concepts relating to Research Design #.

UNIT-II: Sampling and Scaling Techniques

18 hours

Sample Design – different sampling methods – probability and non-probability methods. Meaning of scaling, rating scale, scale construction techniques – arbitrary scales, differential scales, summated scales, cumulative scales, factor scales.

UNIT-III: Data Collection

18 hours

Methods of Data Collection, Primary Data - Observation Method, # Interview Method #, Questionnaires, Schedules, # Difference between Questionnaires and Schedules #. Secondary Data - Selection of Appropriate Method for Data Collection, Case Study Method. Processing of data – editing and coding of data.

UNIT-IV: Measure of Central Tendency, Dispersion & Correlation

18 hours

Meaning and Scope of Statistics #, Measure of Central Tendency – mean, median and mode. Measures of dispersion – range, quartile deviation, mean deviation, standard deviation and co-efficient variation. Correlation – Definition, Karl Pearson's co-efficient of Correlation and Rank Correlation, Regression analysis.

UNIT-V: Tests of Significance

18 hours

Tests of Significance/ Hypothesis – meaning. Parametric Tests for Small Sample – Student's t-distribution, Fisher's Test – ANOVA (One Way and Two Way). Non-Parametric Tests for Large Sample – Chi-Square.

#.....# **Self Study Portion**

TEXT BOOKS:

T.B-1Kothari .C.R, Research Methodology methods and techniques, 2nd Edition, New Age International Publishers, New Delhi, 2004.

T.B-2Manoharan.M, Statistical Methods Theory and Practice, Palani Paramount Publications, Tamil Nadu, 1992.

UNIT-I	Chapter I, II & III	T.B-1
UNIT-II	ChapterIV & V	T.B-1
UNIT-III	Chapter VI & VII	T.B-1
UNIT-IV	ChapterVI, VII, IX & X	T.B-2
UNIT-V	ChapterXVIII& XIX	T.B-2.

Books for References:

- 1.Gupta.S.P, “Statistical Methods”, Sulthan Chand and Sons, New Delhi, 1996.
- 2.Devada.R.P, “A Handbook on Methodology of Research”, Sri Ramakrishna Vidyalaya Coimbatore, 1989.
- 3.Agarval.V.P, “Statistical Methods”, Sterling Publishers, Private Limited, 1990.
- 4.Best.J.M. & Kahn.J.V, “Research in Education’, Prentice Hall of India Limited, New Delhi, 1989.

SEMESTER II : CORE BASED ELECTIVE II

APPAREL MARKETING

Course Code	:	14PFT2CE2	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objective:

- To enable students to gain information and techniques for production and marketing of apparels.

UNIT-I: Apparel Marketing

18 hours

Definition – function of marketing – marketing concept – marketing system – marketing environment – marketing tasks – marketing mix.

UNIT-II: Apparel Product planning and development

18 hours

Product planning and development product innovation – organization for product innovation – new product, planning process – manufacturer’s criteria for new product – timing of new product – product life cycle – product mix – failure of new product – product line policies and strategies – factors influencing changes in product mix – strategic planning process.

UNIT-III: Apparel Advertising

18 hours

Meaning – definition – importance – objectives – benefits – criticism – scientific advertisement types – media – copy – qualities of a good copy- advertising departments and agencies – advertisement ratio – advertising campaigns – AIDA concepts – measurement of advertisement success.

UNIT-IV: Apparel promotional programmes

18 hours

Promotional methods – promotional mix – promotional strategy – point of purchase – sales promotion programmes – policies – sales promotion techniques.

UNIT-V: Distribution strategies for export marketing

18 hours

Channels of distribution – factors affecting the choice of distribution – channels middle men wholesalers, retailers, retailing institutions – influence of MNC’s in India retail apparel market.

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TEXT BOOK:

T.B-1 Apparel Marketing - Study Material prepared by the Department.

UNIT- I	Chapter I	T.B-1
UNIT-II	Chapter II	T.B-1
UNIT-III	Chapter III	T.B-1
UNIT-IV	Chapter IV	T.B-1
UNIT V	Chapter V	T.B-1.

