

**MAHATMA GANDHI UNIVERSITY
KOTTAYAM**



**B.VOC. DEGREE PROGRAMME IN
FASHION DESIGN AND MANAGEMENT
REGULATION, SCHEME AND SYLLABUS
(2019 ADMISSION ONWARDS)**

REGULATION AND SCHEME FOR B.VOC. PROGRAMME UNDER MAHATMA GANDHI UNIVERSITY

(2019 admissions onwards)

We are facing unprecedented challenges – Skill and knowledge, the driving forces of economic growth and social development for any country. Presently, the country faces a demand – supply mismatch, as the economy needs more ‘skilled’ workforce than that is available. In the higher education sphere, knowledge and skills are required for diverse forms of employment in the sector of education, health care, manufacturing and other services. Potentially, the target group for skill development comprises all those in the labour force, including those entering the labour market for the first time, those employed in the organized sector and also those working in the unorganized sector. Government of India, taking note of the requirement for skill development among students launched National Vocational Education Qualification Framework (NVEQF) which was later on assimilated into National Skills Qualifications Framework (NSQF). Various Sector Skill Councils (SSCs) are developing Qualification Packs (QPs), National Occupational Standards (NOSs) and assessment mechanisms in their respective domains, in alignment with the needs of the industry.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as a part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc to make a meaningful participation in accelerating India’s economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge. The proposed vocational programme will be a judicious mix of skills, professional education related to concerned vocation and also appropriate content of general education.

The Mahatma Gandhi University gave a strong momentum to the initiatives of UGC-NSQF in the very beginning itself. This University provides opportunities to its affiliating colleges since Academic Year 2014-15 to start skill based vocational Graduate programmes strictly under the guidelines of UGC and NSQF.

1. TITLE

These regulations shall be called “**MAHATMA GANDHI UNIVERSITY REGULATIONS FOR B.VOC PROGRAMME 2018**”.

2. SCOPE

Applicable to all regular B.Voc Programme conducted by the University with effect from 2018 admissions onwards, except for B.Voc Programmes, having scheme and syllabus already approved by MGU under 2014 regulation and scheme.

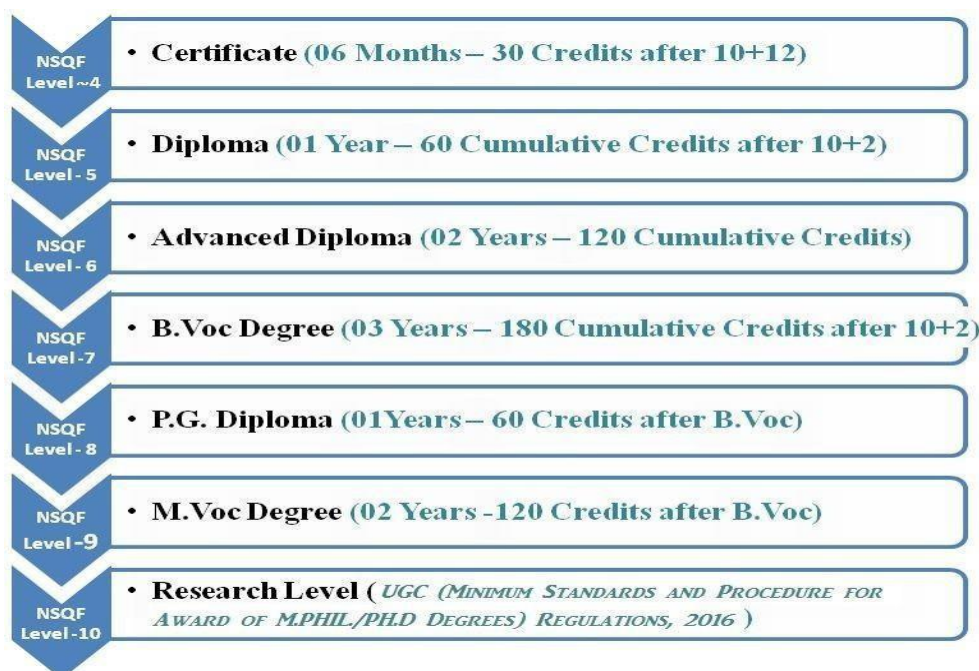
During the academic year 2018-19 admission onwards, all regular B.Voc Programme in affiliating colleges under MG University should strictly follow Mahatma Gandhi University Regulations for B.Voc Programme 2018.

3. ELIGIBILITY FOR ADMISSION AND RESERVATION OF SEATS

Eligibility for admission and reservation of seats for various Undergraduate Programmes shall be according to the rules framed by the University and UGC in this regard, from time to time.

4. TYPE OF COURSES AND AWARDS :

There will be full time credit-based modular programmes, wherein banking of credits for skills and general education components shall be permitted so as to enable multiple exit and entry.



The multiple entry and exit enable the learner to seek employment after any level of Award and join back as and when feasible to upgrade qualifications / skill competencies either to move higher in the job profile or in the higher educational system. This will also provide the learner an opportunity for vertical mobility to second year of B.Voc degree programme after one year diploma and to third year of B.Voc degree programme after a two year advanced diploma. The students may further move to Masters and Research degree programmes mapped at NSQF Level 8 – 10.

5. CURRICULA AND CREDIT SYSTEM FOR SKILL BASED COURSES

In order to make education more relevant and to create ‘industry fit’ skilled workforce, the institutions recognized under B.Voc Degree programme offering skill based courses will have to be in constant dialogue with the industry and respective Sector Skill Councils (SSC’s) so that they remain updated on the requirements of the workforce for the local economy. These institutions should also preserve and promote the cultural heritage of the region, be it art, craft, handicraft, music, architecture or any such thing, through appropriately designed curriculum leading to gainful employment including self- employment and entrepreneurship development.

The curriculum in each of the semester/years of the programme(s) will be a suitable mix of general education and skill development components. The General Education Component shall have 40% of the total credits and balance 60% credits shall be of Skill Component.

The institution(s) shall prepare draft curriculum as per the UGC guidelines for Curricular Aspects Assessment Criteria and Credit System for Skill based Vocational Courses and place it for vetting by the UGC Advisory Committee constituted under these guidelines.

The Curriculum shall be finally approved by the Board of Studies (BoS) and Academic Council of the University / Autonomous College. The Universities where BoS for Vocational subjects has not yet been constituted, the curriculum may be considered by the BoS in allied subject area or an ad-hoc BoS may be constituted till the time regular BoS is notified in the university. The BoS should consider the programme wise curriculum based QP for skill component and relevant general education subjects i.e. the curricula for programmes in one broad subject area may vary from institution to institution in case the different progressive QPs are mapped with the programmes being offered. The choice of different progressive Job roles for a course may also be enabled under CBCS.

6. STRUCTURE OF THE PROGRAMME

6.1 Skill Development Components - 60% Weightage

6.2 General Education Component - 40% Weightage

The B.Voc Programme should comprise 60% Skill Development Components (60% of total Credit) and 40% General Education Component (40% total Credit) as per the guidelines of UGC and NSQL.

As an illustration, awards shall be given at each stage as per Table 1 below for cumulative credits awarded to the learners in skill based vocational courses.

Table 1

NSQF Level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Duration	Exit Points / Awards
7	108	72	180	Six semesters	B.Voc Degree
6	72	48	120	Four semesters	Advanced Diploma
5	36	24	60	Two semesters	Diploma
4	18	12	30	One semester	Certificate

7. SCHEME AND SYLLABUS

- 7.1. B.Voc Programme should include (a) General Education Component, (b) Skill Education Component
- 7.2. The B.Voc Programme should followed Credit and Semester System of MGU.
- 7.3. A separate minimum of 30% marks each for internal and external (for both theory and AOC) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, **Grade P** is required for all the individual courses. If a candidate secures **F Grade** for any one of the courses offered in a Semester/Programme, **only F grade** will be awarded for that Semester/Programme until he/she improves this to **P Grade** or above within the permitted period.

8. ASSESSMENT AND EVALUATION BY MG UNIVERSITY

General Education Components and Skill Development Components shall be assessed and

evaluated by MG University as per University Norms and UGC-NSQF guidelines.

9. ASSESSMENT AND CERTIFICATION BY SECTOR SKILL COUNCIL (SSC)

The affiliated colleges should make necessary arrangements for the simultaneous assessments and certification of Skill Development Component by aligned SSC having the approval of National Skill Development Corporation of India (NSDC).

10. EXAMINATIONS

10.1. The evaluation of each paper shall contain two parts:

(i) Internal or In-Semester Assessment (ISA)

(ii) External or End-Semester Assessment (ESA)

10.2. The internal to external assessment ratio shall be 1:4.

Both internal and external marks are to be rounded to the next integer.

All the courses (theory & AOC*), grades are given on a **7-point scale** based on the total percentage of marks, (*ISA+ESA*) as given below: -

*AOC – Activity Oriented Course

Percentage of Marks	Grade	Grade Point
95 and above	O (Outstanding)	10
90 to below 95	A+ (Excellent)	9
80 to below 90	A (Very Good)	8
70 to below 80	B+ (Good)	7
60 to below 70	B (Above Average)	6
50 to below 60	C (Average)	5
40 to below 50	P (Pass)	4
Below 40	F(Fail)	0

	Ab (Absent)	0
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11. CREDIT POINT AND CREDIT POINT AVERAGE

Credit Point (CP) of a paper is calculated using the formula:-

$$CP = C \times GP, \text{ where } C \text{ is the Credit and } GP \text{ is the Grade point}$$

Semester Grade Point Average (SGPA) of a Semester is calculated using the formula:-

$$SGPA = TCP/TC, \text{ where } TCP \text{ is the Total Credit Point of that semester.}$$

Cumulative Grade Point Average (CGPA) is calculated using the formula:-

$$CGPA = TCP/TC, \text{ where } TCP \text{ is the Total Credit Point of that programme.}$$

Grade Point Average (GPA) of different category of courses viz. Common Course I, Common Course II, Complementary Course I, Complementary Course II, Vocational course, Core Course is calculated using the formula: -

$$GPA = TCP/TC, \text{ where } TCP \text{ is the Total Credit Point of a category of course. } TC \text{ is the total credit of that category of course.}$$

Grades for the different courses, semesters and overall programme are given based on the corresponding CPA as shown below:

GPA	Grade	
9.5 and above	O	Outstanding
9 to below 9.5	A+	Excellent
8 to below 9	A	Very Good
7 to below 8	B+	Good
6 to below 7	B	Above Average
5 to below 6	C	Average

4 to below 5	P	Pass
Below 4	F	Failure

12. MARKS DISTRIBUTION FOR EXTERNAL AND INTERNAL EVALUATIONS

The external theory examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. For all courses total marks of external examination is 80 and total marks of internal evaluation is 20. Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

12.1. For all Theory Courses

a) Marks of External Examination : 80

b) Marks of Internal evaluation : 20

Components of Internal Evaluation – Theory	Marks
Attendance	5
Assignment /Seminar/Viva	5
Test paper(s) (1 or 2) (1×10 =10; 2×5 =10)	10
Total	20

For all AOC Courses total marks for external evaluation is 80 and total marks for internal evaluation is 20.

12.2. For all Activity Oriented Courses (AOC)

a) Marks of External Examination : 80

b) Marks of Internal Evaluation : 20

Components of Internal Evaluation – AOC	Marks
Attendance	5
Record	5
Skill Test	5
Lab Performance / Punctuality	5
Total	20

*Marks awarded for Record should be related to number of experiments recorded and duly signed by the teacher concerned in charge.

All three components of internal assessments are mandatory.

12.3. PROJECT EVALUATION

- a) **Marks of external Examination : 80**
b) **Marks of internal evaluation : 20**

Components of Internal Evaluation	Marks
Punctuality	5
Experimentation/Data Collection	5
Skill Acquired	5
Report	5
Total	20

*Marks for dissertation may include study tour report if proposed in the syllabus.

Components of External Evaluation	Marks
Dissertation (External)	50
Viva-Voce (External)	30

Total	80
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(Decimals are to be rounded to the next higher whole number)

13. INTERNSHIP

After the completion of every even semester, the student will undergo a minimum of two weeks Internship Programme in an Industry, having a good exposure in the concerned skill (Established at least two years prior), capable of delivering the skill sets to the students.

At the end of the Internship, students should prepare a comprehensive report.

14. ATTENDANCE EVALUATION FOR ALL PAPERS

Attendance Percentage	Marks
Less than 75 %	1 Mark
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks
85% & less than 90%	4 Marks
90% & above	5 Marks

(Decimals are to be rounded to the next higher whole number)

15. ASSIGNMENTS

Assignments are to be done from 1st to 4th Semesters. At least one assignment per course per semester should be submitted for evaluation.

16. INTERNAL ASSESSMENT TEST PAPER

Two test papers are to be conducted in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for one year and shall be made available for

verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

17. GRIEVANCE REDRESSAL MECHANISM

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students, a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

17.1. Level 1: Department Level:

The Department cell chaired by the HOD, Department Coordinator, Faculty Advisor and Teacher in-charge as members.

17.2. Level 2: College Level

A committee with the Principal as Chairman, College Coordinator, HOD of concerned Department and Department Coordinator as members.

17.3. Level 3: University Level

Committee constituted by the Vice-Chancellor as Chairman, Pro-Vice-Chancellor, Convener - Syndicate Standing Committee on Students Discipline and Welfare, Chairman-Board of Examinations as members and the Controller of Examination as member-secretary.

The College Council shall nominate a Senior Teacher as coordinator of internal evaluations. This coordinator shall make arrangements for giving awareness of the internal evaluation components to students immediately after commencement of first semester.

The internal evaluation marks/grades in the prescribed format should reach the University before the 4th week of October and March in every academic year.

18. EXTERNAL EXAMINATION

The external examination of all semesters shall be conducted by the University at the end of each semester.

- Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of 2 times during the whole period of the programme may

be granted by the University on valid grounds. This condonation shall not be counted for internal assessment. Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also. Those students who are not eligible even with condonation of shortage of attendance shall repeat the **semester** along with the next batch after obtaining readmission.

- There will be no supplementary exams. For reappearance/ improvement, the students can appear along with the next batch.
- Student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester.
- A student who has completed the entire curriculum requirement, but could not register for the Semester examination can register notionally, for getting eligibility for promotion to the next semester.
- A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the University examination for the same semester, subsequently.

19. PATTERN OF QUESTIONS

Questions shall be set to assess knowledge acquired, standard and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. She/he shall also submit a detailed scheme of evaluation along with the question paper. A question paper shall be a judicious mix of short answer type, short essay type/problem solving type and long essay type questions.

19.1. Pattern of questions for External examination – Theory paper

Question Type	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Very short answer type	12	10	2	20
Short answer (Not to exceed 60 words)	9	6	5	30
Long essay	4	2	15	30
TOTAL	25	18		80

19.2. Pattern of questions for External Examination – AOC

Question Type	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Theory Assessment - Short Answer Type	8	5	4	20
Skill Assessment- Practical	1	1	60	60
TOTAL	9	6		80

19.3. Mark division for external AOC/ LAB examination

Record	Theory/ Procedure/ Design	Activity/ Neatness	Result	Viva	Total
10	10	20	10	10	60

20. RANK CERTIFICATE

The University publishes rank list of top 10 candidates for each programme after the publication of 6th semester results. Rank certificate shall be issued to candidates who secure positions

from 1st to 3rd in the rank list. Candidates who secure positions from fourth to tenth in the rank list shall be issued position certificate indicating their position in the rank list.

Candidates shall be ranked in the order of merit based on the CGPA scored by them. Grace marks awarded to the students should not be counted fixing the rank/position. Rank certificate and position certificate shall be signed by the Controller of Examinations.

21. MARK CUM GRADE CARD

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- Name of University
- Name of the College
- Title & Model of the B. VOC Programme
- Semester concerned
- Name and Register Number of student
- Code, Title, Credits and Max. Marks (Int, Ext & Total) of each course opted in the semester
- Internal marks, External marks, total marks, Grade, Grade point (G) and Credit point in each course in the semester
- Institutional average of the Internal Exam and University Average of the External Exam in each course.
- The total credits, total marks (Max & Awarded) and total credit points in the semester (corrected to two decimal places)
- Semester Credit Point Average (SCPA) and corresponding Grade
- Cumulative Credit Point Average (CCPA)

The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme and shall include the final grade/marks scored by the candidate from 1st to 5th semester, and overall grade/marks for the total programme.

22. READMISSION

Readmission will be allowed as per the prevailing rules and regulations of the university. There shall be **3 level monitoring** committees for the successful conduct of the scheme. They are:

1. Department Level Monitoring Committee (DLMC), comprising HOD and two senior- most teachers as members.
2. College Level Monitoring Committee (CLMC), comprising Principal, Dept. Co-Ordinator and A.O/Superintendent as members.
3. University Level Monitoring Committee (ULMC), headed by the Vice – Chancellor and Pro– Vice – Chancellor, Convenors of Syndicate subcommittees on Examination, Academic Affairs and Staff and Registrar as members and the Controller of Examinations as member - secretary.

23. TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Vice Chancellor shall, for a period of one year from the date of coming into force of these regulations shall be applied to any programme with such modifications as may be necessary.

SCHEME AND SYLLABUS FOR B.VOC FASHION DESIGN AND MANAGEMENT

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Certificate/Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

The proposed vocational programme in B.Voc Fashion Design and Management will be a judicious mix of skills, professional education related to Fashion Designing, Merchandising, Boutique management, Entrepreneurship development and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the field of Fashion Design and Management.

24. OBJECTIVE

- To provide judicious mix of skills relating to a profession and appropriate content of general education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students coming out of:
 - 10+2 with vocational subjects
 - Community Colleges.

25. ELIGIBILITY FOR ADMISSION AND RESERVATION OF SEATS

The eligibility condition for admission to B.Voc programme shall be 10+2 or its equivalent. Eligibility of admission, Norms for admission, reservation of seats for various B.Voc Programmes shall be according to the rules framed by the University from time to time.

26. CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

27. PROGRAMME STRUCTURE

The B.Voc Fashion Design and Management shall include:

- ❖ General Education Components
- ❖ Skill Components
- ❖ Project
- ❖ Internship
- ❖ Industrial Training
- ❖ Familiarisation Trips
- ❖ Soft Skills and Personality Development Programmes

28. CREDIT CALCULATION

The following formula is used for conversion of time into credit hours.

- ❖ One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- ❖ For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;

29. COURSE STRUCTURE

NSQF Level	Skill Component Credits	General Education Credits	Normal Calendar Duration	Exit Points / Awards
Level 7	36	24	Six semesters	B.Voc
Level 6	36	24	Four semesters	Advanced Diploma
Level 5	18	12	Two semesters	Diploma
Level 4	18	12	One semester	Certificate

TOTAL	108	72		
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As per the UGC guidelines, there are multiple exit points for a candidate admitted in this course. If he/she is completing all the six semesters successfully, he/she will get B. Voc degree in Fashion Design and Management. If he/she is completing the first four semesters successfully, he/she will get an Advanced Diploma in Fashion Design and Management. If he/she is completing the first two semesters he/she will get a Diploma in Fashion Design and Management. If he/she is completing the first semester successfully, he/she will get a Certificate in Fashion Design and Management. B.Voc Degree holder is expected to acquire the skills needed for a Fashion Designer / Merchandiser/ Export Manager / Boutique Manager / Entrepreneur.