Books for References:

- 1.Kotler, Keller Koshy., “Marketing Management”, Jha.Pearson Education”, 2009.
- 2.Elizabeth, Richards.A, David Rachman, “ Market Information and Research in Fashion Management”, Marketing Classics Press, 2011.
- 3.Edwin.M, Mcpherson, “ Apparel Manufacturing Management Systems: A Computer-oriented Approach”, Noyes Publications, 1987.
- 4.Myron.M, Lebensburger, “Selling Men's Apparel Through Advertising, McGraw-Hill book Company, 1939.

SEMESTER III: CORE IX

TECHNICAL TEXTILES

Course Code :	14PFT3C9	Max. Marks :	100
Hours/Week :	6	Internal Marks :	40
Credit :	5	External Marks :	60

Objectives:

- To know the development of textiles in various fields.
- To orient students to the field of technical textiles.
- To enable them to learn the developments in technical textiles.

UNIT-I: Technical Textile **18 hours**

Introduction, Definition and Scope of Technical Textiles. # Technical Fabric Structure –Woven # and Non-Woven. Technical fibers and its properties.

UNIT-II: Medical and Survival Textiles **18 hours**

Introduction, Non Implantable Materials, Implantable materials, Health Care and Hygiene, Extra-corporal devices. # Textiles for Tents, Helmets, Gloves #, Sleeping Bag, Survival Bags and Suits

UNIT-III: Textiles in Transportation Geo Textiles **18 hours**

Introduction, # Textiles in Cars, Road Vehicles, Railways #, Aircraft and Marine Applications. Essential Properties of Geo Textiles, Applications of Geo Textiles, Use of vegetable fiber for geo textile, Natural Fiber for Soil Strengthening.

UNIT-IV: Textiles in Defense **18 hours**

Textiles for environmental Protection, #Thermal Insulation Materials#, Camouflage Concealment and Deception, Flame and Heat Protective Textiles, Ballistic Protective Materials. Protection against biological, chemical and nuclear, insect repellent textiles.

UNIT-V: Textiles and Environment **18 hours**

Introduction, Degradation, Resource depletion and pollution. # Textile sources of pollution #, Effects on the environment, Environmental harm reduction, Future prospects.

#.....# **Self Study Portion**

TEXT BOOK:

T.B-1 Horrocks, A.R. and Anand, S.C, Handbook of Technical Textiles, The Textiles Institute, Wood Head Publishing Ltd., England, 2000.

UNIT-I	Chapter I&II	T.B-1
UNIT-II	Chapter XIX	T.B-1
UNIT- III	Chapter XV	T.B -1
UNIT-IV	Chapter XVIII	T.B-1
UNIT-V	Chapter XVI	T.B-1.

Books for References:

- 1.Pandy.S.N, ‘Potential for the use of Natural Fibers in Civil Engineering’, Jute Technological Research Laboratory, 2002.
- 2.Gulrajani.M, “Advances in the Dyeing and Finishing of Technical Textiles”, The Textile Institute, Woodhead Publishing, 2013.
- 4.Chapman.R.A,“Applications of Non-Wovens in Technical Textiles”, The Textile Institute, Woodhead Publishing, 2010.
- 5.Kumar.R.S, “Textiles for Industrial Applications”, CRC Press, Taylor and Francis Group, 2014.
- 6.Silva.C and Baker.D, “Agro Industries for Development”, CABI International Publishing, 2009.

SEMESTER III: CORE X

TEXTILE TESTING

Course Code :	14PFT3C10	Max. Marks :	100
Hours/Week :	6	Internal Marks :	40
Credit :	5	External Marks :	60

Objectives:

- To enable students to know about physical testing of textiles.
- To gain knowledge in testing of textiles in different stages.
- To develop skills in testing coloured fabrics.

UNIT-I: Introduction to Textile Testing **18 hours**

Importance of Testing, # General Rules for Testing and Testing Conditions #, Sampling for testing - fiber, fabric. Definition of moisture regain, moisture content, relative humidity. Kawabata system for testing.

UNIT-II: Fiber Testing **18 hours**

#Cotton staple length #, cotton fiber length analysis, cotton fiber fineness and maturity – non-lint content and nep potential in cotton fiber, moisture content in fiber, staple synthetic fiber tests – amount of finish and moisture, fiber strength and elongation, fiber cohesion in drafting.

UNIT-III: Yarn Testing **18 hours**

#Yarn Numbering #, Analysis of yarn Strength (Single and Lea), Yarn Measurements and Strain Curves, Yarn Grade and Appearance, Yarn Twist Testing, Crimp, Hairiness and Yarn fault Measurement, Additional Tests for Yarn Wet and Dry Strength.

UNIT-IV: Fabric Testing **18 hours**

Physical tests - Fabric weight, Fabric Thickness, Fabric Count#. Dimensional tests – Fabric width, Fabric Length, Bow and skewness (bias) in woven fabrics. Mechanical tests – Fabric strength and elongation, Fabric bursting strength, Fabric abrasion, pilling tests, seam strength and slippage. Comfort tests – crease recovery, stiffness, drapability, air permeability tests for fabrics. Absorbency tests – sinking test, drop test, capillary rise test.

UNIT-V: Colour Fastness Tests **18 hours**

Colour Fastness to Sunlight, Wet and Dry Crocking, Pressing, Perspiration – Acidic and alkaline, Washing fastness grading using grey scale, # Computer colour matching #, whiteness index and colour matching cabinet.

#.....# **Self Study Portion**

TEXT BOOKS:

T.B – 1 Groover. E.B.and Hamby . D.S, Hand Book of Textile Testing and Quality Control, Wiley India Pvt.Ltd, 2011.

T.B – 2 Booth J.E., Principles of Textile Testing, CBS Publishers and Distributors, New Delhi, 1996.

T.B – 3 Saville B.P, Physical Testing of Textile, Woodhead publishing limited, England, 2004.

UNIT- I	Chapter I&X	T.B-1&T.B-3
UNIT- II	Chapter V&VI	T.B-2
UNIT- III	Chapter XX	T.B – 1
UNIT- IV	Chapter VII	T.B-2
UNIT- V	Chapter IX	T.B-3.

Books for References:

1.Jinlian.H.U, “Fabric Testing”, Woodhead Publishing, 2008.

2.Collier.B.J,” Textiles Testing and Analysis”, Prentice Hall, 1998

3.Karmakar.S.R,” Chemical Technology in the Pre-treatment Processes of Textiles”, Elsevier Science, 1999.

4.Behery.H.M,” Effect of Mechanical and Physical Properties on Fabric Hand”, Woodhead Publishing, 2005.

SEMESTER III: CORE XI

TEXTILE MANAGEMENT

Course Code	:	14PFT3C11	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objective:

- To enable students to learn the concept of management prevailing in textile and garment industries.

UNIT-I: Introduction to Textile Management **18 hours**

Introduction to textile management – Definition of management, production and operations management – system. # Approach of POM – production system #, Products and services – POM functions, operation strategies – competitive priorities of textile industry – productivity improvement.

UNIT-II: Human Resource Management **18 hours**

Human Resource Management – Meaning, objectives, # Scope and functions – evolution of human resource management #. HRM department with reference to textile industry. Organization structure, recruitment selection and with reference to textile industry.

UNIT-III: Manufacturing Operation **18 hours**

Manufacturing operations - scheduling – work centers – work center scheduling – sequencing – priority rules and techniques – shop floor control – Facility layout – process layout product layout – line balancing – cellular layout. Principles and techniques of wage function – Job evaluation – methods – incentive schemes in the textile industry. Performance Appraisal – meaning – methods and techniques. # Requisites of good appraisal plan – performance evaluation – Feedback – Textile Industry Practices #.

UNIT-IV: Overhead Expenses **18 hours**

Analysis of overhead expenses – Factory expenses – Administrative expenses. Selling and distribution expenses – allocation of overhead expenses – depreciation – methods of calculating depreciation. # Norms for versions items of cost, Cost vs expenses #.

UNIT-V: Training and Management Programmes **18 hours**

Training – Need – Identification of training needs. Planning training programmes – Types of training method – Common training practices in the textile industry. # Management development programmes – Objectives – process – techniques and methods #, Conducting meetings – Seminars and conferences – Evaluation. On the job and off the job training needs.