PROGRAMME STRUCTURE

Semester – I					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG101	Listening and Speaking Skills in English (T)	GC	4	4
2	BOCG102	IT For Business (AOC)	GC	3	4
3	FDMG103	Fundamentals of Textiles (AOC)	GC	3	4
4	FDMS104	Basic Pattern Making and Sewing Techniques (AOC)	SC	5	6
5	FDMS105	Introduction to Fashion Art (AOC)	SC	5	6
6	FDMS106	Project 1 – Home Furnishing	SC	5	6

Semester – II					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG201	Writing and Presentation Skills in English (T)	GC	4	4
2	FDMG202	Indian Traditional Textiles and Costumes (AOC)	GC	4	4
3	FDMG203	Introduction to Fashion and Apparel Industry (T)	GC	5	4
4	FDMS204	Elements of Fashion Design(AOC)	SC	6	6
5	FDMS205	Pattern Making and Garment Construction-Ladies Wear (AOC)	SC	6	6
6	FDMS206	Internship I – Ladies Wear	SC		6

Semester – III					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG301	Principles of Management (T)	GC	4	4
2	FDMG302	Fashion Marketing (T)	GC	3	4
3	FDMG303	Fashion Merchandising (T)	GC	3	4
4	FDMS304	Draping (AOC)	SC	5	6
5	FDMS305	Pattern Making and Garment Construction - Children's Wear (AOC)	SC	5	6
6	FDMS306	Project II – Draped Children's Wear	SC	5	6

Semester – IV					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG401	Soft Skills and Personality Development (T)	GC	4	4
2	FDMG402	Export Procedures and Documentation (T)	GC	4	4
3	FDMG403	Advanced Fashion Illustration (AOC/practical)	GC	5	4
4	FDMS404	Computer Aided Design (AOC)	SC	6	6
5	FDMS405	Pattern Making and Garment Construction - Men's Wear (AOC)	SC	6	6
6	FDMS406	Internship II - Export House	SC		6

Semester – V					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG501	Environmental Studies (T)	GC	4	4
2	FDMG502	Fashion Forecasting (AOC)	GC	3	4
3	FDMG503	Art Appreciation (AOC)	GC	3	4
4	FDMS504	Accessory Designing (AOC/practical)	SC	5	6
5	FDMS505	Computer Aided Pattern Making & Grading (AOC)	SC	5	6
6	FDMS506	Project III – New Product Development	SC	5	6

Semester – VI					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG601	Entrepreneurship Development (T)	GC	4	4
2	FDMG602	Cost Accounting for Apparel Industry (T)	GC	4	4
3	FDMG603	Boutique Management (AOC)	GC	5	4
4	FDMS604	Thematic Line Development (AOC/practical)	SC	6	6
5	FDMS605	Portfolio Presentation (AOC/practical)	SC	6	6
6	FDMS606	Internship III – Boutique	SC		6

*GC – General Component

*SC – Skill Component

Qualification Pack Details

Year I

After completion of first year students can work as Fashion Designers, Production Supervisors, Embroidery Designers e.t.c

1st Year Syllabus is aligned with NSQF Qualification Pack: Fashion Designer

NSQF Level: 5

National Occupational standards for Fashion Designer:

1. AMH/N1201 (Prepare to make a design collection)
2. AMH/N1202 (Prepare prototype garments for the collection)
3. AMH/N1203 (Evaluate the design development process)
4. AMH/N1204 (Maintain work area, tools & machines)
5. AMH/N1205 (Maintain health, safety and security at workplace)

Year II

After completion of 2nd year the students can work as Design Managers, Merchandisers and Export Managers

2nd Year syllabus is designed to meet the National Occupational Standards for NSQF Qualification Pack: Export Manager

NSQF Level: 6

National Occupational standards for Export Manager:

1. AMH/N 1606 (Planning for export)
2. AMH/N 1608 (Manage export processes and check documentation)
3. AMH/N 1609 (Supervise and evaluate performance)
4. AMH/N 1607 (Ensure shipping compliance)
5. AMH/N 1601 (Manage export marketing operations)
6. AMH/N 0104 (Comply with industry, regulatory and organisational requirements)
7. AMH/N 1604 (Analyse foreign trade logistics)
8. AMH/N 1605 (Maintaining a healthy, safe and secure working environment in the organisation)

Year III

After completion of 3rd year the students can start their own business or work as Boutique Managers, Design Directors, Stylists, Costume Designers e.t.c

Syllabus is designed to meet the National Occupational Standards for NSQF Qualification Pack:

Boutique Manager

NSQF Level : 7

National Occupational Standards for Boutique Manager:

1. AMH/N1910 (Create design as per latest trends and establish customer needs)
2. AMH/N1911 (Allocate and check works assigned to subordinates and manage and monitor boutique performance)
3. AMH/N1912 (Build and monitor team performance)
4. AMH/N1913 (Maintain health, safety and security in the boutique)
5. AMH/N0104 (Comply with industry, regulatory and organizational requirements)

B.Voc. Fashion Design and Management

Detailed Syllabus

SEMESTER I

BOCG101 : LISTENING AND SPEAKING SKILLS IN ENGLISH

Total Credits : 4

Hours / Week : 4

***Objectives:** To introduce the students to the speech sounds of English in order to enable them to listen to English and speak with global intelligibility. To enable the students to speak English confidently and effectively in a wide variety of situations. To help the students to improve their reading efficiency by refining their reading strategies.*

Module I

Speech Sounds: Phonemic symbols – Vowels – Consonants – Syllables – Word stress – Stress in polysyllabic words – Stress in words used as different parts of speech – Sentence stress – Weak forms and strong forms – Intonation

Sample activities:

- 1- Practice reading aloud. Use a variety of texts including short stories, advertisement matter, brochures, etc*
- 2- Read out a passage and ask the students to identify the stressed and unstressed syllables.*

Module II

Basic Grammar: Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions -Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation –Abbreviations- concord- collocations-phrasal verbs- idiomatic phrases

Sample activities:

- 1- Ask students to write a story/report/brochure, paying attention to the grammar.

Module III

Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.

Sample activities:

- 1- Information gap activities (e.g. listen to a song and fill in the blanks in the lyrics given on a sheet)
- 2- Listen to BBC news/ a play (without visuals) and ask the students to report what they heard.

Module IV

Speaking- Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills, interview skills and telephone skills.

Sample activities:

- 1- Conduct group discussion on issues on contemporary relevance.
- 2- Ask students to go around the campus and talk to people in the canteen, labs, other departments etc. and make new acquaintances.
- 3- Conduct mock interviews in class.
- 4- Record real telephone conversations between students and ask them to listen to the recordings and make the corrections, if any are required.

Module V

Reading: Theory and Practice – Scanning – Surveying a textbook using an index – reading with a purpose – Making predictions – Understanding text structure – Locating main points – Making inferences – Reading graphics – Reading critically – Reading for research.

Books for Reference:

1. V.Sasikumar, P Kiranmai Dutt and GeethaRajeevan, *Communication Skills in English*, Cambridge University Press and Mahatma Gandhi University.
2. Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen, *Critical Thinking, Academic Writing and Presentation Skills*, Pearson Education and Mahatma Gandhi University.

For Further Activities

1. *A Course in Listening and Speaking I & II*, Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan, New Delhi: CUP, 2007
2. *Study Listening: A Course in Listening to Lectures and Note-taking* Tony Lynch New Delhi: CUP, 2007
3. *Study Speaking: A Course in Spoken English for Academic Purposes*. Anderson, Kenneth, Joan New Delhi: OUP, 2008

SEMESTER – I

BOCG102 : IT FOR BUSINESS

Total Credits : 4

Hours/week : 3

Objectives: The objective of the course is to help the student understand and appreciate the critical role of Information Systems in today's organizations

Module I

Introduction to Information Technology: Information and Communication Technology (ICT), Information systems E-World - Computer Architecture: Input Hardware - Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware - Concept of operating system - Understanding your computer customization configuring screen, mouse, printer.

Module II

Word Processing Package: Introduction - Features - Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents; Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break & Page Numbers; Mail Merging-Spelling and Grammar Checking; Tables; Formatting Tables;

Module III

Spreadsheet Package: Introduction, Excel User Interface, working with cell and cell addresses, selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colours, Centering a heading, Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.

Module IV

Advanced Features of Spreadsheet Package: All Functions in Excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

Module V

Presentation Package: Ms-PowerPoint: Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

Books for Reference:

1. Antony Thomas, Information Technology for Office.Pratibha Publications
2. Gini Courter & Annette Marquis. MS Office 2007 : BPBP Publication.

SEMESTER I

FDMG103 : FUNDAMENTALS OF TEXTILES

Total Credits : 4

Hours/week : 3

Objectives:

- *To gain knowledge about textile fibres and their uses.*
- *To develop an understanding about various kinds of fabrics, their structure and the utility.*
- *To impart knowledge about Textile dyeing and printing.*
- *To develop skill in understanding textiles available in the market.*
- *To teach the basic hand embroidery stitches and other surface ornamentation techniques.*

Module I

Introduction to Textiles and terminology

Fibre: Classification according to source – Natural and Man-made, Basic fibre properties,

Identification, properties, end uses and care of textile fibres: Cotton, Silk, Wool, Jute, Rayon,

Polyester, Nylon.

Yarn: Definition, types of spinning, yarn count, yarn twist, classification and uses.

Sewing Threads- Properties & Uses

Module II

Fabric Construction Methods:

Weaving- Types of weaves (Basic weaves & Derivatives)

Common fabric names: calico, muslin, taffeta, cambric, poplin, corduroy, crepe, organza, denim

etc. (Student assignment)

Knitting – Weft knitting : Jersey, Rib, Purl - Warp Knitting : Tricot, Raschel Stitches

Non-woven-Definition

Module III

Finishes- definition, importance, classification according to durability and function.

Preparatory Finishes: Sizing, Singeing, De-sizing, Scouring, Bleaching, Mercerization, Calendaring, Tendering.

Aesthetic Finishes: Heat Setting, Napping

Functional Finishes: Water repellent and Water proof finishes

Dyeing & printing - Definition, stages of dyeing

Printing – direct - (block, screen, stencil), resist-(tie & dye, batik), discharge.

Students must prepare samples for dyeing, Tie & dye, Batik, Block printing

Module IV

Surface Ornamentation

Hand Stitches:- Running stitch, Back and Stem stitch, Chain stitch, Lazy daisy stitch,

Buttonhole stitch, Feather stitch, Herringbone stitch, Bullion knot stitch, French knot stitch, Satin stitch.

Students must prepare sample for the above mentioned surface ornamentation techniques

Module V

Other techniques of Fabric Ornamentation: - Fabric painting (Techniques like Filling, Shading, dry brush)

Smocking- Honeycomb, Gathered with embroidery

Students must prepare sample for the above mentioned surface ornamentation techniques

References

1. Bernard P. Corbman, Textiles Fiber To Fabric, McGraw Hill Publications, New York
2. Harriet Hargrave, From Fiber To Fabrics, C & T Publishing, United States
3. Judith Jerde, Encyclopedia of Textiles, Facts on File Inc, New York
4. Hollen N, Textiles, Macmillan publishing company, USA
5. Dr. Navneet Kaur, Comdex Fashion Design: Fashion Concepts - Vol. 1, Dreamtech Press, India
6. Jan Eaton, Complete Stitch Encyclopedia, Barrons Educational Series Inc, USA
7. Vaine. J, The Art of Elegant Hand Embroidery, Embellishment and Applique Landauer Publishing, Urbandale, Iowa, USA
8. Elliot. M, Painting Fabric, Henry Holt and Company, New York

SEMESTER I

FDMS104 : BASIC PATTERN MAKING AND SEWING TECHNIQUES

Total Credits : 6

Hours/week : 5

Objectives:

- *To familiarize students with tools and methodologies of pattern making and sewing*
- *To understand the language of pattern making and develop the ability to create designs through the flat pattern method.*
- *To enable the students to draft basic bodice block and sleeve block.*
- *To introduce students to various Industrial Machineries.*
- *To acquire basic skills of operating industrial sewing machines.*
- *To understand basic sewing techniques.*
- *To teach students various techniques and application of plackets, fasteners, zippers and pockets*

Module I

Pattern making: Introduction to pattern making, Methods of Pattern making, Pattern Making terminologies, tools

Basic Principles of flat pattern making, how to take body measurements – Taking measurements on dress forms

Standard Measurement chart

Drafting the basic pattern set –

Basic bodice front and back

Basic Sleeve

(Standard size UK 12).

Module II

Introduction to Industrial Sewing Machine- Machine parts, Terminology, Safety Rules, Care and Maintenance

Over lock machine and its application

Basic Hand Stiches: (10"x10")

Temporary- Even, Uneven, Diagonal Basting

Permanent Stitches- Hemming, Slip stitch, Blanket, Fagotting

Stitching practice - Straight lines, Broken Lines, Cornered Lines, Waves, Concentric circles

Prepare samples in 10"x10" size

Module III

Seams: Plain, Lapped, Bound, French, Flat Felled

Decorative Seam Finishes: Pinked, Hand Overcast, Over Locked, Bias Bound, Edge Stitch

Hem Finishes: Hand Hemming- Visible, Invisible

Decorative Hem- Piping, Facing, Ruffles

Prepare samples in 10"x10" size

Module IV

Fullness: Tucks- Blind, Spaced, Pin

Pleats - Knife, Box, Inverted

Gathering, Shirring, Ruffles

Godets

Prepare samples in 10"x10" size

Pockets- Patch, Inseam, Welt

Plackets - Continuous Placket, Tailored Placket and Inseam Placket.

Fasteners - Button Attachments, Button Hole, Hook and Eye, Press Button, Velcro and Zipper application (Exposed zipper application, lapped zipper application and open end zipper application).

Prepare samples

MODULE V

Sleeves: - Attachment of Sleeves to the bodice - Puff at hem and cap with piping at hem, Petal sleeve with faced hem, Shirt sleeve with French cuff. [For sleeve attachment Centre front to Centre back bodice (i.e. one side) is enough.]

References

1. Pleasantville, Complete guide to Sewing - The Reader's Digest Association Inc., New York/Montreal, Canada.
2. Cooklin. G, Garment Designing for Fashion Designers, Blackwell, USA
3. Bray Natalie, Dress fitting, OM Books Service
4. Armstrong Joseph Hellen, Pattern Making for Fashion Designing, Pearson, UK
5. Gillian Holman, Pattern Cutting made easy, B.T. Batsford Ltd., London

SEMESTER I

FDMS105 : INTRODUCTION TO FASHION ART

Total Credits : 6

Hours/week : 5

Objectives:

To introduce students to:

- *Basic sketching techniques.*
- *Aspects of human anatomy & importance of fashion illustration.*
- *Drawing a fashion figure or a Croqui with proportion.*
- *Various poses required for fashion illustration.*
- *Various mediums for sketching and rendering life forms.*

Module I

Different types of Lines-vertical, horizontal, diagonal, wavy, zigzag, dotted, dashed, spiral etc.

Free hand drawing techniques & related exercises.

Free hand practice of brush & pencil.

Module II

Two & three dimensional forms, its composition, perspective & Object shading.

Still life drawings

Introduction to different mediums : poster paints, watercolours, colour pencils & rotoring ink or Indian ink.

Module III

Basic 8 head Croqui.

Basic 10 head Croqui.

10 Head $\frac{3}{4}$ pose

10 Head side pose

10 Head back poses.

Module IV

Face block – Front, Side

Fashion face - eyes, ears, nose, mouth & head.

Hair styles

Module V

Croqui analysis- analysing figures from fashion magazines & life.

References

1. Elisabetta ‘Kuky’ Drudi, Tiziana Paci, Figure Drawing for Fashion Design, Pepin Press, Amsterdam
2. John H Vanderpoel, Human Figure, Dover Publications Inc., New York
3. Bina Abling, Fashion Rendering with Colour, Prentice Hall, United States
4. Julian Seaman, Fashion Illustration Basic Techniques, Batsford, London
5. Erte, Erte's Fashion Designs: 218 Illustrations from 'Harper's Bazar' 1918-1932, Dover Publications Inc, New York
6. Julian Seaman, Foundation in Fashion Design and Illustration, Batsford, London
7. Janet Boyes, Essential Fashion Design, Batsford, London

SEMESTER I

FDMS106 : PROJECT I – HOME FURNISHING

Total Credits : 6

Hours/week : 5

Students have to develop a home furnishing collection and adorn it with any of the surface ornamentation techniques. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period.

Students must submit the finished project along with the required paper works, photographs and a comprehensive report to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

SEMESTER II

BOCG201 : WRITING AND PRESENTATION SKILLS IN ENGLISH

Total Credits : 4

Hours/week : 4

***Objectives:** To make the students aware of the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments. To assist the students in developing appropriate and impressive writing styles for various contexts. To help students rectify structural imperfections and to edit what they have written. To equip students for making academic presentations effectively and impressively.*

Module I

Letter Writing: Letters - letters to the editor - resume and covering letters -parts and layout of business letters-business enquiry letters offers, quotation-orders and execution-grievances and redressal-sales letters-follow-up letters-status enquiry-collection letters-preparation of power of attorney for partnership- job application letters-resume-CV-reference and recommendation letters-employment letters.

Module II

Other types of Academic and business Communication (written): Seminar papers- project reports - notices - filling application forms - minutes, agenda-reports-essays.

Module III

Presentation Skills: Soft skills for academic presentations - effective communication skills –

structuring the presentation - choosing appropriate medium – flip charts – OHP – Power Point presentation – clarity and brevity - interaction and persuasion.

**Compulsory activity: PowerPoint presentations to be conducted by each student in class*

Module IV

Non-verbal communication-Body language-Kinesics, Proxemics-Para language
Channels-Barriers-Principles of effective communication

Module V

Online writing and Netiquette- Writing e-mails- use of language – writing for blogs – social media etiquette- professional networking online (LinkedIn, E-factor etc.)

Compulsory activity: Each student should create a blog and/or profile in LinkedIn.

Books for Reference:

1. Marilyn Anderson, Pramod K Nayar and Madhuchandra Sen. Critical Thinking, Academic Writing and Presentation Skills. Pearson Education and Mahatma Gandhi University.
2. Antony Thomas, Business Communication and MIS, Pratibha Publications. Bhatia R.C.Business Communication
3. Salini Agarwal Essential communication skill. Reddy P.N, and Apopannia, Essentials of Business communication.
4. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing Leod,M.C., Management Information system

SEMESTER II

FDMG202 : INDIAN TRADITIONAL TEXTILES AND COSTUMES

Total Credits : 4

Hours/week : 4

Objectives

- *To introduce the students about different Indian traditional textiles and embroidery*
- *To study about different costumes used in India*

Module I

North Indian Textiles: Brocades of Varanasi & its types, Kashmiri carpet & shawl, Kullu Shawls, Chamba Rumals, Block Printing of Uttar Pradesh.

Traditional costumes of: Jammu & Kashmir, Haryana, Punjab, Uttar Pradesh, Himachal Pradesh, Uttarakand

Module II

South Indian Textiles: Pochampalli, Kalamkari, Kancheepuram silk, Erezha Thorthu, Balaramapuram Sarees, Chendamangalam Sarees, Kuthampally Sarees, Kannur Handloom Home Furnishings, Mysore silk and Kunbi Sarees.

Traditional costumes of: Andhra Pradesh, Telangana, Karnataka, Tamil Nadu, Kerala

Module III

West & Central Indian Textiles : Brocade weave, embroidery styles, appliqué, block Printing, Screen Printing, Tie & Die- Bandini and Laharia, Patola, Himrus, Amrus, Pithani, Pitabar, Chanderi, Maheshwari saree, Bhagalpuri silk, Mashru

Traditional costumes of: Gujarat, Rajasthan, Maharashtra, Goa, Bihar, Madhya Pradesh, Chhattisgarh

Module IV

East Indian Textiles: Dacca sarees and its types, Bengal cotton sarees, Balucharbuttedar

Traditional costumes of: Odhisha, West Bengal, Assam, Nagaland, Mizoram, Meghalaya, Manipur, Sikkim, Tripura, Jharkhand

Module V

Traditional Embroidery - Kashidha of Kashmir, Phulkari of Punjab, Kutch embroidery, Kasuti of Karnataka, Chikankari of Lucknow, Kantha of Bengal, Mirror work, Bead work, Banjara Embroidery

Students must prepare sample for all traditional embroideries

References

1. Santosh Gupta, KRJ's Indian Ethnic Textile Designs, OM Book International, New Delhi
2. Chattopadhyaya, K.D, Handicrafts of India, Wiley Eastern Limited, New Delhi
3. Shukla Das, Fabric Art- Heritage of India, Abhinav Publications, New Delhi
4. Buhler, Alfred, Eberhard Fischer & Marie – Louise Nabholz, Historic Textiles of India Vol.4: Indian Tie-Dyed Fabrics, Calico Museum of Textiles, Ahmedabad
5. John Gillow & Nicholas Barnard, Traditional Indian Textiles, Thames & Hudson, UK
6. Sachidhanand Sahay, Indian Costume, Coiffure And Ornament, Munshiram Manoharlal Publishers, New Delhi
7. K P Sharma & S M Sethi, Costumes and Ornaments of Chamba, Indus Publishing Co., New Delhi
8. G. S.Ghurye, Indian Costume, The Popular Book Depot, Bombay
9. O. C.Handa, Textiles, Costumes And Ornaments Of The Western Himalaya, Indus Publishing Co., New Delhi

SEMESTER II

FDMG203 : INTRODUCTION TO FASHION AND APPAREL INDUSTRY

Total Credits : 4

Hours /week : 5

Objective:

- *To acquaint the students about – Fashion and Apparel industry, terminologies, apparel production process and Various Laws and Regulations related to apparel production.*

Module I

Purpose of clothing

Theories of fashion

Fashion Cycle

Role of designer

Module II

Fashion Terminology : Accessories, Alta moda, Atelier, Bespoke, Boutique, Brand name, Custom made, Classic, CMT, Couture, Costume, Designer, Diffusion line, Draping, Fad, Fashion, Haute Couture, Knock-off, Licensing, Moda pronta, Prêt-a-porter, Prototype, RTW, Silhouette, Style, Toile, Trend, Taste, Hi-style.

Fashion Categories

- Men's wear and its clothing categories
- Women's Wear and its categories (based on clothes and sizes)
- Kid's wear and its categories (based on clothes and sizes)

Module III

Apparel Industry

Structure of apparel industry - Manufacturers, Buyers, Jobbers

Organisational structure of apparel manufacturing unit

Work flow: Preproduction, Production, post production

Apparel production systems : Traditional Tailor System, Progressive Bundle System, Unit

Production System, Modular Manufacturing System

Module IV

Indian & International Designers (student's assignment)

Merchandising – meaning, objectives

Sourcing, Spec sheet, Quality control – Definition and importance

Costing - techniques of costing - forward costing and backward costing, cost control, cost sheet.