#.....# **Self Study Portion**

TEXT BOOK:

T.B – 1Textile Management – Study Material prepared by the Department.

UNIT- I	Chapter I	T.B - 1
UNIT- II	Chapter II	T.B - 1
UNIT-III	Chapter III	T.B - 1
UNIT- IV	Chapter IV	T.B - 1
UNIT-V	Chapter V	T.B – 1.

Books for References:

1. Michael Armotrong, “ A Handbook of Management Techniques”, Kogar Page Limited,1986.
2. N.Gaither and G.Frazier, “ Operation Management”, Thompson, Asia, 2004.
3. S.A.Chunwala and D.R.Patol, “Production and Operation Management”, Himalaya, 2004.
4. Decenzo and Robbins, “Human Resource Management”, Wiley, 2004.

SEMESTER III: CORE XII

ADVANCED CLOTHING CONSTRUCTION -PRACTICAL

Course Code	:	14PFT3C12P	Max. Marks	:	100
Hours	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objectives:

- To be more creative in design to develop the drafting skill of the students.
- To be more creative in designing, patterning and constructing of wearable garments each.

Designing and Constructing following Garment

- | | | |
|-----------------------|------------------------------|-----------------|
| 1. Girls Party Wear | - Frock / One Piece Garment | 15 hours |
| 2. Boys Party Wear | - Sharwani | 15 hours |
| 3. Women Party Wear | - GagraCholi | 15 hours |
| 4. Men Party Wear | - KurtaPyjama | 15 hours |
| 5. Men Party Wear | - T – Shirt (Knitted) | 15 hours |
| 6. Women’s Party Wear | – frock / One Piece Garment. | 15 |

hours[Note: Conduct the Exhibition with construct Garments]

SEMESTER III: CORE BASED ELECTIVE III

HOME SCIENCE

Course Code	: 14PFT3CE3	Max. Marks	: 100
Hours/Week	: 6	Internal Marks	: 40
Credit	: 5	External Marks	: 60

Objectives:

- To orient students to the field of Home Science.
- To observe and understand the basics of nutrition.
- To enable students to gain knowledge in human development.
- To understand the fundamental principles of extension education.

UNIT-I: Food Science

18 hours

Functions of Food, Food Groups # and its nutritive values – methods of cooking and its classification, losses of nutrients during cooking – conservation of nutrients – Enhancing nutritive value of food items – methods of food enrichment. Food Preservation – principles, methods, preservative and its types.

UNIT-II: Nutrition Science

18 hours

Fundamentals of nutrition – Functions and sources of macro and micro nutrients – Deficiency diseases – Basal metabolism rate (BMR), Minimum nutritional requirement and recommended dietary allowances (RDA) and formulation of RDA and dietary guidelines with reference to men and women, community nutrition, # National and International Organizations#.

UNIT-III: Family Resource and Management

18 hours

Concepts of home management – resources (Human and Non-Human) – Decision making – work simplifications and its techniques – Housing and its factors - # Interior design (Elements, principles of design and colour schemes) # - Household equipments, selection and its care.

UNIT-IV: Human Development

18 hours

Principles of development - # Stages of growth and development (Conception to old age) # - Theories of human development – problems in childhood – Disabilities during childhood, advanced child study methods and assessment – counselling, characteristics, principles and procedure.

UNIT-V: Non – formal Education and Extension Education

18 hours

Extension education – History and development of home science extension – objective and characteristics of home science extension. Difference between formal and extension education – Government and non-government organizations for extension education. # Problems and challenges encountered in formal / non-formal / extension education #.

#.....# Self Study Portion

TEXT BOOKS:

T. B – 1 Mullick.P, Text Book of Home Science ,Kalyani Publishers, 2010.

T. B – 2 Khosla.A and Monacha.R, UGC NET/SET Home Science, Danika publishers of Trueman's specific series, 2012.

T. B – 3 Yadla.V.L and Jasrai.S, Kalyani Reference Book for UGC NET in Home Science, Kalyani Publishers, 2006.

UNIT- I	Chapter I&III	T.B-3 &T.B-1
UNIT- II	Chapter II&III	T.B – 3
UNIT- III	Chapter VI&I	T.B – 2&T.B-1
UNIT-IV	ChapterVII	T.B-3
UNIT- V	Chapter VIII	T.B-3 &T.B-2.

Books for References:

1. Shanthi Ghosh, "Nutrition and Child Care – A Practical Guide", Jay Pee Brothers Medical Publishers Private Limited, New Delhi, 1997.

2. Davidson.S.S, Passmore.P, Broke.J.F, "Human Nutrition and Dietetics", 9th Edition, F & S Living Stone Limited, Edinburgh and London, 1993.

3. Jeliffee.D.B, "Assessment of the Nutritional Status of the Community", World Health Organization, Geneva, 1966.

4. Devadas.R.P, "Nutrition in Tamil Nadu", Sangham Publishers, 1972.

SEMESTER III : CORE BASED ELECTIVE III

TEXTILE ECONOMICS

Course Code	: 14PFT3CE3	Max. Marks	: 100
Hours/Week	: 6	Internal Marks	: 40
Credit	: 5	External Marks	: 60

Objectives:

- To enable students to recognize the importance of textile industry in Indian economy
- To learn the origin, development, organization and problems of the industry.

UNIT-I: The textile industries of india **18 hours**

Origin and Growth of Major Textile Industries – Cotton, Wool, Silk # Recent Developments in these Industries #.

UNIT-II: Minor Textile Industries and Allied Industries **18 hours**

Origin and Growth of Minor Textile Industries and Allied Industries – Coir, Leather, Paper, # Chemicals, Dyes # Textile Machinery.

UNIT-III: Hosiery Industry **18 hours**

Origin, Growth and Development of Hosiery and Readymade Garment.

UNIT-IV: Handloom, Power loom and Khadi Industry **18 hours**

Origin, Growth and Development of Handloom, Power loom and Kadhi Industries # Role of Five year plans in the development of Textile Industries #.

UNIT-V:Associations and Research organizations related to Textile Industry **18 hours**

SITRA, NITRA, SASMIRA, AITRA, TEA, SIMA, NIFT, CIRCOT, BITRA, MANDRA, Indian Jute Research Association # Textile promotion Council and Other Related Associations and Organizations #.

.#.....# Self Study Portion

TEXT BOOK:

T. B-1 Textile Economics - Study Material prepared by the Department.

UNIT- I	Chapter I	T.B- 1
UNIT-II	Chapter II	T.B-1
UNIT- III	Chapter III	T.B-1
UNIT-IV	Chapter IV	T.B-1
UNIT- V	Chapter V	T.B-1.

Books for References:

- 1.Kitty. G.Dickerson, “Textiles and Apparel in the Global Economy” – Prentice Hall Publishing, 1998.
- 2.Harvey Shoemack, Patricia Mink Rath, - “Essentials of Exporting and Importing”, Fair Child Books, 2009.
- 3.Ghosh.G.K,Shukla, Ghosh ,Indian Textiles: Past and Present, APH Publishing, 1995.
- 4.Chhabilendro Roul”, The International Jute Commodity System, Northern Book Centre, 2009.

SEMESTER III: EXTRA CREDIT I

FASHION RETAILING

Course Code	:	14PFT3EC1	Max. Marks	:	100*
Hours/Week	:	-	Internal Marks	:	-
Credit	:	5*	External Marks	:	100*

Objectives:

- To ensure the knowledge on organizational structure.
- To know the procedure of management control and functions.
- To gain the knowledge about purchase and fashion markets.

UNIT-I: Introduction

Classification of On-Site Fashion Retailers - Multi – Channel Fashion Retailing – The Global Scene – Trends in On-Site Fashion Retailing – Small Store Applications. Organizational Structures: The need for Organizational Structures – Fashion Retailing Organization Charts – Trends in Organizational Structures.

UNIT-II: Social Responsibility and Environments

Social Responsibility: Business Ethics – Social Responsibility – Trends in Ethics and Social Responsibility. Environments: Choosing the Location - Classification of Shopping Districts - Site Selection – Occupancy Considerations – Trends in Store Locations.