Module V

Certifications in Apparel Industry: Social Accountability - 8000(SA 8000)

World Responsible Apparel Production (WRAP)

Indian Labour Act: Basic rights of labourers in factories

Ergonomics: Industrial Ergonomics : Definition. Introduction, Fundamental Principles, common ergonomic problems and solutions in the clothing industry, Principles of motion economy, working area, arrangement of machines, location of materials

Fashion Sustainability, Ethical Fashion, Fast Fashion, Slow Fashion - Definition

Introduction to Environment & Fashion

References

1. Gini Stephens Frings, Fashion From Concept To Consumer, Prentice Hall Publishers, United States
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore
3. Prasanta Sarkar, Garment Manufacturing, Processes, Practises and Technology, Online Clothing Study, India
4. J K Akhil, Apparel Engineering : Industrial Engineering Methods for Apparel Industry, Akhil JK
5. Helen Gowork, Fashion Buying, Wiley – Blackwell Publishers, United States
6. Meher Castelino, Fashion Kaleidoscope, BPI India Pvt. Ltd, India
7. Harold Carr and John Pomerot, Fashion Design and Product Development, Blackwell Science Inc, United States
8. Suzanne Marshall, Hazel Jackson and M. Sue Stanley, Individuality in Clothing Selection and Personal

Appearance, United States

9. Frankcois Baudot, A Century of fashion, Thames & Hudson, UK
10. Dr. Navneet Kaur, Comdex Fashion Design- Vol 1, Dreamtech Press, India
11. Kate Fletcher, Sustainable Fashion and Textiles: Design Journeys. 2008
12. Finkelstein. J, Chic Theory Australian Humanities Review, Monash University
13. Andew, Tucker & Kingswell. T, Fashion: A Crash Course, Watson-Guptil Publications, New York
14. Dr. Innes. C.D, What Do Your Clothes Say About You?, Proclaim Defend, New York
15. Alison, Lurie, The Language of Clothes, Random House, New York
16. Allen, Carlson, Environmental Aesthetics, The Routledge Companion to Aesthetics – Routledge, London
17. Finkelstein. J, The Fashioned Self, Polity Press, Oxford
18. S K Bharadwaj and P U Mehta, Managing Quality in the Apparel Industry, New Age Publishers, Delhi.
19. Cooklin.G, Introduction to Clothing Manufacture, Blackwell Publishing Ltd, UK
20. Cooklin.G, Garment Technology for Fashion Designers, John Wiley & sons ltd, Blackwell Science publishing Ltd, United Kingdom, Australia
21. Carr.H , Latham.B, The technology of clothing Manufacture – Blackwell Science Publishing Ltd, Australia.
22. Chuter.A.J, Introduction to Clothing Production Management, Blackwell Science Publishing Ltd, Australia.

SEMESTER II

FDMS204 : ELEMENTS OF FASHION DESIGN

Total Credits : 6

Hours /week : 6

Objectives:

- *To familiarize students with the design elements and principles and its application in fashion designing.*
- *Development of surface rendering techniques, build understanding to visualize different features of garment collectively and understand technical details to produce accurate technical*

Module I

Types of Design-structural and decorative.

Motif: Realistic, geometrical, Stylized and Abstract

Various types of motif placement

Illustrate all

Module II

Design elements-form, shape, space, line, colour and texture.

Principles of design-balance, proportion, emphasis, rhythm and harmony.

Create sketches illustrating application of above on garments

Module III

Lines : Functions of Lines - Introduction to basic lines as means of expression and emotions.

Different types of lines & its characteristics.

Use of line in clothing according to body shapes.

Optical illusions created by various combinations of lines.

Silhouettes.

Create sketches illustrating application of above on garments

Module IV

Colour

Colour theory- Prang colour system & Munsell.

Colour wheel- primary, secondary and tertiary.

Colour Dimensions-Hue, Value and Chroma.

Colour harmony

Application of colour in clothing.

Seasonal colours.

Illustrate colour wheels and harmony application

Module V

Design development

Making Inspiration/ Theme board, Story board, Mood boards and Colour boards, Swatch Board,

Client Profile

Select a theme and prepare all the boards

Suggested Readings

1. Dr.Kaur.N, Comdex Fashion Design, Kogent Learning Solutions, New Delhi
2. Suzanne Marshall, Hazel Jackson, M. Sue Stanley, Individuality in Clothing Selection and Personal Appearance (Fashion) Paperback 7 edition, Pearson, UK
3. Sumathy. G, Elements of Design and Apparel design, New Age International Pvt. Ltd, India
4. M.C. Gimsely and Harriot. T, Art and Fashion in Clothing Selection, Nova State Uty. Press, New York.

SEMESTER II

FDMS205 : PATTERN MAKING AND GARMENT CONSTRUCTION - LADIES WEAR

Total Credits : 6

Hours /week : 6

Objectives:

- *To enable students to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage.*
- *To enable students to draft pattern and sew garments.*

Module I

Sewing Preparation : Introduction – Appropriate laying of paper patterns on fabric, maximum utilization of fabric, accurate cutting and preparation for sewing.

Fit: Types, common fit problems and rectification methods

Module II

Neckline finishes – Piping, double layer binding in basic plain jewel neck [Neck width 2 ½ “and depth 3”]

Neckline finishing using facing and fusing (Neckline samples size should be of 12” x 12”)

‘U’ neck, ‘V-neck, Square neck, Sweet heart neck, Horse shoe neck and Bateau neck.

[Neck width and depth for ‘U’neck, ‘V’neck and Square neck is 3”width and 6”depth. For sweet heart neck and horse shoe neck is 2 ½ “width and 6”depth. For bateau neck 4 ½ width and 3 ½ “depth]

Module III

Indian Wear

Draft paper pattern and construct Kameez, check for fall and fit

Draft paper pattern and construct Saree Blouse, check for fall and fit

Draft paper pattern and construct Salwar and check fit

Draft paper pattern and construct Churidar and check fit

Module IV

Skirts

Draft Basic skirt Block - front and back

Draft paper pattern and construct Skirts - Wrap around skirt, Godet skirt (4 godets or 6 godets),

Gore skirt (8 or 12 gore) Circular skirt (full circular skirt)

Module V

Draft paper pattern and construct a garment according to current trend

Reference

- 1.Sodhia.M, Garment Construction, Kalyani Publisher Ludhiana, Punjab
- 2.Singh B, Clothing Textiles And Garment Production, Vastra Vigyam Evam Paridhan, India
- 3.Zarapkar.K.R, Zarapkar system of cutting, Navaneeth Publishing, India

SEMESTER II

FDMS206 : INTERNSHIP – I LADIES WEAR

Total Credits: 6

After the completion of the second semester, the students will have to undergo a minimum of two weeks internship programme. It will be in a ladies wear garment unit/boutique or under the guidance of a recognized Fashion Designer specialized in ladies wear to understand various steps and techniques involved in creation of a fashion collection.

Students can choose a firm/boutique /label/ studio in India or abroad for their internship. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

Firm must have a minimum of two years exposure in apparel designing and production.

At the end of the internship, the students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Head of the Department for evaluation. The report will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

SEMESTER III

BOCG301 : PRINCIPLES OF MANAGEMENT

Total Credits : 4

Hours /week : 4

Objective: *This course is a basic introductory and foundational management course. It is designed for students who desire to equip themselves with key knowledge, skills, and competencies in various aspects of management. The course encompasses the core components of management including planning, organizing, leading and controlling the organizations*

Module I

Nature and Process of Management: Schools of Management Thought – Management Process School, Human Behavioural School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basics of Global Management.

Module II

Planning: Objectives – Types of plans - single use plan and repeated plan – MBO, MBE– strategic planning and formulation. Decision making - types and process of decision making – forecasting.

Module III

Organising: Types of organisation - formal and informal, line and staff, functional – organisation structure and design – span of control, delegation and decentralisation of authority and responsibility – organisational culture and group dynamics.

Module IV

Staffing: Recruitment, Selection, Induction, Training, Maintenance and retrenchment Systems approach to HRM – Performance appraisal and career strategy – HRD - meaning and concept.

Module V

Directing: Motivation – meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mounon, Leadership as a Continuum by Tannenbaum and Schmidt

Path Goal Approach by Robert House (in brief)

Controlling - Concept, Significance, Methods of establishing control.

Books for Reference:

1. Moshal.B.S .*Principles of Management*, Ane Books India, New Delhi.
2. Bhatia R.C. *Business Organization and Management*, Ane Books Pvt. Ltd., New Delhi.
3. Richard Pettinger. *Introduction to Management*, Palgrave Macmillan, New York.
4. Koontz and O'Donnel. *Principles of Management*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
5. Terry G.R. *Principles of Management*, D.B.Taraporevala Sons &Co.Pvt.Ltd., Mumbai.
6. Govindarajan.M and Natarajan S. *Principles of Management*, PHI, New Delhi.
7. Meenakshi Gupta .*Principles of Management*, PHI, New Delhi.

SEMESTER III
FDMG302 : FASHION MARKETING

Total Credits: 4

Hours/week: 3

Objectives

- *To give awareness regarding the importance of fashion marketing*
- *To introduce the methods of fashion marketing*

Module I

Fashion Marketing: – Definition, functions

Marketing Mix – Product, Price, Place, and Promotion

Marketing calendar

Marketing Strategy – Segmentation, Targeting and Positioning

Channels of distribution - Producer-Customer, Producer-Retailer-Customer, Producer-Wholesaler-Retailer-Customer, Producer-Agent-Wholesaler-Retailer-Customer

Module II

Fashion retailing - History, Scope, Importance, Types : Department stores, Chain store, Off price and Discount store, Speciality store, Boutique, Manufacturers warehouse outlets, Flea market vendors, Franchise, Flagship stores, Non Store retailers(mail order, telecommunication, personal), E - Tailing

Functional areas of Fashion retail stores- merchandising, financial control, store operations, personnel, sales promotion.

Module III

Brand – Brand definition, Purpose of Branding, Brand Name, Brand Licensing, Brand Canvas, Brand positioning, Trade Mark, copyright, Types of brand, Store categories and Showrooms (retailing & non store retailing).

Module IV

Marketing research – methods and data analysis

Methods Planning and Strategy: –Situation Analysis, SWOT Analysis

Customer Segmentation: – Demographic segmentation, Geographic Segmentation, Geo demographic segmentation, Psychographic and Behavioural Segmentation, Consumer buying behaviour

Module V

Fashion Promotion – meaning – types – purpose - levels (consumer, trade, retail)

Fashion promotion advantages

Promotion planning

Fashion Advertising: Types, Advantages

Trade shows, Market weeks, Exhibitions, Fashion Shows: Theatrical, Runway, Fashion Parade, Trunk Show,

Market Survey and Research

Fashion Press, Window Display, Sales Promotion, and Fashion Publicity (brief description)

References

1. Helena DePaola, Carol Stewart Mueller, Marketing today's fashion, Prentice Hall, Inc, United States
2. Ellen Diamond, Jay Diamond, Fashion advertising and promotion, Delmar publishers
3. Jeannette A. Jarnow, Inside the Fashion Business, Prentice Hall Inc, New Jersey
4. Frances Harder, Fashion for Profit : a professional's complete guide to designing, manufacturing, & marketing a successful line, Harder Publications, USA
5. Helen Goworek, Fashion Buying, John Wiley and Sons Ltd, United Kingdom
6. Jay Diamond & Gerald Pintel, Retail Buying, Prentice Hall Publications, New York
7. Valerie Steele, Fashion Theory-The Journal of Dress, Body and Culture, Berg Publishers, England,
8. Nicola White & Ian Griffiths, The Fashion Business-Theory, Practice, Image, United Kingdom, Bloomsbury Academic Publishers.

SEMESTER III

FDMG303 : FASHION MERCHANDISING

Total Credits : 4

Hours/week : 3

Objectives:

- *To give awareness regarding the importance of fashion merchandising*
- *To introduce the methods of merchandising*

Module I

Merchandising

Merchandise : meaning, Types – Staple, Fashion, Seasonal, FAD

Definition of merchandising

Six Rights of merchandising

Fashion Merchandising:- meaning

Types of merchandiser: Export (Garment merchandiser, Production merchandiser, Fabric merchandiser, Sourcing merchandiser, Sampling Merchandiser), Retail (Retail floor merchandiser, Retail visual merchandiser, Clothing/fashion merchandiser, Retail sales merchandiser), Visual.

Duties and responsibilities of a merchandiser – Essential requisites of a good merchandiser

Terminologies- Production order (PO), Back Order, Reorder, Open Order, Bill of materials (BOM), Order status report, CMT, converters, customer profile, GSM, lead time, mark up, mark down, range planning, sub-contractor, vendor, Sampling, Lab Dip

Module II

Line Planning, Line development

Product development - definition – objective – use of merchandising calendar

Sourcing : meaning, types -Domestic and offshore sourcing

Module III

Merchandising process flow in apparel industry – Buyer sourcing & communication – Enquiry – Order confirmation – order review and its importance – Planning & programming: Master planning, Scheduling or route card – Factors for route card

Samples: Meaning & importance – Types of samples: Proto sample, Fit sample, Size set sample, Counter sample, Salesman sample (SMS), Pre-production sample (PPS), Top over production sample (TOP), Shipment sample, Photo sample, Photo shoot sample.

Module IV

Visual merchandising-introduction, concepts and role, importance

Importance in store planning and utilizing basic visual merchandising techniques

Purpose and types of display

Window display – types: Enclosed, Semi enclosed, Open, Island

Store exterior and interior

props

Module V

Intellectual Property Rights – Meaning and Importance

Fashion styling - meaning

Role & responsibilities of a fashion stylist

Sectors within styling - Editorial styling, commercial styling, still life styling, personal styling, wardrobe styling, corporate styling, catalogue styling, show styling, Photographic styling,

Merchandise styling

References

1. Harriet Posner, Marketing Fashion, Laurence King, London
2. Gini Stephens Frings, Fashion from Concept to Consumer, Prentice Hall, New Jersey
3. Kincade.D.H, Gibson.F.Y, Merchandising of Fashion Products, Dorling Kindersley India Pvt Ltd- South Asia.
4. Jeannette A. Jarnow, Inside the Fashion Business, Macmillan Pub. Co. US

5. Elaine Stone, Fashion merchandising, Mc Graw Hill Publishing
6. Wolfe, Mary Gorgen, The world of fashion merchandising, The Goodheart - willcox company Inc,
Illinois

SEMESTER III

FDMS304 : DRAPING

Total Credits : 6

Hours/week : 5

Objectives:

- *To teach the basic principles of draping and to construct garments using draping*

Module I

Draping : Introduction to draping and dress forms

Preparation of fabrics

Basic Front and Back bodice

Module II

Dart manipulation (French dart/ Centre front dart/ Straight side dart/ mid armhole dart)

Module III

Bodice variations- surplice front, halter

Princess bodice and variation.

Basic Front Cowl

Yokes & fitted midriff: Bodice yoke, fitted midriff

Module IV

Skirt : Basic Front and Back Skirt

Skirt variations – Skirt with yoke and gathers, Pegged skirt (any one)

Basic Front and Back Torso.

Module V

Design and construct a garment using draping method

References

1. Helen Joseph Armstrong, Draping for Apparel Design, Fairchild Publication, New York
2. Connie Amaden and Crawford , The Art of Fashion Draping, Fairchild Publication, New York
3. Nurie Relis/ Hilde Jaffe, Draping for fashion design, Reston publishing co.
4. Dawn Cloake, Designs cutting and draping for special occasion clothes: for evening wear and party Wear, Batsford

SEMESTER III

FDMS305 : PATTERN MAKING AND GARMENT CONSTRUCTION - CHILDREN'S WEAR

Total Credits : 6

Hours/week : 5

Objectives:

- *To teach the students methods of taking body and form measurements for children's wear*
- *To teach the construction methods for kid's wear*

Module I

Children's wear : Introduction to Children's wear – Size categories –Taking body measurements – Standard chart for boys and girls

Module II

Prepare pattern and construct a **Cradle frock** for the age group of 6 months to 1 year

Module III

Prepare pattern and construct a **Frock** (Tent dress or a frock with a peter pan collar and a yoke) for the age group of 1 year to 5 years

Module IV

Prepare pattern and construct a **Skirt** (Straight skirt or Circular skirt or Skirt with a yoke and gathers) for the age group of 7 years to 12 years)

Prepare pattern and construct **Shorts** (Flared shorts or knickers) for the age group of 5 years to 7 years.

Prepare pattern and construct a **Shirt** with collar and half sleeve for boys (age group 3 years to 12 years)

Module V

Prepare pattern and construct a kid's wear based on a theme.

References

1. Aldrick.W, Metric Pattern Cutting for children 2 to 14 years, Blackwell Science, Australia wearfrom.
2. Singer sewing for children, Creative publishing International, Chanhassen, Minnesota.
3. Hardy. U.S Making Childrens Clothes, Cico Books, London

SEMESTER III

FDMS306 : PROJECT II – DRAPED CHILDREN’S WEAR

Total Credits : 6

Hours/week : 5

Students have to develop a children’s wear collection using draping. Students must document the work with proper visual merchandising techniques. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period.

Students must submit the finished project along with the required paper works and a comprehensive report, to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the university. Delayed, incomplete submissions will be considered as per the University rules.

SEMESTER IV

BOCG401 : SOFT SKILL AND PERSONALITY DEVELOPMENT

Total Credits : 4

Hours/week : 4

***Objective:** The course aims to cause a basic awareness about the significance of soft skills in professional and inter-personal communications and facilitate an all-round development of personality.*

Module I

Personal Skills: Knowing oneself- confidence building- defining strengths- thinking creatively- personal values-time and stress management.

Module II

Social Skills: Appropriate and contextual use of language - non-verbal communication-interpersonal skills- problem solving.

Module III

Personality Development: Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language.

Module IV

Presentation skills: Group discussion- mock Group Discussion using video recording - public speaking.

Module V

Professional skills: Organizational skills- team work- business and technical correspondence-job oriented skills-professional etiquettes.

Books for Reference:

1. Matila Treece: *Successful communication*: Allyun and Bacon Pubharkat.
2. Jon Lisa, *Interatid skills in Tourist Travel Industry*, Longman Group Ltd.
3. Robert T. Reilly, *Effective communication in tourist travel Industry* Dilnas Publication.
4. Boves. *Thill Business Communication Today* Mcycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas *Effective Business Communication* McGraw Hill.

SEMESTER IV

FDMG402 : EXPORT PROCEDURES AND DOCUMENTATION

Total Credits : 4

Hours/week : 4

Objectives:

- *To introduce students to export house structure, process, role of export manager and export procedures*
- *Understanding the quality control parameters of apparel industry.*

Module I

Manufacturer Export House

Organizational structure & functions of various departments of a manufacturer Export house

Buying house - store owned buying house & independent buying house

Module II

Product Development Aspects :

Forecasting and significance in product planning

Sampling procedure

Terminologies : specification sheet, order sheet, line development, lead time, line presentation, minimum length and width, tolerance

Costing-techniques of costing- cost sheet

Module III

Quality Aspects:

Fabric & Garment defects

Quality, Quality Control – Meaning

Quality control of garments

Inspection – meaning, types(No inspection, In process inspection, Random inspection, 100%

inspection)

Four point System

Standards and specifications – International sources; ISO, ASTM, BIS (origin, nature,)

TQM , AQL - Meaning and advantages

Module IV

Labelling of garments– types, care labels

Packaging of garments – types & methods, materials

Eco friendly textiles: meaning, significance of green labelling

Module V

Role of Export manager

Export, trade procedures & documentation: Export plan, export procedure, importance of export documents

Export Document classification – Invoice : Proforma Invoice, Commercial Invoice, Consular Invoice; **Certificate :** Certificate of origin, Combined certificate of origin and value, Certificate of Inspection / Quality control; **Customs Document :** Shipping bill; **Transport Document :** Mate receipt, Bill of lading, Airway bill, Combined transport document and shipment advice; **Exchange Control Document :** GR form, PP form; **Payment Document :** Letter of Credit, Bill of exchange; **Miscellaneous Document :** Packing list, Insurance Certificate, Marine insurance policy, Bill of entry, Intimation for inspection, Shipping instructions, Insurance declaration, Shipping order, Application for certificate of origin, Letter to bank for collection/negotiation of documents

Mode of shipments : Water and airways

References

1. Sara J.Kadolf, Quality assurance for Textile and Apparel, Fairchild publications, New York
2. Gerry Cooklin, Steven George Hayes and John McLoughlin, Introduction to Clothing Manufacture, Wiley-Blackwell, New Jersey
3. Joseph M. Juran and A. Blandon Godfrey, Juran's Quality Handbook, Mc Graw Hill Publishers, USA
4. Brad Jackson, Management Gurus and Management Fashions, Routeledge Publications, London

5. Jeanette Jarnow, Inside the Fashion Business, Rizzoli International Publications, New York
6. Micheal Easey, Thompson, Sharon, Willans and John, Fashion Marketing, Blackwell Scientific Publications, London
7. Marian H. Jernigan, Easterling, & Cynthia R, Fashion Merchandising & Marketing, Prentice Hall Publications, US
8. Gary, Pekarsky, Ulasewicz & Connie, Made in America : The Business of Apparel and Sewn Products Manufacturing, Garmento Speak Publications, US
9. S K Bharadwaj and P U Mehta, Managing Quality in the Apparel Industry, New Age Publishers, Delhi.
10. S. Shivaramu., Export Marketing - A practical guide to Exporters, Wheeler Publishing, Allahabad
11. D. Sinha., Export Planning and Promotion, IIMS, Calcutta

SEMESTER IV
FDMG403 : ADVANCED FASHION ILLUSTRATION

Total Credits : 4

Hours/week : 5

Objectives:

- *Introduction to Various medium for stylization of croqui*
- *To make the students capable to create their own style of illustration*
- *To train students in colour rendering in different media keeping fabric qualities.*

Module I

Draping of garments on croquis

Module II

Colour rendering-solids, prints, checks, stripes, florals, dots, denim, Velvet, satin, chiffon

Module III

Conceptualise and design a **thematic collection** of 5 garments.