UNIT-III: Management and Control Functions

Human Resource Management - Maintaining Equal Opportunity – The Recruitment Process – Internal and External sources – Training – Evaluating employees – Methods of Compensation – Employee benefits – Labour Relations – Employee turnover and profitability – Trends in Human Resource Management.

UNIT-IV: Merchandising Fashion Products

Planning and Executing the purchase – Fashion Buyers Duties and Responsibilities – Trends in Purchase Planning - Purchasing in the Domestic and Off-Shore Markets - The Domestic Market Place – Off-Shore Fashion Markets – Pricing Considerations.

UNIT-V: Communicating with and Servicing

Advertising and Promotion – Fashion retailer’s sales promotion division – Advertising – Promotional Programs - Publicity - Trends in Advertising and Promotion.

TEXT BOOK:

T.B-1Diomond.E, Fashion Retailing, A Multi-Channel Approach, Second Edition, Dorling Kindersley Pvt Ltd., 2007.

UNIT- I	Chapter I&II	T.B-1
UNIT-II	Chapter VI&VII	T.B-1
UNIT- III	Chapter IX	T.B-1
UNIT-IV	Chapter XI,XII&XIV	T.B-1
UNIT-V	ChapterXV	T.B-1.

Books for References:

1. Shanthi Ghosh, “ Nutrition and Child Care – A Practical Guide”, Jay Pee Brothers Medical Publishers Private Limited, New Delhi, 1997.
2. Stone.E. and Samples.J.A, “Fashion Merchandising An Introduction”, Mc Graw Hill Book Company, 1985.
3. Easey. M, “ Fashion Marketing”, Prentice Hall of India, New Delhi, 1995.
4. “Phaidon”, “The Fashion Book”, Phaidon Press, 2013.

SEMESTER IV: CORE XIII

KNITTING

Course Code	:	14PFT4C13	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Marks	:	60

Objectives:

- To study about elements of knitting and principles of knitting technology.
- To know the characteristics of knitted goods and its applications in industries.
- To gain knowledge on computerized knitting machine.

UNIT-I: Introduction **18 hours**

Knitting – Definition, Classification and History, Types of Knitting – Hand and Machines, # Characteristics of Knitted Goods #.

UNIT-II: Knitting terms **18 hours**

General terms and principles of knitting technology; machine knitting, parts of machines, Knitted loop structure, # stitch density #.

UNIT-III: Weft Knitting **18 hours**

Weft Knitting – Classifications – 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 **18 hours**

Warp Knitting – # lapping variations # – tricot, raschel, simplex and Milanese – kitten raschel – single bar, 2 bar, multi bar machines, production of nets, curtains, heavy fabrics, elasticized fabrics.

UNIT-V: Electronics in Knitting **18 hours**

The compatibility of electronic signals and knitting data, Micro processors and computers. The computerized knitting machine, computer graphics and pattern preparation. The stoll CAD pattern preparation system. # The advantages of electronic control and programming#.

#.....# **Self Study Portion**

TEXT BOOKS:

T.B-1 Spencer.D.J, Knitting Technology, Pergeman Press UK.

T.B-2 Ajgaonkar. D.B, Knitting Technology.

UNIT-I	Chapter II	T.B-2
UNIT-II	Chapter VII	T.B-1
UNIT-III	Chapter VII	T.B-2
UNIT-IV	Chapter XXIII, XXIV, XXVIII&XXIX	T.B-1
UNIT-V	Chapter XII	T.B-1.

Books for References:

1. Terry Brackenbury, Knitted Clothing Technology, Blackwell Science Publications

2. Samuel Raz, Flat Knitting Technology, Germany.

3. Smirfitt, An Introduction to Weft Knitting, Merrow Publications.

4. Cegiela.L, The Knitting Industry: Present needs, Future Requirements, Volume 19, No.1, The Textile Institute, 1988.

5. Dr. Anbumani (PSG) Knitting Technology, Coimbatore.

SEMESTER IV: CORE XIV

FASHION BUSINESS AND COMMUNICATION

Course Code	:	14PFT4C14	Max Marks	:	100
Hours/Week	:	6	Internal Marks	:	40
Credit	:	5	External Mark	:	60

Objective:

- To enable the students to understand the intricacies of fashion industry.

UNIT-I: Communication

18 hours

Communication: Concept, Definition, Scope, Functions of Communication, Mass Communication: Concept, Definition, Scope and functions of Mass communication through different media – Electronic media, Print media, Cyber media, Role of media in society, # Need of mass communication in fashion world #.

UNIT-II: Creative Writing

18 hours

Creative writing: Writing a feature, different types of features, rules for writing feature: Defining articles, rules for writing. Interviews: Definitions, concept and scope of interviews, types of interview. # How to conduct a designing catalogues and brochures #.

UNIT-III: Photography

18 hours

Photography: # Role of photography in fashion world #, concept, definition and functions of photography.

UNIT-IV: Event Management

18 hours

Event Management: # Personal Selling & Customer Service #, Fashion Shows, Trade Shows, Development of Fashion Centre. Advertising: Concepts, Definitions, Scope, Types of Advertising. Functions and qualities of good PRO. Need for PRO in fashion.

UNIT-V: Publicity

18 hours

Publicity: Definition and scope, event reporting, concept of image management.

#.....# **Self Study Portion**

TEXT BOOK:

T.B – 1 Fashion Business and Communication – Study Material prepared by the Department.

UNIT- I	Chapter I	T.B - 1
UNIT- II	Chapter II	T.B - 1
UNIT-III	Chapter III	T.B - 1
UNIT- IV	Chapter IV	T.B - 1
UNIT-V	Chapter V	T.B – 1.

Books for References:

1. Gaynor Lea, Greenwood, “Fashion Marketing Communications”, John Wiley & Sons, 2012.
2. Michele, Granger.M, “Fashion: The Industry and Its Careers”, A&C Black, 2012.
3. Dickerson Kitty.G, “Inside the Fashion Business, Pearson Education, India, 2004.
4. Nicola White, Lan Griffiths, “The Fashion Business: Theory, Practice, Image”, Oxford Publications, 2000.

SEMESTER IV: EXTRA CREDIT II

WORLD COSTUMES

Course Code	:	14PFT4EC2	Max. Marks	:	100*
Hours/Week	:	-	Internal Marks	:	-
Credit	:	5*	External Mark	:	100*

Objectives:

- To know the various costume innovation around the world.
- To study the different features and trends in the world level costumes.

UNIT-I: Historic Costumes

Beginning of Costumes – Costumes in Early years, Costumes and the process of change, Factor influencing, Costume Changes.

UNIT-II: French, Roman and African Costumes

French Costumes, Roman Costumes and African Costumes.

UNIT-III: Far East Countries Costumes

Ceylon, Burma, China, Japan, Philippines, Thailand.

UNIT-IV: Greek and American Costumes

Greek– Men’s and Women’s costumes, American – Men’s and Women’s Costumes, 15th Century - Men’s and Women’s costumes, 16th Century - Men’s and Women’s costumes.

UNIT-V: Recent Trends in Costumes

Current Costumes for Far East Countries, India, European Countries and American – Colour, Designs, Silhouette.

#.....# Self Study Portion

TEXT BOOK:

T.B –1World Costumes – Study Material prepared by the Department.

UNIT- I	Chapter I	T.B - 1
UNIT- II	Chapter II	T.B - 1
UNIT-III	Chapter III	T.B - 1
UNIT- IV	Chapter IV	T.B - 1
UNIT-V	ChapterV	T.B – 1.

Books for References:

- 1.Sodia, “ History of Fashion”, 1st Edition, Kalyani Publishers, Chennai, 2004.
- 2.McClaud.P, “Past and Present Trends Fashion Technology”, 1st Edition,Abhishek Publishers, 2009.
- 3.Pundir.N, “Fashion Technology Today and Tomorrow”, 1st Edition, Mittal Publications, 2007.
- 4.Angela Bradshaw, “World Costumes”, Macmillan, 1974.

SEMESTER IV: PROJECT WORK

PROJECT WORK

Course Code	:	14PFT4PW	Max. Marks	:	100
Hours/Week	:	18	Internal Marks	:	40
Credit	:	5	External Marks	:	60