Module IV

Stylization of croquis using different kinds of paper (minimum5)

Module V

Stylized fashion illustration – students should create their own style of illustration (Minimum 3)

References

1. Mary Garthe, Fashion and Colour, Rockport publishers, Rockport, Massachusetts

2. Estel Vilaseca , Essential Fashion Illustration Colour and Medium, Rockport Publishers, U.S
3. Nicholas Drake, Fashion Illustration Today, Thames & Hudson, London.
4. Carol.A.Nunnely, Fashion Illustration School, Thames & Hudson, London
5. Colin Barnes, Fashion Illustration, LITTLE, Brown and Company, New York
6. John Ireland.P, Introduction to Fashion Design, B.T.Batsford Ltd, London
7. Seaman.J, Fashion Illustration Basic Techniques,- B T Batsford Ltd, London

SEMESTER IV
FDMS404 : COMPUTER AIDED DESIGN

Total Credits: 6

Hours/week: 6

Objective: *To introduce students to essential softwares.*

Module I

CAD : Meaning, introduction and importance

Module II

Adobe Photoshop

Create mood board, Theme board, colour board and client profile

Module III

Adobe Illustrator

Create surface pattern designs for fabrics

Illustrate fashion croqui and drape garments over croqui

Module IV

Corel Draw

Prepare flat sketches and spec sheet

Module V

Design a theme based fashion collection and prepare the presentation using CAD

References

1. Adobe Systems, (2002), Adobe Photoshop 7, Adobe Press.

2. Michelle Perkins, (2006), Beginner's Guide to Adobe Photoshop, Amherst Media, United States
3. Amy Philips, (2015), Photoshop: Absolute Beginner's Guide, Amazon Company, Create Space Independent Publishing Platform.
4. Gary David Bouton, CorelDRAW X5 - The Official Guide, McGraw Hill Education
5. Lazear, S. M. ., Adobe Illustrator for fashion design, Pearson Prentice Hall.
6. Armstrong, J., Ivas, L., & Armstrong, W., From pencil to pen tool: Understanding and creating the digital fashion image, Fairchild Publications
7. Colussy M. K., & Greenberg, S. , Rendering fashion, fabric, & prints with Adobe Illustrator

SEMESTER IV

FDMS405 : PATTERN MAKING AND GARMENT CONSTRUCTION- MEN'S WEAR

Total Credits : 6

Hours/week : 6

Objectives

- *To teach the students basic fundamentals of men's wear*
- *To enable students to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage.*

Module I

Pattern Making - Men's block

- Basic over garment block
- Basic one piece sleeve block
- Classic shirt block
- Casual shirt block
- Trouser blocks-one piece, two piece

Module II

Prepare pattern and construct a **Classic Shirt**

Module III

Prepare pattern and construct a **Trousers**

Module IV

Prepare pattern and construct a **Vest**

Module V

Prepare pattern and construct a men's wear according to recent trends.

References

1. E. Olive pounds, Creative Sewing, Thomas Nelson and Sons Pvt. Ltd, USA
2. Ernestine Kopp, Vittorina Rolfo & Beatrice Zelin, How to Draft Basic Patterns, Fairchild Publications, USA
3. Nancy Zieman, Sewing A to Z: Your Source for Sewing and Quilting Tips and Techniques, Krause Publishers, USA
4. Winifred Aldrich, Metric Pattern Cutting for Men's Wear , 4th Edition, John Wiley and Sons, USA

SEMESTER IV

FDMS406 : INTERNSHIP II – EXPORT HOUSE

Total Credits: 6

After the completion of the fourth semester, the students will have to undergo a minimum of two weeks internship programme. It will be in an apparel exporting firm specialized in men's or children's wear to understand various steps and techniques involved in exporting. Students can choose a firm in India or abroad for their internship. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

Firms having a minimum of two years exposure in apparel export can be selected. At the end of the internship, the students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Head of the Department for evaluation. The report will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

SEMESTER V

BOCG501 : ENVIRONMENTAL STUDIES

Total Credits : 4

Hours/week : 4

AIM

- *To bring in proper awareness among the students on Environmental Issues*

OBJECTIVES

- *To built a pro-environmental attitude and a behavioural pattern in society based on sustainable lifestyles*
- *To impart basic knowledge on pollution and environmental degradation.*

Module I

(15 hrs)

Introduction to Environment Science: Development and Environment, Human Population and the Environment : Population growth, variation among nations-Population explosion – Case Studies. Sustainable Development – Concept, Policies, Initiatives and Sustainability strategies, Human Development Index, Gandhian Principles on sustainability.

Natural systems -Earth –structure, soil formation- factors affecting, soil types, Atmosphere – structure and composition, Hydrosphere – Oceans, rivers, estuaries, Lakes etc., Physical environment of aquatic systems

Resource utilization and its impacts on environment -Renewable and non-renewable resources, Forest resources : Use and over-exploitation, Timber extraction, mining, dams and their effects on forest and associated biota., Water resources : Use and over-utilization of surface and ground water, conflicts over water, River valley projects and their environmental significance- Case studies – Sardar Sarovar, Mineral resources : Use and exploitation, environmental impacts of extraction and use of mineral resources, case studies – sand mining, metal mining, coal mining etc

Food resources : World food issues, changes caused by - overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, and salinity. Case studies Energy resources :

Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

Land resources : Land as a resource, land degradation, soil erosion and desertification.

Module II

(15 hrs)

Ecosystems

Concept of an ecosystem-Structure and function of an ecosystem-Producers, consumers and decomposers-Energy flow in the ecosystem-Ecological succession-Food chains, food webs and ecological pyramids.

Ecological interactions Types, characteristic features, structure and function of the following ecosystem : Forest, Grassland, Desert, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Significance of wetland ecosystem – Classification, Ecology and Biogeochemistry. Threats and Management

Biodiversity and its conservation

Introduction – Definition : genetic, species and ecosystem diversity, Biogeographical classification of India, Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega- diversity nation Hot-spots of biodiversity, Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts., Endangered and endemic species of India, Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity. People’s participation in biodiversity conservation- Biodiversity Register; Global Climate change and Biodiversity.

Module III

(15 hrs)

Environmental Pollution

Air pollution: sources- mobile, stationary, fugitive; type of pollutants- primary and secondary air pollutants, Smog- classical smog and photochemical smog, Acid rain; Ozone depletion; impacts of air pollutants on environment; control measures.

Water pollution: Sources- Point and non-point sources; Types – chemical, biological and physical; impacts on the environment; water quality – water quality standards ; control measures.

Soil pollution: sources and impacts

Noise pollution: sources, impacts on health, management strategies Thermal pollution and Nuclear

pollution - sources and impacts Solid wastes – types, sources, impacts on Environment.

Municipal Solid waste Management: Essential steps- source segregation, collection, Processing and Disposal of residues. Environmental Pollution - case studies

Natural and anthropogenic Disasters and their management : floods, earthquake, cyclone and landslides.

Module IV

(15 hrs)

History of environment protection

Silent spring, Ramsar Convention, Stockholm conference, Montreal protocol, Kyoto protocol, earth summit, Rio+10, Rio+20, Brundtland commission Report, Sustainable development

Environmental movements in India, Global initiatives for Environmental protection Environmental education –basics ,Tbilisi conference, Environment Management Systems Environment

Information Systems, Environmental Impact assessment (EIA) – definition and significance, EIA notification; National and state level Authorities; role of public in EIA of a development project

Social Issues and the Environment

Environmental movements

From Unsustainable to Sustainable development-Urban problems related to energy- Water conservation- Rain water harvesting; Watershed management Environmental ethics : Issues and possible solutions.

Environmental Economics, Green house effect and Climate change Natural and Anthropogenic disasters

Disaster Management , Wasteland reclamation-Consumerism and waste products- Environmental

Laws – General introduction; Major laws in India. Environment Protection Act- Air (Prevention

and Control of Pollution) Act-Water (Prevention and control of Pollution) Act-Wildlife Protection

Act-Forest Conservation Act-Issues involved in enforcement of environmental legislation-Public

awareness

Text Book

Textbook for Environmental Studies For Undergraduate Courses of all Branches of Higher Education – Erach Bharucha for University Grants Commission

Further activities

- Field work
- Visit to a local area to document environmental assets
river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural/ Solid waste
dump yards
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5
lecture hours)

SEMESTER V
FDMG502 : FASHION FORECASTING

Total Credits : 4

Hours/week : 3

Objectives

- *To introduce students to the process of fashion forecasting*

Module I

Fashion forecasting

- Fashion forecasting – Definition
- Types of fashion forecasting- Long term forecasting and Short-term forecasting
- Importance of fashion forecasting
- Role of a fashion forecaster

Module II

Research Process

- Research process in forecasting
- Sales Forecasting- Requirement for sales forecasting (Horizon, Life Cycle, Aggregation, Seasonality, Variables)
- Sales forecasting methods for fashion industry- Usual Methods, Advanced Sales Forecasting Methods (forecasting methods for historic and non-historic data)

Module III

Colour Forecasting : Importance of colour forecasting, responsibilities of a colour forecaster

- Design a colour forecast scheme using Pantone shade card

Module IV

Textile forecasting

- Design a unique colour combination with textile prints

Module V

The students must do a colour and fabric forecasting for a season. Sketch a collection based on the forecasting the forecasting includes the following steps

- Inspiration board
- Mood board
- Colour board
- Swatch board
- Design development sheets

References

1. Kate Scully, Debra Johnston Cobb, Colour Forecasting for Fashion (Portfolio Skills: Fashion & Textiles), Laurence King Publishing
2. Gwyneth Holland, Rae Jones, Fashion Trend Forecasting, Laurence King Publishing
3. Lorynn R. Divita, Evelyn L. Brannon, Fashion Forecasting: Studio Instant Access, Fairchild Books
4. Chelsea Rousso, Fashion Forward: A Guide to Fashion Forecasting, Fairchild Books

SEMESTER V

FDMG503 - ART APPRECIATION

Total Credits: 4

Hours/week: 3

Objectives

- *To induce the students an appreciation of art through the ages & its impact upon lifestyle & fashion.*
- *To create innovative paintings inspired by the characteristics of world art & application of art in fashion.*

Module I

Art : Purpose of Art, Looking at Art, the Principles of Art

Introduction to world art and its classifications

Module II

Ancient World

- Pre Historic art-Palaeolithic age
- Egyptian art
- Greece & Roman-Classical Art.

Module III

Middle Ages

- Early Christian & Byzantine Art.
- Medieval European art-Gothic.
- Renaissance.

Module IV

Modern Art

- Neo- Classicism
- Impressionism
- Pointillism
- Cubism
- Surrealism

Module V

- Pop art
- Op art
- Abstract art
- Expressionism
- Contemporary art
- Graffiti
- Art Deco

References

1. H.W Janson /Anthony .F.Janson , History of Art (sixth edition), Prentice Hall College Division
2. Gustav Klimt, One Hundred Drawings, Dover Publications
3. Peter Murray, Art Of The Renaissance, Thames and Hudson, UK

SEMESTER V

FDMS504 : ACCESSORY DESIGNING

Total Credits : 6

Hours/week : 5

Objective

- *To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.*

Module I

Fashion Accessories : An introduction to Fashion Accessories.

Type of Fashion Accessories: - Jewellery (neck lace, earrings, rings, hair ornaments), hat, belt, bag, footwear and hair accessory

Module II

Designing fashion accessories on the basis of a selective theme: Traditional style, ethnic style, contemporary style.

Module III

Material exploration- Develop any two **accessory** - hat /belt / bag / footwear / hair accessory

Module IV

Material exploration- Develop a set of **Jewellery** with any material and a set of eco-friendly material

Module V

Prepare a **theme based accessory** collection in fusion style

Suggested Readings:

1. Joan Evans, History of Jewellery, Dover Publications, New York
2. Steven Thomas, Drawing Fashion Accessories, Laurence King Publishing, London
3. Leonor D'Orey, Five Centuries of Jewellery: National Museum of Ancient Art, Zwemmer Publishers, London
4. Tracey Tolkien & Henrietta Wilkinson, A collector's Guide to Costume Jewellery, Firefly Books Ltd, Canada

SEMESTER V

FDMS505 : COMPUTER AIDED PATTERN MAKING & GRADING

Total Credits : 6

Hours/week : 5

Objective

- *To teach students the basics of computerized pattern making and grading which is useful in industrial garment production.*

Module I

Computerized pattern making and grading : Introduction, advantages

Module II

Pattern Preparation – The Basic Pattern Set

1. Basic Front Bodice
2. Basic Back Bodice
3. Basic Sleeve
4. Basic Front Skirt
5. Basic Back Skirt

Module III

Pattern Preparation – Garments

1. Bib
2. A-Line Frock
3. T-Shirt

Module IV

Pattern Grading

1. Basic Front Bodice

2. Basic Back Bodice
3. Basic Sleeve
4. Basic Front Skirt
5. Basic Back Skirt

Module V

Prepare pattern for a customised garment and grade it

References

1. Alison Beazley and Terry Bond , Computer-Aided Pattern Design and Product Development, Wiley - Blackwell Publishings, United States

SEMESTER V

FDMS506 : PROJECT III – NEW PRODUCT DEVELOPMENT

Total Credits : 6

Hours/week : 5

After the completion of the Vth semester, students have to develop a new line of product. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period, and they should keep all the important paper works.

Students must submit the finished project along with the required paper works and a comprehensive report to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

SEMESTER VI

BOCG601 : ENTREPRENEURSHIP DEVELOPMENT

Total Credits : 4

Hours/week : 4

***Objective:** To familiarize the students with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent. To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures. To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas*

Module I

To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneurs in India.

Module II

Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

Module III

General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

Module IV

To identify different opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd.) NIESBUD (National Institute for Entrepreneurship and Small Business Development) Sickness in small business enterprise causes and remedies

Module – V

To understand about a project report relating to a small business. Project formulation - Meaning of a project report, significance, contents, formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs, case studies of entrepreneurs.

Books for Reference:

1. Clifton, Davis S. and Fylie, David E., Project Feasibility Analysis, John Wiley, New York, 1977.
2. Desai A. N., Entrepreneur and Environment, Ashish, New Delhi, 1990.
3. Drucker, Peter, Innovation and Entrepreneurship, Heinemann, London, 1985
4. Jain Rajiv, Planning a Small Scale Industry: A guide to Entrepreneurs, S.S. Books, Delhi, 1984
5. Kumar S. A., Entrepreneurship in Small Industry, Discovery, New Delhi, 1990
6. McClelland, D. C. and Winter, W. G., Motivating Economic Achievement, Free Press, New York, 1969

SEMESTER VI

FDMG602 : COST ACCOUNTING FOR APPAREL INDUSTRY

Total Credits : 4

Hours/week : 4

Objectives

- To understand the cost factors and calculation methods

Module I

Cost Accounting

Introduction to cost accounting: Responsibility of accounting, Uses of Cost accounting, Elements of cost, Direct material, Direct labour, Factory overhead, Cost of goods manufactured statements, Cost behaviour patterns in the apparel industry, Fixed Variable, Semi variable, Job order for process costing.

Module II

Overheads

Accounting for factory overhead - Capacity level concepts, Production and service Dept, Direct and Indirect cost, Over and under applied overhead.

Module III

Cost volume profit analysis

Break even analysis –contribution margin, variable cost ratio, and marginal income, sales mix by garment style, Effect of volume change, Price/volume analysis

Apparel Marketing cost analysis-Marketing cost accounting, Marketing cost standards, Variance analysis for marketing costs, Effective variance.

Module IV

Pricing : Determining pricing of apparel products-Price elasticity of demand and supply, marginal

revenue and marginal cost, cost plus pricing, variable cost pricing, Direct cost pricing
Derivation of cost of apparel- Woven and knit

Module V

Budget : The budgeting process-Budget principles for the apparel industry, Fixed vs Variable budget, Lamination of budgets in any justification efforts

References

1. S.P.Jain and KL. Narang, “Cost Accounting”, Kalyani Publishers, New Delhi.Edn.2005
2. R.S.N. Pillai and V. Bagavathi, “Cost Accounting”, S. Chand and Company Ltd., New Delhi.Edn.2004.
3. Frances Harder, Fashion for Profit: From Design Concept to Apparel Manufacturing
4. Glock Ruth E., Glock, Apparel Manufacturing: Sewn Product Analysis
5. Michael Jeffrey, Nathalie Evans, Costing for the Fashion Industry

SEMESTER VI
FDMG603 : BOUTIQUE MANAGEMENT

Total Credits : 4

Hours/week : 5

Objectives:

- *To understand the various aspects of boutique management*

Module I

Boutique - Business options and plans for boutique, costing and funding agencies, Boutique market place and its role

Boutique management – types of Boutique, planning, layout and storing

Module II

Boutique Management - Introduction to Boutique management and terminologies, Role of boutique manager,

Module III

Boutique display

Exterior of Boutique, Illumination, Masking and Proscenia Mannequins and 3D Dressing.

Props & promotions on floor.

Visual merchandising and colour pallets.

Boutique interior planning – Boutique interiors and display locations, fixture & dressings, purchase display systems.

Module IV

Inventory

Inventory control – definition, types, importance, remedies.

Buying for boutique, Pricing Merchandise
Catalogue Design

Module V

Sales and Promotion

Effective Sales techniques, Boutique operations, Brand Building, Competitive strategies and survey, market research, trade shows, Exhibitions, Fashion shows, Trade organizations.

Styling for advertising, Social media marketing – Introduction & types

Compliances for Boutiques

Business Ethics - meaning

References

1. Laura Bliss, Guide Visual Merchandising and Display III Edition, Fairchild Publications.
2. Manmeet sodhia, Fashion marketing and merchandising, Kalyani Publishers
3. Gastelino. M. Fashion Kaleidoscope, Rupa & Co. 1994.
4. Gibson. G. Vedomani, Retail Management, Jaico Publishing house, Bangalore
5. Elaine Stone, The Dynamics of Fashion, Fairchild Publication
6. Brenda Sternquist international Retailing, Fairchild Publication, New York
7. Martin. M. Pegler, Store Window No.14, No 12, Visual reference Publishers, New York.
8. Jonny Tuckers, Retail Desire, Rotovision SA UK.
9. Frances Harder, Fashion for profit : a professional's complete guide to designing, manufacturing, & marketing a successful line, Harder Publications, USA

SEMESTER VI

FDMS604 : THEMATIC LINE DEVELOPMENT

Total Credits : 6

Hours/week : 6

Each student will conceptualize and develop a collection of at least five garments

The students should submit a record and the garments based on the theme at the time of external evaluation

References

1. Gereal Olivier, Fashion – Concept to Catwalk, A&C Black London
2. Atkinson M, How to create your Final Collection, Laurence King Publishing
3. Rta Kapur Chishti, Saris – Tradition and Beyond, Roli Books
4. Kellvey Mc Katherine and Munslow J, Fashion Forecasting, Wiley-Blackwell
5. James Stockton, Designers Guide to Colour, Chronical books, San Francisco

SEMESTER VI

FDMS605 : PORTFOLIO PRESENTATION

Total Credits : 6

Hours/week : 6

Objective :

- *To help students to prepare a competitive portfolio which include best of their skills and talents.*

Module I

Portfolio : Introduction to portfolio building for fashion designers, idea storage bank, focused portfolios, specialized portfolios, diverse Market segments, presentation techniques.

The students have to document all their best presentable work done through all the semesters and those that portray their area of interest.

The students are required to submit the portfolio as the record during the external evaluation.

References

1. Linda Tain, Portfolio Presentation for Fashion Designers, Fairchild Books, New York

SEMESTER VI
FDMS606 : INTERNSHIP III - BOUTIQUE

Total Credits : 6

After the completion of the sixth semester, students will have to undergo a minimum of two weeks internship programme in a boutique. There they must be able to get a hands on training on day to day management of boutique.

Students can choose a boutique in India or abroad for their internship. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

Boutique must be an established one; should have completed a minimum of 2 years.

At the end of the internship, the students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Head of the Department for evaluation. The report will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

Model Question Papers

Reg No.....

Name.....

B.Voc Degree Examination

First Semester (New Scheme)

Model Question Paper

LISTENING AND SPEAKING SKILLS IN ENGLISH

Time: Three Hours

Maximum: 80 Marks

PART A

Answer any 10 questions. Each question carries 2 marks.

1. Describe an auto rickshaw.
2. What is intensive reading?
3. What is the difference between a definite article and an indefinite article?
4. What is rising tone?
5. What is an index?
6. What is a phrasal verb?
7. Who is a good reader?
8. What is an embedded question?
9. Write a few phrases which can be used to express mild disagreement.
10. What are the three functions of conjunctions?
11. What are grammatical words?
12. What are people skills?

PART B

Answer any 6 questions. Each question carries 5 marks.

13. What is telephone etiquette?
14. Who is an active listener?
15. Prepare a vote of thanks to be presented for the residents' association meeting.
16. Write short note on conjunctions.
17. What are the features of fluent speech?
18. You are a project leader. Introduce the members of your team to a visiting dignitary.
19. Write a short note on reading for a purpose.
20. What are the steps in cancelling and rescheduling appointments?
21. Describe the qualities of your college to your friends.

PART C

Answer any 2 questions. Each question carries 15 marks.

22. Discuss ' the importance of social media' with two other participants in a group discussion.
23. a) Write a conversation with your panchayath member, complaining about the lack of streetlights.
b) Write a model interview you make with an actor.
24. Write a note on subject-verb agreement.
25. What are the roles and functions in a group discussion?

(2x15 = 30)

Reg No.....

Name.....

B.Voc Degree Examination

Second Semester (New Scheme) Model Question Paper

WRITING AND PRESENTATION SKILLS IN ENGLISH

Time: Three Hours

Maximum: 80 Marks

PART A

Answer any 10 questions. Each question carries 2 marks.

1. What is a resume?
2. What is a group discussion?
3. What is a project report
4. What is proxemics?
5. What is a letter of enquiry?
6. What is a flip chart?
7. What is a seminar?
8. What is a power of attorney?
9. What is netiquette?
10. What are narrative essays?
11. What are the components of a typical seminar paper?
12. What is paralanguage?

(10x2 = 20)

PART B

Answer any 6 questions. Each question carries 5 marks.

13. What are the important points to be considered while sending collection letters?
14. What is a channel of communication? What are the different types of channel of communication?
15. Write a letter to the editor about the street dog menace in your city.
16. You want to sell your book collection. Prepare a notice to be put up in the college notice board.
17. Write a short note on Kinesics.
18. Prepare an agenda for the monthly board meeting of your firm.
19. What are the points to be remembered while filling an application form?
20. You are the owner of a supermarket. Write a letter inviting quotations from a wholesale dealer.
21. Write a short note on visual aids that are often used in presentations.

(6x5 = 30)

PART C

Answer any 2 questions. Each question carries 15 marks.

22. You are Ravi/Jaya. Prepare an application letter and a resume for the post of an assistant engineer.
23. Write an essay arguing for or against single sex educational institutions.
24. What are the barriers to effective communication? How can we overcome them?
25. Write a descriptive essay about your favourite place.

(2x15 = 30)

B.Voc Fashion Design and Management Degree Examination

Second Semester Model Question Paper

FDMG203 : INTRODUCTION TO FASHION AND APPAREL INDUSTRY

Time: Three Hours

Maximum: 80 Marks

PART A

Answer any 10 questions. Each question carries 2 marks.

1. Define Fashion Cycle?
2. What are the differences between couture and pret-a-porter?
3. What is spreading?
4. Define Spec Sheet.
5. What is Ergonomics?
6. What is the purpose of clothing
7. Name four International Fashion Designers
8. What is costing?
9. What is sustainable fashion?
10. What is the difference between apparel jobbers and manufacturers?
11. What is WRAP?
12. What are the clothing category for children based on sizes?

(10x2 = 20)

PART B

Answer any 6 questions. Each question carries 5 marks.

13. Write short note on
a) Atelier b) Haute Couture c) RTW d) Bespoke
14. Write short note on structure of apparel industry?
15. What is merchandising and its objectives?
16. What are principles of motion study?
17. Write about the contributions of any renowned International Fashion Designer.
18. What are forward costing and backward costing?
19. What is the purpose of clothing?
20. Illustrate the organisational structure of a apparel manufacturing unit
21. Explain briefly about the impact of fashion on environment

(6x5 = 30)

PART C

Answer any 2 questions. Each question carries 15 marks.

22. Explain in detail about apparel manufacturing process.
23. What is Indian Labour Act and write about the basic rights of the labourers.
24. Explain in detail about clothing categories for men, women and children
25. Explain about
 - a) Theories of Fashion
 - b) Fashion cycle
 - c) FAD

(2x15 = 30)

**MAHATMA GANDHI UNIVERSITY
KOTTAYAM**



**B.VOC. DEGREE PROGRAMME IN
FASHION DESIGN AND MANAGEMENT
REGULATION, SCHEME AND SYLLABUS
(2018 ADMISSION ONWARDS)**

REGULATION AND SCHEME FOR B.VOC. PROGRAMME UNDER MAHATMA GANDHI UNIVERSITY

(2018 admissions onwards)

We are facing unprecedented challenges – Skill and knowledge, the driving forces of economic growth and social development for any country. Presently, the country faces a demand – supply mismatch, as the economy needs more ‘skilled’ workforce than that is available. In the higher education sphere, knowledge and skills are required for diverse forms of employment in the sector of education, health care, manufacturing and other services. Potentially, the target group for skill development comprises all those in the labour force, including those entering the labour market for the first time, those employed in the organized sector and also those working in the unorganized sector. Government of India, taking note of the requirement for skill development among students launched National Vocational Education Qualification Framework (NVEQF) which was later on assimilated into National Skills Qualifications Framework (NSQF). Various Sector Skill Councils (SSCs) are developing Qualification Packs (QPs), National Occupational Standards (NOSs) and assessment mechanisms in their respective domains, in alignment with the needs of the industry.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as a part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc to make a meaningful participation in accelerating India’s economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge. The proposed vocational programme will be a judicious mix of skills, professional education related to concerned vocation and also appropriate content of general education.

The Mahatma Gandhi University gave a strong momentum to the initiatives of UGC-NSQF in the very beginning itself. This University provides opportunities to its affiliating colleges since Academic Year 2014-15 to start skill based vocational Graduate programmes strictly under the guidelines of UGC and NSQF.

1. TITLE

These regulations shall be called “**MAHATMA GANDHI UNIVERSITY REGULATIONS FOR B.VOC PROGRAMME 2018**”.

2. SCOPE

Applicable to all regular B.Voc Programme conducted by the University with effect from 2018 admissions onwards, except for B.Voc Programmes, having scheme and syllabus already approved by MGU under 2014 regulation and scheme.

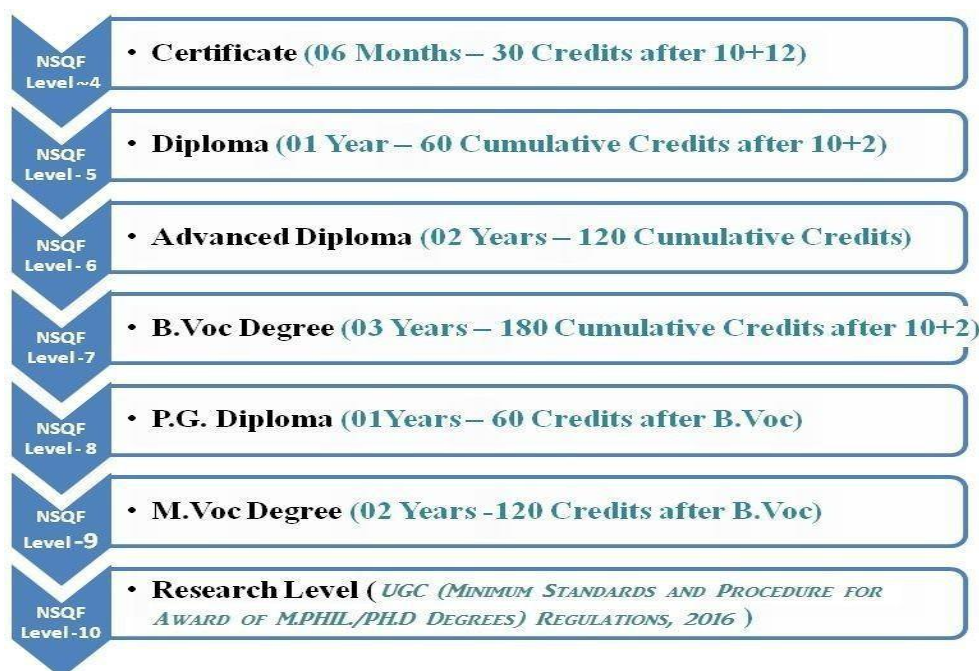
During the academic year 2018-19 admission onwards, all regular B.Voc Programme in affiliating colleges under MG University should strictly follow Mahatma Gandhi University Regulations for B.Voc Programme 2018.

3. ELIGIBILITY FOR ADMISSION AND RESERVATION OF SEATS

Eligibility for admission and reservation of seats for various Undergraduate Programmes shall be according to the rules framed by the University and UGC in this regard, from time to time.

4. TYPE OF COURSES AND AWARDS :

There will be full time credit-based modular programmes, wherein banking of credits for skills and general education components shall be permitted so as to enable multiple exit and entry.



The multiple entry and exit enable the learner to seek employment after any level of Award and join back as and when feasible to upgrade qualifications / skill competencies either to move higher in the job profile or in the higher educational system. This will also provide the learner an opportunity for vertical mobility to second year of B.Voc degree programme after one year diploma and to third year of B.Voc degree programme after a two year advanced diploma. The students may further move to Masters and Research degree programmes mapped at NSQF Level 8 – 10.

5. CURRICULA AND CREDIT SYSTEM FOR SKILL BASED COURSES

In order to make education more relevant and to create ‘industry fit’ skilled workforce, the institutions recognized under B.Voc Degree programme offering skill based courses will have to be in constant dialogue with the industry and respective Sector Skill Councils (SSC’s) so that they remain updated on the requirements of the workforce for the local economy. These institutions should also preserve and promote the cultural heritage of the region, be it art, craft, handicraft, music, architecture or any such thing, through appropriately designed curriculum leading to gainful employment including self- employment and entrepreneurship development.

The curriculum in each of the semester/years of the programme(s) will be a suitable mix of general education and skill development components. The General Education Component shall have 40% of the total credits and balance 60% credits shall be of Skill Component.

The institution(s) shall prepare draft curriculum as per the UGC guidelines for Curricular Aspects Assessment Criteria and Credit System for Skill based Vocational Courses and place it for vetting by the UGC Advisory Committee constituted under these guidelines.

The Curriculum shall be finally approved by the Board of Studies (BoS) and Academic Council of the University / Autonomous College. The Universities where BoS for Vocational subjects has not yet been constituted, the curriculum may be considered by the BoS in allied subject area or an ad-hoc BoS may be constituted till the time regular BoS is notified in the university. The BoS should consider the programme wise curriculum based QP for skill component and relevant general education subjects i.e. the curricula for programmes in one broad subject area may vary from institution to institution in case the different progressive QPs are mapped with the programmes being offered. The choice of different progressive Job roles for a course may also be enabled under CBCS.

6. STRUCTURE OF THE PROGRAMME

6.1 Skill Development Components - 60% Weightage

6.2 General Education Component - 40% Weightage

The B.Voc Programme should comprise 60% Skill Development Components (60% of total Credit) and 40% General Education Component (40% total Credit) as per the guidelines of UGC and NSQL.

As an illustration, awards shall be given at each stage as per Table 1 below for cumulative credits awarded to the learners in skill based vocational courses.

Table 1

NSQF Level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Duration	Exit Points / Awards
7	108	72	180	Six semesters	B.Voc Degree
6	72	48	120	Four semesters	Advanced Diploma
5	36	24	60	Two semesters	Diploma
4	18	12	30	One semester	Certificate

7. SCHEME AND SYLLABUS

- 7.1. B.Voc Programme should include (a) General Education Component, (b) Skill Education Component
- 7.2. The B.Voc Programme should followed Credit and Semester System of MGU.
- 7.3. A separate minimum of 30% marks each for internal and external (for both theory and AOC) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, **Grade P** is required for all the individual courses. If a candidate secures **F Grade** for any one of the courses offered in a Semester/Programme, **only F grade** will be awarded for that Semester/Programme until he/she improves this to **P Grade** or above within the permitted period.

8. ASSESSMENT AND EVALUATION BY MG UNIVERSITY

General Education Components and Skill Development Components shall be assessed and evaluated by MG University as per University Norms and UGC-NSQF guidelines.

9. ASSESSMENT AND CERTIFICATION BY SECTOR SKILL COUNCIL (SSC)

The affiliated colleges should make necessary arrangements for the simultaneous assessments and certification of Skill Development Component by aligned SSC having the approval of National Skill Development Corporation of India (NSDC).

10. EXAMINATIONS

10.1. The evaluation of each paper shall contain two parts:

(i) Internal or In-Semester Assessment (ISA)

(ii) External or End-Semester Assessment (ESA)

10.2. The internal to external assessment ratio shall be 1:4.

Both internal and external marks are to be rounded to the next integer.

All the courses (theory & AOC*), grades are given **on a 7-point scale** based on the total percentage of marks, (ISA+ESA) as given below: -

*AOC – Activity Oriented Course

Percentage of Marks	Grade	Grade Point
95 and above	O (Outstanding)	10
90 to below 95	A+ (Excellent)	9
80 to below 90	A (Very Good)	8
70 to below 80	B+ (Good)	7
60 to below 70	B (Above Average)	6
50 to below 60	C (Average)	5
40 to below 50	P (Pass)	4
Below 40	F(Fail)	0
	Ab (Absent)	0

11. CREDIT POINT AND CREDIT POINT AVERAGE

Credit Point (CP) of a paper is calculated using the formula:-

$$CP = C \times GP, \text{ where } C \text{ is the Credit and } GP \text{ is the Grade point}$$

Semester Grade Point Average (SGPA) of a Semester is calculated using the formula:-

$$SGPA = TCP/TC, \text{ where } TCP \text{ is the Total Credit Point of that semester.}$$

Cumulative Grade Point Average (CGPA) is calculated using the formula:-

$$CGPA = TCP/TC, \text{ where } TCP \text{ is the Total Credit Point of that programme.}$$

Grade Point Average (GPA) of different category of courses viz. Common Course I, Common Course II, Complementary Course I, Complementary Course II, Vocational course, Core Course is calculated using the formula: -

$$GPA = TCP/TC, \text{ where } TCP \text{ is the Total Credit Point of a category of course. } TC \text{ is the total credit of that category of course.}$$

Grades for the different courses, semesters and overall programme are given based on the corresponding CPA as shown below:

GPA	Grade	
9.5 and above	O	Outstanding
9 to below 9.5	A+	Excellent
8 to below 9	A	Very Good
7 to below 8	B+	Good
6 to below 7	B	Above Average
5 to below 6	C	Average
4 to below 5	P	Pass
Below 4	F	Failure

12. MARKS DISTRIBUTION FOR EXTERNAL AND INTERNAL EVALUATIONS

The external theory examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. For all courses total marks of external examination is 80 and total marks of internal evaluation is 20. Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

12.1. For all Theory Courses

a) Marks of External Examination : 80

b) Marks of Internal evaluation : 20

Components of Internal Evaluation – Theory	Marks
Attendance	5
Assignment /Seminar/Viva	5
Test paper(s) (1 or 2) (1×10 =10; 2×5 =10)	10
Total	20

For all AOC Courses total marks for external evaluation is 80 and total marks for internal evaluation is 20.

12.2. For all Activity Oriented Courses (AOC)

a) Marks of External Examination : 80

b) Marks of Internal Evaluation : 20

Components of Internal Evaluation – AOC	Marks
Attendance	5
Record	5
Skill Test	5

Lab Performance / Punctuality	5
Total	20

*Marks awarded for Record should be related to number of experiments recorded and duly signed by the teacher concerned in charge.

All three components of internal assessments are mandatory.

12.3. PROJECT EVALUATION

- a) **Marks of external Examination : 80**
b) **Marks of internal evaluation : 20**

Components of Internal Evaluation	Marks
Punctuality	5
Experimentation/Data Collection	5
Skill Acquired	5
Report	5
Total	20

*Marks for dissertation may include study tour report if proposed in the syllabus.

Components of External Evaluation	Marks
Dissertation (External)	50
Viva-Voce (External)	30
Total	80

(Decimals are to be rounded to the next higher whole number)

13. INTERNSHIP

After the completion of every even semester, the student will undergo a minimum of two weeks Internship Programme in an Industry, having a good exposure in the concerned skill (Established at least two years prior), capable of delivering the skill sets to the students.

At the end of the Internship, students should prepare a comprehensive report.

14. ATTENDANCE EVALUATION FOR ALL PAPERS

Attendance Percentage	Marks
Less than 75 %	1 Mark
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks
85% & less than 90%	4 Marks
90% & above	5 Marks

(Decimals are to be rounded to the next higher whole number)

15. ASSIGNMENTS

Assignments are to be done from 1st to 4th Semesters. At least one assignment per course per semester should be submitted for evaluation.

16. INTERNAL ASSESSMENT TEST PAPER

Two test papers are to be conducted in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for one year and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

17. GRIEVANCE REDRESSAL MECHANISM

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance

of students, a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

17.1. Level 1: Department Level:

The Department cell chaired by the HOD, Department Coordinator, Faculty Advisor and Teacher in-charge as members.

17.2. Level 2: College Level

A committee with the Principal as Chairman, College Coordinator, HOD of concerned Department and Department Coordinator as members.

17.3. Level 3: University Level

Committee constituted by the Vice-Chancellor as Chairman, Pro-Vice-Chancellor, Convener - Syndicate Standing Committee on Students Discipline and Welfare, Chairman-Board of Examinations as members and the Controller of Examination as member-secretary.

The College Council shall nominate a Senior Teacher as coordinator of internal evaluations. This coordinator shall make arrangements for giving awareness of the internal evaluation components to students immediately after commencement of first semester.

The internal evaluation marks/grades in the prescribed format should reach the University before the 4th week of October and March in every academic year.

18. EXTERNAL EXAMINATION

The external examination of all semesters shall be conducted by the University at the end of each semester.

- Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment. Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment

also. Those students who are not eligible even with condonation of shortage of attendance shall repeat the **semester** along with the next batch after obtaining readmission.

- There will be no supplementary exams. For reappearance/ improvement, the students can appear along with the next batch.
- Student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester.
- A student who has completed the entire curriculum requirement, but could not register for the Semester examination can register notionally, for getting eligibility for promotion to the next semester.
- A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the University examination for the same semester, subsequently.

19. PATTERN OF QUESTIONS

Questions shall be set to assess knowledge acquired, standard and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. She/he shall also submit a detailed scheme of evaluation along with the question paper. A question paper shall be a judicious mix of short answer type, short essay type/problem solving type and long essay type questions.

19.1. Pattern of questions for External examination – Theory paper

Question Type	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Very short answer type	12	10	2	20
Short answer (Not to exceed 60 words)	9	6	5	30
Long essay	4	2	15	30

TOTAL	25	18		80
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19.2. Pattern of questions for External Examination – AOC

Question Type	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Theory Assessment - Short Answer Type	8	5	4	20
Skill Assessment- Practical	1	1	60	60
TOTAL	9	6		80

19.3. Mark division for external AOC/ LAB examination

Record	Theory/ Procedure/ Design	Activity/ Neatness	Result	Viva	Total
10	10	20	10	10	60

20. RANK CERTIFICATE

The University publishes rank list of top 10 candidates for each programme after the publication of 6th semester results. Rank certificate shall be issued to candidates who secure positions from 1st to 3rd in the rank list. Candidates who secure positions from fourth to tenth in the rank list shall be issued position certificate indicating their position in the rank list.

Candidates shall be ranked in the order of merit based on the CGPA scored by them. Grace marks awarded to the students should not be counted fixing the rank/position. Rank certificate and position certificate shall be signed by the Controller of Examinations.

21. MARK CUM GRADE CARD

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- Name of University
- Name of the College
- Title & Model of the B. VOC Programme
- Semester concerned
- Name and Register Number of student
- Code, Title, Credits and Max. Marks (Int, Ext & Total) of each course opted in the semester
- Internal marks, External marks, total marks, Grade, Grade point (G) and Credit point in each course in the semester
- Institutional average of the Internal Exam and University Average of the External Exam in each course.
- The total credits, total marks (Max & Awarded) and total credit points in the semester (corrected to two decimal places)
- Semester Credit Point Average (SCPA) and corresponding Grade
- Cumulative Credit Point Average (CCPA)

The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme and shall include the final grade/marks scored by the candidate from 1st to 5th semester, and overall grade/marks for the total programme.

22. READMISSION

Readmission will be allowed as per the prevailing rules and regulations of the university. There shall be **3 level monitoring** committees for the successful conduct of the scheme. They are:

1. Department Level Monitoring Committee (DLMC), comprising HOD and two senior- most teachers as members.
2. College Level Monitoring Committee (CLMC), comprising Principal, Dept. Co-Ordinator and A.O/Superintendent as members.
3. University Level Monitoring Committee (ULMC), headed by the Vice – Chancellor and Pro-Vice – Chancellor, Convenors of Syndicate subcommittees on Examination, Academic Affairs and Staff and Registrar as members and the Controller of Examinations as member - secretary.

23. TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Vice Chancellor shall, for a period of one year from the date of coming into force of these regulations shall be applied to any programme with such modifications as may be necessary.

SCHEME AND SYLLABUS FOR B.VOC FASHION DESIGN AND MANAGEMENT

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Certificate/Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

The proposed vocational programme in B.Voc Fashion Design and Management will be a judicious mix of skills, professional education related to Fashion Designing, Merchandising, Boutique management, Entrepreneurship development and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the field of Fashion Design and Management.

24. OBJECTIVE

- To provide judicious mix of skills relating to a profession and appropriate content of general education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students coming out of:
 - 10+2 with vocational subjects
 - Community Colleges.

25. ELIGIBILITY FOR ADMISSION AND RESERVATION OF SEATS

The eligibility condition for admission to B.voc programme shall be 10+2 or its equivalent. Eligibility of admission, Norms for admission, reservation of seats for various B.Voc Programmes shall be according to the rules framed by the University from time to time.

26. CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

27. PROGRAMME STRUCTURE

The B.Voc Fashion Design and Management shall include:

- ❖ General Education Components
- ❖ Skill Components
- ❖ Project
- ❖ Internship
- ❖ Industrial Training
- ❖ Familiarisation Trips
- ❖ Soft Skills and Personality Development Programmes

28. CREDIT CALCULATION

The following formula is used for conversion of time into credit hours.

- ❖ One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- ❖ For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;

29. COURSE STRUCTURE

NSQF Level	Skill Component Credits	General Education Credits	Normal Calendar Duration	Exit Points / Awards
Level 7	36	24	Six semesters	B.Voc
Level 6	36	24	Four semesters	Advanced Diploma
Level 5	18	12	Two semesters	Diploma
Level 4	18	12	One semester	Certificate

TOTAL	108	72		
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As per the UGC guidelines, there are multiple exit points for a candidate admitted in this course. If he/she is completing all the six semesters successfully, he/she will get B.Voc degree in Fashion Design and Management. If he/she is completing the first four semesters successfully, he/she will get an Advanced Diploma in Fashion Design and Management. If he/she is completing the first two semesters he/she will get a Diploma in Fashion Design and Management. If he/she is completing the first semester successfully, he/she will get a Certificate in Fashion Design and Management. B.Voc Degree holder is expected to acquire the skills needed for a Fashion Designer / Merchandiser/ Export Manager / Boutique Manager / Entrepreneur.

PROGRAMME STRUCTURE

Semester – I					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG101	Listening and Speaking Skills in English (T)	GC	4	4
2	BOCG102	IT For Business (AOC)	GC	3	4
3	FDMG103	Fundamentals of Textiles (AOC)	GC	3	4
4	FDMS104	Basic Pattern Making and Sewing Techniques (AOC)	SC	5	6
5	FDMS105	Introduction to Fashion Art (AOC)	SC	5	6
6	FDMS106	Project 1 – Home Furnishing	SC	5	6

Semester – II					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG201	Writing and Presentation Skills in English (T)	GC	4	4
2	FDMG212	Introduction to Fashion Industry (AOC)	GC	4	4
3	FDMG213	Apparel Industry and Quality Control (AOC)	GC	5	4
4	FDMS204	Elements of Fashion Design (AOC)	SC	6	6
5	FDMS205	Pattern Making and Garment Construction - Ladies Wear (AOC)	SC	6	6
6	FDMS216	Internship – I	SC		6

Semester – III					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG301	Principles of Management (T)	GC	4	4
2	FDMG302	Fashion Marketing (T)	GC	3	4
3	FDMG303	Fashion Merchandising (T)	GC	3	4
4	FDMS304	Draping (AOC)	SC	5	6
5	FDMS305	Pattern Making and Garment Construction - Children's Wear (AOC)	SC	5	6
6	FDMS306	Project II – Draped Children's Wear	SC	5	6

Semester – IV					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG401	Soft Skills and Personality Development (T)	GC	4	4
2	FDMG402	Export Procedures and Documentation (T)	GC	4	4
3	FDMG403	Advanced Fashion Illustration (AOC/practical)	GC	5	4
4	FDMS404	Computer Aided Design (AOC)	SC	6	6
5	FDMS405	Pattern Making and Garment Construction - Men's Wear (AOC)	SC	6	6
6	FDMS406	Internship II - Export House	SC		6

Semester – V					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG501	Environmental Studies (T)	GC	4	4
2	FDMG502	Fashion Forecasting (AOC)	GC	3	4
3	FDMG503	Art Appreciation (AOC)	GC	3	4
4	FDMS504	Accessory Designing (AOC/practical)	SC	5	6
5	FDMS505	Computer Aided Pattern Making & Grading (AOC)	SC	5	6
6	FDMS506	Project III – New Product Development	SC	5	6

Semester – VI					
Sl. No.	Course Code	Title	GC/SC	Hrs./Week	Credits
1	BOCG601	Entrepreneurship Development (T)	GC	4	4
2	FDMG602	Cost Accounting for Apparel Industry (T)	GC	4	4
3	FDMG603	Boutique Management (AOC)	GC	5	4
4	FDMS604	Thematic Line Development (AOC/practical)	SC	6	6
5	FDMS605	Portfolio Presentation (AOC/practical)	SC	6	6
6	FDMS606	Internship III – Boutique	SC		6

*GC – General Component

*SC – Skill Component

Qualification Pack Details

Year I

After completion of first year students can work as Fashion Designers, Production Supervisors, Embroidery Designers e.t.c

1st Year Syllabus is aligned with NSQF Qualification Pack: Fashion Designer

NSQF Level: 5

National Occupational standards for Fashion Designer:

1. AMH/N1201 (Prepare to make a design collection)
2. AMH/N1202 (Prepare prototype garments for the collection)
3. AMH/N1203 (Evaluate the design development process)
4. AMH/N1204 (Maintain work area, tools & machines)
5. AMH/N1205 (Maintain health, safety and security at workplace)

Year II

After completion of 2nd year the students can work as Design Managers, Merchandisers and Export Managers

2nd Year syllabus is designed to meet the National Occupational Standards for NSQF Qualification Pack: Export Manager

NSQF Level: 6

National Occupational standards for Export Manager:

1. AMH/N 1606 (Planning for export)
2. AMH/N 1608 (Manage export processes and check documentation)
3. AMH/N 1609 (Supervise and evaluate performance)
4. AMH/N 1607 (Ensure shipping compliance)
5. AMH/N 1601 (Manage export marketing operations)
6. AMH/N 0104 (Comply with industry, regulatory and organisational requirements)
7. AMH/N 1604 (Analyse foreign trade logistics)
8. AMH/N 1605 (Maintaining a healthy, safe and secure working environment in the organisation)

Year III

After completion of 3rd year the students can start their own business or work as Boutique Managers, Design Directors, Stylists, Costume Designers e.t.c

Syllabus is designed to meet the National Occupational Standards for NSQF Qualification Pack:

Boutique Manager

NSQF Level : 7

National Occupational Standards for Boutique Manager:

1. AMH/N1910 (Create design as per latest trends and establish customer needs)
2. AMH/N1911 (Allocate and check works assigned to subordinates and manage and monitor boutique performance)
3. AMH/N1912 (Build and monitor team performance)
4. AMH/N1913 (Maintain health, safety and security in the boutique)
5. AMH/N0104 (Comply with industry, regulatory and organizational requirements)

B.Voc. Fashion Design and Management

Detailed Syllabus

SEMESTER I

BOCG101 : LISTENING AND SPEAKING SKILLS IN ENGLISH

Total Credits : 4

Hours/week : 4

***Objectives:** To introduce the students to the speech sounds of English in order to enable them to listen to English and speak with global intelligibility. To enable the students to speak English confidently and effectively in a wide variety of situations. To help the students to improve their reading efficiency by refining their reading strategies.*

Module I

Speech Sounds: Phonemic symbols – Vowels – Consonants – Syllables – Word stress – Stress in polysyllabic words – Stress in words used as different parts of speech – Sentence stress – Weak forms and strong forms – Intonation

Sample activities:

- 1- Practice reading aloud. Use a variety of texts including short stories, advertisement matter, brochures, etc*
- 2- Read out a passage and ask the students to identify the stressed and unstressed syllables.*

Module II

Basic Grammar: Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions -Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation –Abbreviations- concord- collocations-phrasal verbs- idiomatic phrases

Sample activities:

1- Ask students to write a story/report/brochure, paying attention to the grammar.

Module III

Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.

Sample activities:

- 1- Information gap activities (e.g. listen to a song and fill in the blanks in the lyrics given on a sheet)*
- 2- Listen to BBC news/ a play (without visuals) and ask the students to report what they heard.*

Module IV

Speaking- Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills, interview skills and telephone skills.

Sample activities:

- 1- Conduct group discussion on issues on contemporary relevance.*
- 2- Ask students to go around the campus and talk to people in the canteen, labs, other departments etc. and make new acquaintances.*
- 3- Conduct mock interviews in class.*
- 4- Record real telephone conversations between students and ask them to listen to the recordings and make the corrections, if any are required.*

Module V

Reading: Theory and Practice – Scanning – Surveying a textbook using an index – reading with a purpose – Making predictions – Understanding text structure – Locating main points – Making inferences – Reading graphics – Reading critically – Reading for research.

Books for Reference:

1. V.Sasikumar, P Kiranmai Dutt and GeethaRajeevan, *Communication Skills in English*, Cambridge University Press and Mahatma Gandhi University.
2. Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen, *Critical Thinking, Academic Writing and Presentation Skills*, Pearson Education and Mahatma Gandhi University.

For Further Activities

1. *A Course in Listening and Speaking I & II*, Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan, New Delhi: CUP, 2007
2. *Study Listening: A Course in Listening to Lectures and Note-taking* Tony Lynch New Delhi: CUP, 2007
3. *Study Speaking: A Course in Spoken English for Academic Purposes*. Anderson, Kenneth, Joan New Delhi: OUP, 2008

SEMESTER – I

BOCG102 : IT FOR BUSINESS

Total Credits : 4

Hours/week : 3

Objectives: The objective of the course is to help the student understand and appreciate the critical role of Information Systems in today's organizations

Module I

Introduction to Information Technology: Information and Communication Technology (ICT), Information systems E-World - Computer Architecture: Input Hardware - Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware - Concept of operating system - Understanding your computer customization configuring screen, mouse, printer.

Module II

Word Processing Package: Introduction - Features - Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents; Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break & Page Numbers; Mail Merging-Spelling and Grammar Checking; Tables; Formatting Tables;

Module III

Spreadsheet Package: Introduction, Excel User Interface, working with cell and cell addresses, selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colours, Centering a heading, Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.

Module IV

Advanced Features of Spreadsheet Package: All Functions in Excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

Module V

Presentation Package: Ms-PowerPoint: Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

Books for Reference:

1. Antony Thomas, Information Technology for Office.Pratibha Publications
2. Gini Courter & Annette Marquis. MS Office 2007 : BPBP Publication.

SEMESTER I

FDMG103 : FUNDAMENTALS OF TEXTILES

Total Credits : 4

Hours/week : 3

Objectives:

- *To gain knowledge about textile fibres and their uses.*
- *To develop an understanding about various kinds of fabrics, their structure and the utility.*
- *To impart knowledge about Textile dyeing and printing.*
- *To develop skill in understanding textiles available in the market.*
- *To teach the basic hand embroidery stitches and other surface ornamentation techniques.*

Module I

Introduction to Textiles and terminology

Fibre: Classification according to source – Natural and Man-made, Basic fibre properties,

Identification, properties, end uses and care of textile fibres: Cotton, Silk, Wool, Jute, Rayon,

Polyester, Nylon.

Yarn: Definition, types of spinning, yarn count, yarn twist, classification and uses.

Sewing Threads- Properties & Uses

Module II

Fabric Construction Methods:

Weaving- Types of weaves (Basic weaves & Derivatives)

Common fabric names: calico, muslin, taffeta, cambric, poplin, corduroy, crepe, organza, denim

etc. (Student assignment)

Knitting – Weft knitting : Jersey, Rib, Purl - Warp Knitting : Tricot, Raschel Stitches

Non-woven-Definition

Module III

Finishes- definition, importance, classification according to durability and function.

Preparatory Finishes: Sizing, Singeing, De-sizing, Scouring, Bleaching, Mercerization, Calendaring, Tendering.

Aesthetic Finishes: Heat Setting, Napping

Functional Finishes: Water repellent and Water proof finishes

Dyeing & printing - Definition, stages of dyeing

Printing – direct - (block, screen, stencil), resist-(tie & dye, batik), discharge.

Students must prepare samples for dyeing, Tie & dye, Batik, Block printing

Module IV

Surface Ornamentation

Hand Stitches:- Running stitch, Back and Stem stitch, Chain stitch, Lazy daisy stitch,

Buttonhole stitch, Feather stitch, Herringbone stitch, Bullion knot stitch, French knot stitch, Satin stitch.

Students must prepare sample for the above mentioned surface ornamentation techniques

Module V

Other techniques of Fabric Ornamentation: - Fabric painting (Techniques like Filling, Shading, dry brush)

Smocking- Honeycomb, Gathered with embroidery

Students must prepare sample for the above mentioned surface ornamentation techniques

References

1. Bernard P. Corbman, Textiles Fiber To Fabric, McGraw Hill Publications, New York
2. Harriet Hargrave, From Fiber To Fabrics, C & T Publishing, United States
3. Judith Jerde, Encyclopedia of Textiles, Facts on File Inc, New York
4. Hollen N, Textiles, Macmillan publishing company, USA
5. Dr. Navneet Kaur, Comdex Fashion Design: Fashion Concepts - Vol. 1, Dreamtech Press, India
6. Jan Eaton, Complete Stitch Encyclopedia, Barrons Educational Series Inc, USA
7. Vaine. J, The Art of Elegant Hand Embroidery, Embellishment and Applique Landauer Publishing, Urbandale, Iowa, USA
8. Elliot. M, Painting Fabric, Henry Holt and Company, New York

SEMESTER I

FDMS104 : BASIC PATTERN MAKING AND SEWING TECHNIQUES

Total Credits : 6

Hours/week : 5

Objectives:

- *To familiarize students with tools and methodologies of pattern making and sewing*
- *To understand the language of pattern making and develop the ability to create designs through the flat pattern method.*
- *To enable the students to draft basic bodice block and sleeve block.*
- *To introduce students to various Industrial Machineries.*
- *To acquire basic skills of operating industrial sewing machines.*
- *To understand basic sewing techniques.*
- *To teach students various techniques and application of plackets, fasteners, zippers and pockets*

Module I

Pattern making: Introduction to pattern making, Methods of Pattern making, Pattern Making terminologies, tools

Basic Principles of flat pattern making, how to take body measurements – Taking measurements on dress forms

Standard Measurement chart

Drafting the basic pattern set –

Basic bodice front and back

Basic Sleeve

(Standard size UK 12).

Module II

Introduction to Industrial Sewing Machine- Machine parts, Terminology, Safety Rules, Care and Maintenance

Over lock machine and its application

Basic Hand Stiches: (10"x10")

Temporary- Even, Uneven, Diagonal Basting

Permanent Stitches- Hemming, Slip stitch, Blanket, Fagotting

Stitching practice - Straight lines, Broken Lines, Cornered Lines, Waves, Concentric circles

Prepare samples in 10"x10" size

Module III

Seams: Plain, Lapped, Bound, French, Flat Felled

Decorative Seam Finishes: Pinked, Hand Overcast, Over Locked, Bias Bound, Edge Stitch

Hem Finishes: Hand Hemming- Visible, Invisible

Decorative Hem- Piping, Facing, Ruffles

Prepare samples in 10"x10" size

Module IV

Fullness: Tucks- Blind, Spaced, Pin

Pleats - Knife, Box, Inverted

Gathering, Shirring, Ruffles

Godets

Prepare samples in 10"x10" size

Pockets- Patch, Inseam, Welt

Plackets - Continuous Placket, Tailored Placket and Inseam Placket.

Fasteners - Button Attachments, Button Hole, Hook and Eye, Press Button, Velcro and Zipper application (Exposed zipper application, lapped zipper application and open end zipper application).

Prepare samples

MODULE V

Sleeves: - Attachment of Sleeves to the bodice - Puff at hem and cap with piping at hem, Petal sleeve with faced hem, Shirt sleeve with French cuff. [For sleeve attachment Centre front to Centre

back bodice (i.e. one side) is enough.]

References

1. Pleasantville, Complete guide to Sewing - The Reader's Digest Association Inc., New York/Montreal, Canada.
2. Cooklin. G, Garment Designing for Fashion Designers, Blackwell, USA
3. Bray Natalie, Dress fitting, OM Books Service
4. Armstrong Joseph Hellen, Pattern Making for Fashion Designing, Pearson, UK
5. Gillian Holman, Pattern Cutting made easy, B.T. Batsford Ltd., London

SEMESTER I

FDMS105 : INTRODUCTION TO FASHION ART

Total Credits : 6

Hours/week : 5

Objectives:

To introduce students to:

- *Basic sketching techniques.*
- *Aspects of human anatomy & importance of fashion illustration.*
- *Drawing a fashion figure or a Croqui with proportion.*
- *Various poses required for fashion illustration.*
- *Various mediums for sketching and rendering life forms.*

Module I

Different types of Lines-vertical, horizontal, diagonal, wavy, zigzag, dotted, dashed, spiral etc.

Free hand drawing techniques & related exercises.

Free hand practice of brush & pencil.

Module II

Two & three dimensional forms, its composition, perspective & Object shading.

Still life drawings

Introduction to different mediums : poster paints, watercolours, colour pencils & rotoring ink or Indian ink.

Module III

Basic 8 head Croqui.

Basic 10 head Croqui

10 Head Croqui $\frac{3}{4}$ pose

10 Head Croqui side pose

10 Head Croqui back pose

Module IV

Face block – Front, Side

Fashion face - eyes, ears, nose, mouth & head.

Hair styles

Module V

Croqui analysis- analysing figures from fashion magazines & life.

References

1. Elisabetta ‘Kuky’ Drudi, Tiziana Paci, Figure Drawing for Fashion Design, Pepin Press, Amsterdam
2. John H Vanderpoel, Human Figure, Dover Publications Inc., New York
3. Bina Abling, Fashion Rendering with Colour, Prentice Hall, United States
4. Julian Seaman, Fashion Illustration Basic Techniques, Batsford, London
5. Erte, Erte's Fashion Designs: 218 Illustrations from 'Harper's Bazar' 1918-1932, Dover Publications Inc, New York
6. Julian Seaman, Foundation in Fashion Design and Illustration, Batsford, London
7. Janet Boyes, Essential Fashion Design, Batsford, London

SEMESTER I

FDMS106 : PROJECT I – HOME FURNISHING

Total Credits : 6

Hours/week : 5

Students have to develop a home furnishing collection and adorn it with any of the surface ornamentation techniques. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period.

Students must submit the finished project along with the required paper works, photographs and a comprehensive report to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

SEMESTER II

BOCG201 : WRITING AND PRESENTATION SKILLS IN ENGLISH

Total Credits : 4

Hours/week : 4

***Objectives:** To make the students aware of the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments. To assist the students in developing appropriate and impressive writing styles for various contexts. To help students rectify structural imperfections and to edit what they have written. To equip students for making academic presentations effectively and impressively.*

Module I

Letter Writing: Letters - letters to the editor - resume and covering letters -parts and layout of business letters-business enquiry letters offers, quotation-orders and execution-grievances and redressal-sales letters-follow-up letters-status enquiry-collection letters-preparation of power of attorney for partnership- job application letters-resume-CV-reference and recommendation letters-employment letters.

Module II

Other types of Academic and business Communication (written): Seminar papers- project reports - notices - filling application forms - minutes, agenda-reports-essays.

Module III

Presentation Skills: Soft skills for academic presentations - effective communication skills –

structuring the presentation - choosing appropriate medium – flip charts – OHP – Power Point presentation – clarity and brevity - interaction and persuasion.

***Compulsory activity: PowerPoint presentations to be conducted by each student in class**

Module IV

Non-verbal communication-Body language-Kinesics, Proxemics-Para language
Channels-Barriers-Principles of effective communication

Module V

Online writing and Netiquette- Writing e-mails- use of language – writing for blogs – social media etiquette- professional networking online (LinkedIn, E-factor etc.)

Compulsory activity: *Each student should create a blog and/or profile in LinkedIn.*

Books for Reference:

1. Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. Critical Thinking, Academic Writing and Presentation Skills. Pearson Education and Mahatma Gandhi University.
2. Antony Thomas, Business Communication and MIS, Pratibha Publications. Bhatia R.C.Business Communication
3. Salini Agarwal Essential communication skill. Reddy P.N, and Apopannia, Essentials of Business communication.
4. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing Leod,M.C., Management Information system

SEMESTER II

FDMG212 : INTRODUCTION TO FASHION INDUSTRY

Total Credits : 4

Hours/week : 4

Objectives

- To introduce students the growth of fashion industry.
- To familiarize students with all major international and Indian Fashion designers and their styles of work.
- To introduce students the process of fashion product development
- To create awareness amongst students about the industry, new trends and opportunities and diversification possibilities in the field of fashion.

Module I

Purpose of clothing- protection, communication and decoration

Fashion terminology - accessories, alta moda, atelier, bespoke, boutique, brand name, custom made, classic, couture, designer, draping, fad, fashion, fast fashion, fashion merchandising, haute couture, knock-off, licensing, moda pronta, prêt-a-porter, prototype, silhouette, slow fashion, style toile, sustainable fashion, taste, Hi-style

Fashion Categories: Men's wear, Women's Wear, Kid's wear

Fashion Cycles.

Adoption Theories of fashion

Module II

Growth of couture

Factors affecting fashion- effects of social, cultural, political, artistic, economic, global and technological changes on fashion.

Module III

Seasons of Fashion.

International Fashion centres.

Role of Fashion Designer

Indian & International trend setting fashion designers

(1 Indian, 1 International, to be covered as presentations by students).

Module IV

Fashion Research and Analysis: - Fashion forecasting, Agencies, Sources of Fashion Forecasting Information.

Consumer buying behaviour

Product and Design Development- Product Development, Design Development, Sample Development, Line Development.

Sourcing- fabric and trims

Costing

Module V

Environment and fashion

Potential environmental and occupational hazards in fashion industry

Sustainability and Sustainable designs – Introduction to sustainability

Ethical fashion design

Suggested Readings

1. Gini Stephens Frings, Fashion From Concept To Consumer, Prentice Hall Publishers, United States
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore
3. Helen Gowork, Fashion Buying, Wiley – Blackwell Publishers, United States
4. Meher Castelino, Fashion Kaleidoscope, BPI India Pvt. Ltd, India
5. Harold Carr and John Pomerot, Fashion Design and Product Development, Blackwell Science Inc, United States
6. Suzanne Marshall, Hazel Jackson and M. Sue Stanley, Individuality in Clothing Selection and

- Personal Appearance, United States
7. Frankcois Baudot, A Century of fashion, Thames & Hudson, UK
 8. Dr. Navneet Kaur, Comdex Fashion Design- Vol 1, Dreamtech Press, India
 9. Kate Fletcher, Sustainable Fashion and Textiles: Design Journeys. 2008
 10. Finkelstein. J, Chic Theory Australian Humanities Review, Monash University
 11. Andew, Tucker & Kingswell. T, Fashion: A Crash Course, Watson-Guption Publications, New York
 12. Dr. Innes. C.D, What Do Your Clothes Say About You?, Proclaim Defend, New York
 13. Alison, Lurie, The Language of Clothes, Random House, New York
 14. Allen, Carlson, Environmental Aesthetics, The Routledge Companion to Aesthetics – Routledge, London
 15. Finkelstein. J, The Fashioned Self, Polity Press, Oxford

SEMESTER II

FDMG213 : APPAREL INDUSTRY AND QUALITY CONTROL

Total Credits : 4

Hours / week : 5

Objective:

- To acquaint the students about – Apparel industry, Quality control, Labelling and Packaging. Special purpose machine in Apparel Industry and Various Laws and Regulations related to textiles.

Module I

Organisation of an Apparel manufacturing unit - operation (work flow) of an Apparel manufacturing unit – Pre production – Production – post production

Module II

Terminology: Quality, Quality Control, Quality assurance

Quality control in Apparel industry.

Apparel Testing and Quality Control: - Standards – Definition and Benefits of Standards, Various International Standards. Quality Parameters of Yarn / Fabric / Garment / Accessories, Testing – Testing laboratories, Various Tests – Yarn / Fiber, Testing Agencies

Module III

Inspection, Types of Inspection, Acceptable Quality Level

Fabric inspection systems - 4 point, 10 point system

TQM

Fabric Defects

Module IV

Labelling- Types of labels and information provided by labels.

Packaging- Types of packaging.

Module V

Laws and Regulations related to Textile products

Laws and Regulations related to Safety

Certification in Apparel Industry: - Social Accountability – 8000 (S.A 8000), International Standard Organization (I.S.O), World Responsible Apparel Production (WRAP),

Occupational Health hazards and safety

Suggested Readings

1. S K Bharadwaj and P U Mehta, Managing Quality in the Apparel Industry, New Age Publishers, Delhi.
2. Cooklin.G, Introduction to Clothing Manufacture, Blackwell Publishing Ltd, UK
3. Cooklin.G, Garment Technology for Fashion Designers, John Wiley & sons ltd, Blackwell Science publishing Ltd, United Kingdom, Australia
4. Carr.H , Latham.B, The technology of clothing Manufacture – Blackwell Science Publishing Ltd, Australia.
5. Chuter.A.J, Introduction to Clothing Production Management, Blackwell Science Publishing Ltd, Australia.
6. ISO 9000 - Textile Committee Mohali.
7. Sara J. Kadolph, Textiles, Pearson Education, India
8. Prasanta Sarkar, Garment Manufacturing, Processes, Practises and Technology, Online Clothing Study, India

SEMESTER II

FDMS204 : ELEMENTS OF FASHION DESIGN

Total Credits : 6

Hours /week : 6

Objectives:

- *To familiarize students with the design elements and principles and its application in fashion designing.*
- *Development of surface rendering techniques, build understanding to visualize different features of garment collectively and understand technical details to produce accurate technical*

Module I

Types of Design-structural and decorative.

Motif: Realistic, geometrical, Stylized and Abstract

Various types of motif placement

Illustrate all

Module II

Design elements-form, shape, space, line, colour and texture.

Principles of design-balance, proportion, emphasis, rhythm and harmony.

Create sketches illustrating application of above on garments

Module III

Lines : Functions of Lines - Introduction to basic lines as means of expression and emotions.

Different types of lines & its characteristics.

Use of line in clothing according to body shapes.

Optical illusions created by various combinations of lines.

Silhouettes.

Create sketches illustrating application of above on garments

Module IV

Colour

Colour theory- Prang colour system & Munsell.

Colour wheel- primary, secondary and tertiary.

Colour Dimensions-Hue, Value and Chroma.

Colour harmony

Application of colour in clothing.

Seasonal colours.

Illustrate colour wheels and harmony application

Module V

Design development

Making Inspiration/ Theme board, Story board, Mood boards and Colour boards, Swatch Board,

Client Profile

Select a theme and prepare all the boards

Suggested Readings

1. Dr.Kaur.N, Comdex Fashion Design, Kogent Learning Solutions, New Delhi
2. Suzanne Marshall, Hazel Jackson, M. Sue Stanley, Individuality in Clothing Selection and Personal Appearance (Fashion) Paperback 7 edition, Pearson, UK
3. Sumathy. G, Elements of Design and Apparel design, New Age International Pvt. Ltd, India
4. M.C. Gimsely and Harriot. T, Art and Fashion in Clothing Selection, Nova State Uty. Press, New York.

SEMESTER II

FDMS205 : PATTERN MAKING AND GARMENT CONSTRUCTION - LADIES WEAR

Total Credits : 6

Hours /week : 6

Objectives:

- *To enable students to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage.*
- *To enable students to draft pattern and sew garments.*

Module I

Sewing Preparation : Introduction – Appropriate laying of paper patterns on fabric, maximum utilization of fabric, accurate cutting and preparation for sewing.

Fit: Types, common fit problems and rectification methods

Module II

Neckline finishes – Piping, double layer binding in basic plain jewel neck [Neck width 2 ½ “and depth 3”]

Neckline finishing using facing and fusing (Neckline samples size should be of 12” x 12”)

‘U’ neck, ‘V-neck, Square neck, Sweet heart neck, Horse shoe neck and Bateau neck.

[Neck width and depth for ‘U’neck, ‘V’neck and Square neck is 3”width and 6”depth. For sweet heart neck and horse shoe neck is 2 ½ “width and 6”depth. For bateau neck 4 ½ width and 3 ½ “depth]

Module III

Indian Wear

Draft paper pattern and construct Kameez, check for fall and fit

Draft paper pattern and construct Saree Blouse, check for fall and fit

Draft paper pattern and construct Salwar and check fit

Draft paper pattern and construct Churidar and check fit

Module IV

Skirts

Draft Basic skirt Block - front and back

Draft paper pattern and construct Skirts - Wrap around skirt, Godet skirt (4 godets or 6 godets),

Gore skirt (8 or 12 gore) Circular skirt (full circular skirt)

Module V

Draft paper pattern and construct a garment according to current trend

Reference

- 1.Sodhia.M, Garment Construction, Kalyani Publisher Ludhiana, Punjab
- 2.Singh B, Clothing Textiles And Garment Production, Vastra Vigyam Evam Paridhan, India
- 3.Zarapkar.K.R, Zarapkar system of cutting, Navaneeth Publishing, India

SEMESTER II

FDMS216 : INTERNSHIP – I

Total Credits: 6

After the completion of the second semester, the students will have to undergo a minimum of two weeks' internship programme. It will be in a garment industry, boutique or under the guidance of a recognized Fashion Designer to understand various steps and techniques involved in creation of a fashion collection.

Students can choose a firm/boutique /label/ studio in India or abroad for their internship. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

Firm must have a minimum of two years' exposure in apparel designing and production.

At the end of the internship, the students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Head of the Department for evaluation. The report will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

SEMESTER III

BOCG301 : PRINCIPLES OF MANAGEMENT

Total Credits : 4

Hours /week : 4

Objective: *This course is a basic introductory and foundational management course. It is designed for students who desire to equip themselves with key knowledge, skills, and competencies in various aspects of management. The course encompasses the core components of management including planning, organizing, leading and controlling the organizations*

Module I

Nature and Process of Management: Schools of Management Thought – Management Process School, Human Behavioural School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basics of Global Management.

Module II

Planning: Objectives – Types of plans - single use plan and repeated plan – MBO, MBE– strategic planning and formulation. Decision making - types and process of decision making – forecasting.

Module III

Organising: Types of organisation - formal and informal, line and staff, functional – organisation structure and design – span of control, delegation and decentralisation of authority and responsibility – organisational culture and group dynamics.

Module IV

Staffing: Recruitment, Selection, Induction, Training, Maintenance and retrenchment Systems approach to HRM – Performance appraisal and career strategy – HRD - meaning and concept.

Module V

Directing: Motivation – meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mounon, Leadership as a Continuum by Tannenbaum and Schmidt

Path Goal Approach by Robert House (in brief)

Controlling - Concept, Significance, Methods of establishing control.

Books for Reference:

1. Moshal.B.S .*Principles of Management*, Ane Books India, New Delhi.
2. Bhatia R.C. *Business Organization and Management*, Ane Books Pvt. Ltd., New Delhi.
3. Richard Pettinger. *Introduction to Management*, Palgrave Macmillan, New York.
4. Koontz and O'Donnel. *Principles of Management*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
5. Terry G.R. *Principles of Management*, D.B.Taraporevala Sons &Co.Pvt.Ltd., Mumbai.
6. Govindarajan.M and Natarajan S. *Principles of Management*, PHI, New Delhi.
7. Meenakshi Gupta .*Principles of Management*, PHI, New Delhi.

SEMESTER III
FDMG302 : FASHION MARKETING

Total Credits: 4

Hours/week: 3

Objectives

- *To give awareness regarding the importance of fashion marketing*
- *To introduce the methods of fashion marketing*

Module I

Fashion Marketing: – Definition, functions

Marketing Mix – Product, Price, Place, and Promotion

Marketing calendar

Marketing Strategy – Segmentation, Targeting and Positioning

Channels of distribution - Producer-Customer, Producer-Retailer-Customer, Producer-Wholesaler-Retailer-Customer, Producer-Agent-Wholesaler-Retailer-Customer

Module II

Fashion retailing - History, Scope, Importance, Types : Department stores, Chain store, Off price and Discount store, Speciality store, Boutique, Manufacturers warehouse outlets, Flea market vendors, Franchise, Flagship stores, Non Store retailers(mail order, telecommunication, personal), E - Tailing

Functional areas of Fashion retail stores- merchandising, financial control, store operations, personnel, sales promotion.

Module III

Brand – Brand definition, Purpose of Branding, Brand Name, Brand Licensing, Brand Canvas, Brand positioning, Trade Mark, copyright, Types of brand, Store categories and Showrooms (retailing & non store retailing).

Module IV

Marketing research – methods and data analysis

Methods Planning and Strategy: –Situation Analysis, SWOT Analysis

Customer Segmentation: – Demographic segmentation, Geographic Segmentation, Geo demographic segmentation, Psychographic and Behavioural Segmentation, Consumer buying behaviour

Module V

Fashion Promotion – meaning – types – purpose - levels (consumer, trade, retail)

Fashion promotion advantages

Promotion planning

Fashion Advertising: Types, Advantages

Trade shows, Market weeks, Exhibitions, Fashion Shows: Theatrical, Runway, Fashion Parade, Trunk Show,

Market Survey and Research

Fashion Press, Window Display, Sales Promotion, and Fashion Publicity (brief description)

References

1. Helena DePaola, Carol Stewart Mueller, Marketing today's fashion, Prentice Hall, Inc, United States
2. Ellen Diamond, Jay Diamond, Fashion advertising and promotion, Delmar publishers
3. Jeannette A. Jarnow, Inside the Fashion Business, Prentice Hall Inc, New Jersey
4. Frances Harder, Fashion for Profit : a professional's complete guide to designing, manufacturing, & marketing a successful line, Harder Publications, USA
5. Helen Goworek, Fashion Buying, John Wiley and Sons Ltd, United Kingdom
6. Jay Diamond & Gerald Pintel, Retail Buying, Prentice Hall Publications, New York
7. Valerie Steele, Fashion Theory-The Journal of Dress, Body and Culture, Berg Publishers, England,
8. Nicola White & Ian Griffiths, The Fashion Business-Theory, Practice, Image, United Kingdom, Bloomsbury Academic Publishers.

SEMESTER III

FDMG303 : FASHION MERCHANDISING

Total Credits : 4

Hours/week : 3

Objectives:

- *To give awareness regarding the importance of fashion merchandising*
- *To introduce the methods of merchandising*

Module I

Merchandising

Merchandise : meaning, Types – Staple, Fashion, Seasonal, FAD

Definition of merchandising

Six Rights of merchandising

Fashion Merchandising:- meaning

Types of merchandiser: Export (Garment merchandiser, Production merchandiser, Fabric merchandiser, Sourcing merchandiser, Sampling Merchandiser), Retail (Retail floor merchandiser, Retail visual merchandiser, Clothing/fashion merchandiser, Retail sales merchandiser), Visual.

Duties and responsibilities of a merchandiser – Essential requisites of a good merchandiser

Terminologies- Production order (PO), Back Order, Reorder, Open Order, Bill of materials (BOM), Order status report, CMT, converters, customer profile, GSM, lead time, mark up, mark down, range planning, sub-contractor, vendor, Sampling, Lab Dip

Module II

Line Planning, Line development

Product development - definition – objective – use of merchandising calendar

Sourcing : meaning, types -Domestic and offshore sourcing

Module III

Merchandising process flow in apparel industry – Buyer sourcing & communication – Enquiry – Order confirmation – order review and its importance – Planning & programming: Master planning, Scheduling or route card – Factors for route card

Samples: Meaning & importance – Types of samples: Proto sample, Fit sample, Size set sample, Counter sample, Salesman sample (SMS), Pre-production sample (PPS), Top over production sample (TOP), Shipment sample, Photo sample, Photo shoot sample.

Module IV

Visual merchandising-introduction, concepts and role, importance

Importance in store planning and utilizing basic visual merchandising techniques

Purpose and types of display

Window display – types: Enclosed, Semi enclosed, Open, Island

Store exterior and interior

props

Module V

Intellectual Property Rights – Meaning and Importance

Fashion styling - meaning

Role & responsibilities of a fashion stylist

Sectors within styling - Editorial styling, commercial styling, still life styling, personal styling, wardrobe styling, corporate styling, catalogue styling, show styling, Photographic styling,

Merchandise styling

References

1. Harriet Posner, Marketing Fashion, Laurence King, London
2. Gini Stephens Frings, Fashion from Concept to Consumer, Prentice Hall, New Jersey
3. Kincade.D.H, Gibson.F.Y, Merchandising of Fashion Products, Dorling Kindersley India Pvt Ltd- South Asia.
4. Jeannette A. Jarnow, Inside the Fashion Business,Macmillan Pub. Co. US

5. Elaine Stone, Fashion merchandising, Mc Graw Hill Publishing
6. Wolfe, Mary Gorgen, The world of fashion merchandising, The Goodheart - willcox company Inc,
Illinois

SEMESTER III

FDMS304 : DRAPING

Total Credits : 6

Hours/week : 5

Objectives:

- *To teach the basic principles of draping and to construct garments using draping*

Module I

Draping : Introduction to draping and dress forms

Preparation of fabrics

Basic Front and Back bodice

Module II

Dart manipulation (French dart/ Centre front dart/ Straight side dart/ mid armhole dart)

Module III

Bodice variations- surplice front, halter

Princess bodice and variation.

Basic Front Cowl

Yokes & fitted midriff: Bodice yoke, fitted midriff

Module IV

Skirt :Basic Front and Back Skirt

Skirt variations – Skirt with yoke and gathers, Pegged skirt (any one)

Basic Front and Back Torso.

Module V

Design and construct a garment using draping method

References

1. Helen Joseph Armstrong, Draping for Apparel Design, Fairchild Publication, New York
2. Connie Amaden and Crawford , The Art of Fashion Draping, Fairchild Publication, New York
3. Nurie Relis/ Hilde Jaffe, Draping for fashion design, Reston publishing co.
4. Dawn Cloake, Designs cutting and draping for special occasion clothes: for evening wear and party Wear, Batsford

SEMESTER III

FDMS305 : PATTERN MAKING AND GARMENT CONSTRUCTION - CHILDREN'S WEAR

Total Credits : 6

Hours/week : 5

Objectives:

- *To teach the students methods of taking body and form measurements for children's wear*
- *To teach the construction methods for kid's wear*

Module I

Children's wear : Introduction to Children's wear – Size categories –Taking body measurements – Standard chart for boys and girls

Module II

Prepare pattern and construct a **Cradle frock** for the age group of 6 months to 1 year

Module III

Prepare pattern and construct a **Frock** (Tent dress or a frock with a peter pan collar and a yoke) for the age group of 1 year to 5 years

Module IV

Prepare pattern and construct a **Skirt** (Straight skirt or Circular skirt or Skirt with a yoke and gathers) for the age group of 7 years to 12 years)

Prepare pattern and construct **Shorts** (Flared shorts or knickers) for the age group of 5 years to 7 years.

Prepare pattern and construct a **Shirt** with collar and half sleeve for boys (age group 3 years to 12 years)

Module V

Prepare pattern and construct a kid's wear based on a theme.

References

1. Aldrick.W, Metric Pattern Cutting for children 2 to 14 years, Blackwell Science, Australia wearfrom.
2. Singer sewing for children, Creative publishing International, Chanhassen, Minnesota.
3. Hardy. U.S Making Childrens Clothes, Cico Books, London

SEMESTER III

FDMS306 : PROJECT II – DRAPED CHILDREN’S WEAR

Total Credits : 6

Hours/week : 5

Students have to develop a children’s wear collection using draping. Students must document the work with proper visual merchandising techniques. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period.

Students must submit the finished project along with the required paper works and a comprehensive report, to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the university. Delayed, incomplete submissions will be considered as per the University rules.

SEMESTER IV

BOCG401 : SOFT SKILL AND PERSONALITY DEVELOPMENT

Total Credits : 4

Hours/week : 4

***Objective:** The course aims to cause a basic awareness about the significance of soft skills in professional and inter-personal communications and facilitate an all-round development of personality.*

Module I

Personal Skills: Knowing oneself- confidence building- defining strengths- thinking creatively- personal values-time and stress management.

Module II

Social Skills: Appropriate and contextual use of language - non-verbal communication-interpersonal skills- problem solving.

Module III

Personality Development: Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language.

Module IV

Presentation skills: Group discussion- mock Group Discussion using video recording - public speaking.

Module V

Professional skills: Organizational skills- team work- business and technical correspondence-job oriented skills-professional etiquettes.

Books for Reference:

1. Matila Treece: *Successful communication*: Allyun and Bacon Pubharkat.
2. Jon Lisa, *Interatid skills in Tourist Travel Industry*, Longman Group Ltd.
3. Robert T. Reilly, *Effective communication in tourist travel Industry* Dilnas Publication.
4. Boves. *Thill Business Communication Today* Mcycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas *Effective Business Communication* McGraw Hill.

SEMESTER IV

FDMG402 : EXPORT PROCEDURES AND DOCUMENTATION

Total Credits : 4

Hours/week : 4

Objectives:

- *To introduce students to export house structure, process, role of export manager and export procedures*
- *Understanding the quality control parameters of apparel industry.*

Module I

Manufacturer Export House

Organizational structure & functions of various departments of a manufacturer Export house

Buying house - store owned buying house & independent buying house

Module II

Product Development Aspects :

Forecasting and significance in product planning

Sampling procedure

Terminologies : specification sheet, order sheet, line development, lead time, line presentation, minimum length and width, tolerance

Costing-techniques of costing- cost sheet

Module III

Quality Aspects:

Fabric & Garment defects

Quality, Quality Control – Meaning

Quality control of garments

Inspection – meaning, types(No inspection, In process inspection, Random inspection, 100%

inspection)

Four point System

Standards and specifications – International sources; ISO, ASTM, BIS (origin, nature,)

TQM , AQL - Meaning and advantages

Module IV

Labelling of garments– types, care labels

Packaging of garments – types & methods, materials

Eco friendly textiles: meaning, significance of green labelling

Module V

Role of Export manager

Export, trade procedures & documentation: Export plan, export procedure, importance of export documents

Export Document classification – Invoice : Proforma Invoice, Commercial Invoice, Consular Invoice; **Certificate :** Certificate of origin, Combined certificate of origin and value, Certificate of Inspection / Quality control; **Customs Document :** Shipping bill; **Transport Document :** Mate receipt, Bill of lading, Airway bill, Combined transport document and shipment advice; **Exchange Control Document :** GR form, PP form; **Payment Document :** Letter of Credit, Bill of exchange; **Miscellaneous Document :** Packing list, Insurance Certificate, Marine insurance policy, Bill of entry, Intimation for inspection, Shipping instructions, Insurance declaration, Shipping order, Application for certificate of origin, Letter to bank for collection/negotiation of documents

Mode of shipments : Water and airways

References

1. Sara J.Kadolf, Quality assurance for Textile and Apparel, Fairchild publications, New York
2. Gerry Cooklin, Steven George Hayes and John McLoughlin, Introduction to Clothing Manufacture, Wiley-Blackwell, New Jersey
3. Joseph M. Juran and A. Blandon Godfrey, Juran's Quality Handbook, Mc Graw Hill Publishers, USA
4. Brad Jackson, Management Gurus and Management Fashions, Routeledge Publications, London

5. Jeanette Jarnow, Inside the Fashion Business, Rizzoli International Publications, New York
6. Micheal Easey, Thompson, Sharon, Willans and John, Fashion Marketing, Blackwell Scientific Publications, London
7. Marian H. Jernigan, Easterling, & Cynthia R, Fashion Merchandising & Marketing, Prentice Hall Publications, US
8. Gary, Pekarsky, Ulasewicz & Connie, Made in America : The Business of Apparel and Sewn Products Manufacturing, Garmento Speak Publications, US
9. S K Bharadwaj and P U Mehta, Managing Quality in the Apparel Industry, New Age Publishers, Delhi.
10. S. Shivaramu., Export Marketing - A practical guide to Exporters, Wheeler Publishing, Allahabad
11. D. Sinha., Export Planning and Promotion, IIMS, Calcutta

SEMESTER IV
FDMG403 : ADVANCED FASHION ILLUSTRATION

Total Credits : 4

Hours/week : 5

Objectives:

- *Introduction to Various medium for stylization of croqui*
- *To make the students capable to create their own style of illustration*
- *To train students in colour rendering in different media keeping fabric qualities.*

Module I

Draping of garments on croquis

Module II

Colour rendering-solids, prints, checks, stripes, florals, dots, denim, Velvet, satin, chiffon

Module III

Conceptualise and design a **thematic collection** of 5 garments.

Module IV

Stylization of croquis using different kinds of paper (minimum5)

Module V

Stylized fashion illustration – students should create their own style of illustration (Minimum 3)

References

1. Mary Garthe, Fashion and Colour, Rockport publishers, Rockport, Massachusetts

2. Estel Vilaseca , Essential Fashion Illustration Colour and Medium, Rockport Publishers, U.S
3. Nicholas Drake, Fashion Illustration Today, Thames & Hudson, London.
4. Carol.A.Nunnely, Fashion Illustration School, Thames & Hudson, London
5. Colin Barnes, Fashion Illustration, LITTLE, Brown and Company, New York
6. John Ireland.P, Introduction to Fashion Design, B.T.Batsford Ltd, London
7. Seaman.J, Fashion Illustration Basic Techniques,- B T Batsford Ltd, London

SEMESTER IV
FDMS404 : COMPUTER AIDED DESIGN

Total Credits: 6

Hours/week: 6

Objective: *To introduce students to essential softwares.*

Module I

CAD : Meaning, introduction and importance

Module II

Adobe Photoshop

Create mood board, Theme board, colour board and client profile

Module III

Adobe Illustrator

Create surface pattern designs for fabrics

Illustrate fashion croqui and drape garments over croqui

Module IV

Corel Draw

Prepare flat sketches and spec sheet

Module V

Design a theme based fashion collection and prepare the presentation using CAD

References

1. Adobe Systems, (2002), Adobe Photoshop 7, Adobe Press.

2. Michelle Perkins, (2006), *Beginner's Guide to Adobe Photoshop*, Amherst Media, United States
3. Amy Philips, (2015), *Photoshop: Absolute Beginner's Guide*, Amazon Company, Create Space Independent Publishing Platform.
4. Gary David Bouton, *CorelDRAW X5 - The Official Guide*, McGraw Hill Education
5. Lazear, S. M. ., *Adobe Illustrator for fashion design*, Pearson Prentice Hall.
6. Armstrong, J., Ivas, L., & Armstrong, W., *From pencil to pen tool: Understanding and creating the digital fashion image*, Fairchild Publications
7. Colussy M. K., & Greenberg, S. , *Rendering fashion, fabric, & prints with Adobe Illustrator*

SEMESTER IV

FDMS405 : PATTERN MAKING AND GARMENT CONSTRUCTION- MEN'S WEAR

Total Credits : 6

Hours/week : 6

Objectives

- *To teach the students basic fundamentals of men's wear*
- *To enable students to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage.*

Module I

Pattern Making - Men's block

- Basic over garment block
- Basic one piece sleeve block
- Classic shirt block
- Casual shirt block
- Trouser blocks-one piece, two piece

Module II

Prepare pattern and construct a **Classic Shirt**

Module III

Prepare pattern and construct a **Trousers**

Module IV

Prepare pattern and construct a **Vest**

Module V

Prepare pattern and construct a men's wear according to recent trends.

References

1. E. Olive pounds, Creative Sewing, Thomas Nelson and Sons Pvt. Ltd, USA
2. Ernestine Kopp, Vittorina Rolfo & Beatrice Zelin, How to Draft Basic Patterns, Fairchild Publications, USA
3. Nancy Zieman, Sewing A to Z: Your Source for Sewing and Quilting Tips and Techniques, Krause Publishers, USA
4. Winifred Aldrich, Metric Pattern Cutting for Men's Wear , 4th Edition, John Wiley and Sons, USA

SEMESTER IV

FDMS406 : INTERNSHIP II – EXPORT HOUSE

Total Credits: 6

After the completion of the fourth semester, the students will have to undergo a minimum of two weeks internship programme. It will be in an apparel exporting firm specialized in men's or children's wear to understand various steps and techniques involved in exporting. Students can choose a firm in India or abroad for their internship. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

Firms having a minimum of two years exposure in apparel export can be selected. At the end of the internship, the students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Head of the Department for evaluation. The report will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

SEMESTER V

BOCG501 : ENVIRONMENTAL STUDIES

Total Credits : 4

Hours/week : 4

AIM

- *To bring in proper awareness among the students on Environmental Issues*

OBJECTIVES

- *To built a pro-environmental attitude and a behavioural pattern in society based on sustainable lifestyles*
- *To impart basic knowledge on pollution and environmental degradation.*

Module I

(15 hrs)

Introduction to Environment Science: Development and Environment, Human Population and the Environment : Population growth, variation among nations-Population explosion – Case Studies. Sustainable Development – Concept, Policies, Initiatives and Sustainability strategies, Human Development Index, Gandhian Principles on sustainability.

Natural systems -Earth –structure, soil formation- factors affecting, soil types, Atmosphere – structure and composition, Hydrosphere – Oceans, rivers, estuaries, Lakes etc., Physical environment of aquatic systems

Resource utilization and its impacts on environment -Renewable and non-renewable resources, Forest resources : Use and over-exploitation, Timber extraction, mining, dams and their effects on forest and associated biota., Water resources : Use and over-utilization of surface and ground water, conflicts over water, River valley projects and their environmental significance- Case studies – Sardar Sarovar, Mineral resources : Use and exploitation, environmental impacts of extraction and use of mineral resources, case studies – sand mining, metal mining, coal mining etc

Food resources : World food issues, changes caused by - overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, and salinity. Case studies Energy resources :

Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

Land resources : Land as a resource, land degradation, soil erosion and desertification.

Module II

(15 hrs)

Ecosystems

Concept of an ecosystem-Structure and function of an ecosystem-Producers, consumers and decomposers-Energy flow in the ecosystem-Ecological succession-Food chains, food webs and ecological pyramids.

Ecological interactions Types, characteristic features, structure and function of the following ecosystem : Forest, Grassland, Desert, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Significance of wetland ecosystem – Classification, Ecology and Biogeochemistry. Threats and Management

Biodiversity and its conservation

Introduction – Definition : genetic, species and ecosystem diversity, Biogeographical classification of India, Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega- diversity nation Hot-spots of biodiversity, Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts., Endangered and endemic species of India, Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity. People’s participation in biodiversity conservation- Biodiversity Register; Global Climate change and Biodiversity.

Module III

(15 hrs)

Environmental Pollution

Air pollution: sources- mobile, stationary, fugitive; type of pollutants- primary and secondary air pollutants, Smog- classical smog and photochemical smog, Acid rain; Ozone depletion; impacts of air pollutants on environment; control measures.

Water pollution: Sources- Point and non-point sources; Types – chemical, biological and physical; impacts on the environment; water quality – water quality standards ; control measures.

Soil pollution: sources and impacts

Noise pollution: sources, impacts on health, management strategies Thermal pollution and Nuclear

pollution - sources and impacts Solid wastes – types, sources, impacts on Environment.

Municipal Solid waste Management: Essential steps- source segregation, collection, Processing and Disposal of residues. Environmental Pollution - case studies

Natural and anthropogenic Disasters and their management : floods, earthquake, cyclone and landslides.

Module IV

(15 hrs)

History of environment protection

Silent spring, Ramsar Convention, Stockholm conference, Montreal protocol, Kyoto protocol, earth summit, Rio+10, Rio+20, Brundtland commission Report, Sustainable development

Environmental movements in India, Global initiatives for Environmental protection Environmental education –basics ,Tbilisi conference, Environment Management Systems Environment

Information Systems, Environmental Impact assessment (EIA) – definition and significance, EIA notification; National and state level Authorities; role of public in EIA of a development project

Social Issues and the Environment

Environmental movements

From Unsustainable to Sustainable development-Urban problems related to energy- Water conservation- Rain water harvesting; Watershed management Environmental ethics : Issues and possible solutions.

Environmental Economics, Green house effect and Climate change Natural and Anthropogenic disasters

Disaster Management , Wasteland reclamation-Consumerism and waste products- Environmental Laws – General introduction; Major laws in India. Environment Protection Act- Air (Prevention and Control of Pollution) Act-Water (Prevention and control of Pollution) Act-Wildlife Protection Act-Forest Conservation Act-Issues involved in enforcement of environmental legislation-Public awareness

Text Book

Textbook for Environmental Studies For Undergraduate Courses of all Branches of Higher Education – Erach Bharucha for University Grants Commission

Further activities

- Field work
- Visit to a local area to document environmental assets
river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural/ Solid waste
dump yards
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5
lecture hours)

SEMESTER V
FDMG502 : FASHION FORECASTING

Total Credits : 4

Hours/week : 3

Objectives

- *To introduce students to the process of fashion forecasting*

Module I

Fashion forecasting

- Fashion forecasting – Definition
- Types of fashion forecasting- Long term forecasting and Short-term forecasting
- Importance of fashion forecasting
- Role of a fashion forecaster

Module II

Research Process

- Research process in forecasting
- Sales Forecasting- Requirement for sales forecasting (Horizon, Life Cycle, Aggregation, Seasonality, Variables)
- Sales forecasting methods for fashion industry- Usual Methods, Advanced Sales Forecasting Methods (forecasting methods for historic and non-historic data)

Module III

Colour Forecasting : Importance of colour forecasting, responsibilities of a colour forecaster

- Design a colour forecast scheme using Pantone shade card

Module IV

Textile forecasting

- Design a unique colour combination with textile prints

Module V

The students must do a colour and fabric forecasting for a season. Sketch a collection based on the forecasting the forecasting includes the following steps

- Inspiration board
- Mood board
- Colour board
- Swatch board
- Design development sheets

References

1. Kate Scully, Debra Johnston Cobb, Colour Forecasting for Fashion (Portfolio Skills: Fashion & Textiles), Laurence King Publishing
2. Gwyneth Holland, Rae Jones, Fashion Trend Forecasting, Laurence King Publishing
3. Lorynn R. Divita, Evelyn L. Brannon, Fashion Forecasting: Studio Instant Access, Fairchild Books
4. Chelsea Rousso, Fashion Forward: A Guide to Fashion Forecasting, Fairchild Books

SEMESTER V

FDMG503 - ART APPRECIATION

Total Credits: 4

Hours/week: 3

Objectives

- *To induce the students an appreciation of art through the ages & its impact upon lifestyle & fashion.*
- *To create innovative paintings inspired by the characteristics of world art & application of art in fashion.*

Module I

Art : Purpose of Art, Looking at Art, the Principles of Art

Introduction to world art and its classifications

Module II

Ancient World

- Pre Historic art-Palaeolithic age
- Egyptian art
- Greece & Roman-Classical Art.

Module III

Middle Ages

- Early Christian & Byzantine Art.
- Medieval European art-Gothic.
- Renaissance.

Module IV

Modern Art

- Neo- Classicism
- Impressionism
- Pointillism
- Cubism
- Surrealism

Module V

- Pop art
- Op art
- Abstract art
- Expressionism
- Contemporary art
- Graffiti
- Art Deco

References

1. H.W Janson /Anthony .F.Janson , History of Art (sixth edition), Prentice Hall College Division
2. Gustav Klimt, One Hundred Drawings, Dover Publications
3. Peter Murray, Art Of The Renaissance, Thames and Hudson, UK

SEMESTER V

FDMS504 : ACCESSORY DESIGNING

Total Credits : 6

Hours/week : 5

Objective

- *To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.*

Module I

Fashion Accessories : An introduction to Fashion Accessories.

Type of Fashion Accessories: - Jewellery (neck lace, earrings, rings, hair ornaments), hat, belt, bag, footwear and hair accessory

Module II

Designing fashion accessories on the basis of a selective theme: Traditional style, ethnic style, contemporary style.

Module III

Material exploration- Develop any two **accessory** - hat /belt / bag / footwear / hair accessory

Module IV

Material exploration- Develop a set of **Jewellery** with any material and a set of eco-friendly material

Module V

Prepare a **theme based accessory** collection in fusion style

Suggested Readings:

1. Joan Evans, History of Jewellery, Dover Publications, New York
2. Steven Thomas, Drawing Fashion Accessories, Laurence King Publishing, London
3. Leonor D'Orey, Five Centuries of Jewellery: National Museum of Ancient Art, Zwemmer Publishers, London
4. Tracey Tolkien & Henrietta Wilkinson, A collector's Guide to Costume Jewellery, Firefly Books Ltd, Canada

SEMESTER V

FDMS505 : COMPUTER AIDED PATTERN MAKING & GRADING

Total Credits : 6

Hours/week : 5

Objective

- *To teach students the basics of computerized pattern making and grading which is useful in industrial garment production.*

Module I

Computerized pattern making and grading : Introduction, advantages

Module II

Pattern Preparation – The Basic Pattern Set

1. Basic Front Bodice
2. Basic Back Bodice
3. Basic Sleeve
4. Basic Front Skirt
5. Basic Back Skirt

Module III

Pattern Preparation – Garments

1. Bib
2. A-Line Frock
3. T-Shirt

Module IV

Pattern Grading

1. Basic Front Bodice

2. Basic Back Bodice
3. Basic Sleeve
4. Basic Front Skirt
5. Basic Back Skirt

Module V

Prepare pattern for a customised garment and grade it

References

1. Alison Beazley and Terry Bond , Computer-Aided Pattern Design and Product Development, Wiley - Blackwell Publishings, United States

SEMESTER V

FDMS506 : PROJECT III – NEW PRODUCT DEVELOPMENT

Total Credits : 6

Hours/week : 5

After the completion of the Vth semester, students have to develop a new line of product. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period, and they should keep all the important paper works.

Students must submit the finished project along with the required paper works and a comprehensive report to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

SEMESTER VI

BOCG601 : ENTREPRENEURSHIP DEVELOPMENT

Total Credits : 4

Hours/week : 4

***Objective:** To familiarize the students with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent. To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures. To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas*

Module I

To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneurs in India.

Module II

Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

Module III

General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

Module IV

To identify different opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd.) NIESBUD (National Institute for Entrepreneurship and Small Business Development) Sickness in small business enterprise causes and remedies

Module V

To understand about a project report relating to a small business. Project formulation - Meaning of a project report, significance, contents, formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs, case studies of entrepreneurs.

Books for Reference:

1. Cliffton, Davis S. and Fylie, David E., Project Feasibility Analysis, John Wiley, New York,1977.
2. Desai A. N., Entrepreneur and Environment, Ashish, New Delhi,1990.
3. Drucker, Peter, Innovation and Entrepreneurship, Heinemann, London,1985
4. Jain Rajiv, Planning a Small Scale Industry: A guide to Entrepreneurs, S.S. Books, Delhi, 1984
5. Kumar S. A., Entrepreneurship in Small Industry, Discovery, New Delhi,1990
6. McClelland, D. C. and Winter, W. G., Motivating Economic Achievement, Free Press, New York, 1969

SEMESTER VI

FDMG602 : COST ACCOUNTING FOR APPAREL INDUSTRY

Total Credits : 4

Hours/week : 4

Objectives

- To understand the cost factors and calculation methods

Module I

Cost Accounting

Introduction to cost accounting: Responsibility of accounting, Uses of Cost accounting, Elements of cost, Direct material, Direct labour, Factory overhead, Cost of goods manufactured statements, Cost behaviour patterns in the apparel industry, Fixed Variable, Semi variable, Job order for process costing.

Module II

Overheads

Accounting for factory overhead - Capacity level concepts, Production and service Dept, Direct and Indirect cost, Over and under applied overhead.

Module III

Cost volume profit analysis

Break even analysis –contribution margin, variable cost ratio, and marginal income, sales mix by garment style, Effect of volume change, Price/volume analysis

Apparel Marketing cost analysis-Marketing cost accounting, Marketing cost standards, Variance analysis for marketing costs, Effective variance.

Module IV

Pricing : Determining pricing of apparel products-Price elasticity of demand and supply, marginal

revenue and marginal cost, cost plus pricing, variable cost pricing, Direct cost pricing
Derivation of cost of apparel- Woven and knit

Module V

Budget : The budgeting process-Budget principles for the apparel industry, Fixed vs Variable budget, Lamination of budgets in any justification efforts

References

1. S.P.Jain and KL. Narang, “Cost Accounting”, Kalyani Publishers, New Delhi.Edn.2005
2. R.S.N. Pillai and V. Bagavathi, “Cost Accounting”, S. Chand and Company Ltd., New Delhi.Edn.2004.
3. Frances Harder, Fashion for Profit: From Design Concept to Apparel Manufacturing
4. Glock Ruth E., Glock, Apparel Manufacturing: Sewn Product Analysis
5. Michael Jeffrey, Nathalie Evans, Costing for the Fashion Industry

SEMESTER VI
FDMG603 : BOUTIQUE MANAGEMENT

Total Credits : 4

Hours/week : 5

Objectives:

- *To understand the various aspects of boutique management*

Module I

Boutique - Business options and plans for boutique, costing and funding agencies, Boutique market place and its role

Boutique management – types of Boutique, planning, layout and storing

Module II

Boutique Management - Introduction to Boutique management and terminologies, Role of boutique manager,

Module III

Boutique display

Exterior of Boutique, Illumination, Masking and Proscenia Mannequins and 3D Dressing.

Props & promotions on floor.

Visual merchandising and colour pallets.

Boutique interior planning – Boutique interiors and display locations, fixture & dressings, purchase display systems.

Module IV

Inventory

Inventory control – definition, types, importance, remedies.

Buying for boutique, Pricing Merchandise

Module V

Sales and Promotion

Effective Sales techniques, Boutique operations, Brand Building, Competitive strategies and survey, market research, trade shows, Exhibitions, Fashion shows, Trade organizations.

Styling for advertising, Social media marketing – Introduction & types

Compliances for Boutiques

Business Ethics - meaning

References

1. Laura Bliss, Guide Visual Merchandising and Display III Edition, Fairchild Publications.
2. Manmeet sodhia, Fashion marketing and merchandising, Kalyani Publishers
3. Gastelino. M. Fashion Kaleidoscope, Rupa & Co. 1994.
4. Gibson. G. Vedomani, Retail Management, Jaico Publishing house, Bangalore
5. Elaine Stone, The Dynamics of Fashion, Fairchild Publication
6. Brenda Sternquist international Retailing, Fairchild Publication, New York
7. Martin. M. Pegler, Store Window No.14, No 12, Visual reference Publishers, New York.
8. Jonny Tuckers, Retail Desire, Rotovision SA UK.
9. Frances Harder, Fashion for profit : a professional's complete guide to designing, manufacturing, & marketing a successful line, Harder Publications, USA

SEMESTER VI

FDMS604 : THEMATIC LINE DEVELOPMENT

Total Credits : 6

Hours/week : 6

Each student will conceptualize and develop a collection of at least five garments

The students should submit a record and the garments based on the theme at the time of external evaluation

References

1. Gereal Olivier, Fashion – Concept to Catwalk, A&C Black London
2. Atkinson M, How to create your Final Collection, Laurence King Publishing
3. Rta Kapur Chishti, Saris – Tradition and Beyond, Roli Books
4. Kellvey Mc Katherine and Munslow J, Fashion Forecasting, Wiley-Blackwell
5. James Stockton, Designers Guide to Colour, Chronical books, San Francisco

SEMESTER VI

FDMS605 : PORTFOLIO PRESENTATION

Total Credits : 6

Hours/week : 6

Objective :

- *To help students to prepare a competitive portfolio which include best of their skills and talents.*

Module I

Portfolio : Introduction to portfolio building for fashion designers, idea storage bank, focused portfolios, specialized portfolios, diverse Market segments, presentation techniques.

The students have to document all their best presentable work done through all the semesters and those that portray their area of interest.

The students are required to submit the portfolio as the record during the external evaluation.

References

1. Linda Tain, Portfolio Presentation for Fashion Designers, Fairchild Books, New York

SEMESTER VI
FDMS606 : INTERNSHIP III - BOUTIQUE

Total Credits : 6

After the completion of the sixth semester, students will have to undergo a minimum of two weeks internship programme in a boutique. There they must be able to get a hands on training on day to day management of boutique.

Students can choose a boutique in India or abroad for their internship. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

Boutique must be an established one; should have completed a minimum of 2 years.

At the end of the internship, the students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Head of the Department for evaluation. The report will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

Model Question Papers

Reg No.....

Name.....

B.Voc Degree Examination

First Semester (New Scheme)

Model Question Paper

LISTENING AND SPEAKING SKILLS IN ENGLISH

Time: Three Hours

Maximum: 80 Marks

PART A

Answer any 10 questions. Each question carries 2 marks.

1. Describe an auto rickshaw.
2. What is intensive reading?
3. What is the difference between a definite article and an indefinite article?
4. What is rising tone?
5. What is an index?
6. What is a phrasal verb?
7. Who is a good reader?
8. What is an embedded question?
9. Write a few phrases which can be used to express mild disagreement.
10. What are the three functions of conjunctions?
11. What are grammatical words?
12. What are people skills?

PART B

Answer any 6 questions. Each question carries 5 marks.

13. What is telephone etiquette?
14. Who is an active listener?
15. Prepare a vote of thanks to be presented for the residents' association meeting.
16. Write short note on conjunctions.
17. What are the features of fluent speech?
18. You are a project leader. Introduce the members of your team to a visiting dignitary.
19. Write a short note on reading for a purpose.
20. What are the steps in cancelling and rescheduling appointments?
21. Describe the qualities of your college to your friends.

PART C

Answer any 2 questions. Each question carries 15 marks.

22. Discuss ' the importance of social media' with two other participants in a group discussion.
23. a) Write a conversation with your panchayath member, complaining about the lack of streetlights.
b) Write a model interview you make with an actor.
24. Write a note on subject-verb agreement.
25. What are the roles and functions in a group discussion?

(2x15 = 30)

Reg No

Name

B.Voc Degree Examination

Second Semester (New Scheme) Model Question Paper

WRITING AND PRESENTATION SKILLS IN ENGLISH

Time: Three Hours

Maximum: 80 Marks

PART A

Answer any 10 questions. Each question carries 2 marks.

1. What is a resume?
2. What is a group discussion?
3. What is a project report
4. What is proxemics?
5. What is a letter of enquiry?
6. What is a flip chart?
7. What is a seminar?
8. What is a power of attorney?
9. What is netiquette?
10. What are narrative essays?
11. What are the components of a typical seminar paper?
12. What is paralanguage?

(10x2 = 20)

PART B

Answer any 6 questions. Each question carries 5 marks.

13. What are the important points to be considered while sending collection letters?
14. What is a channel of communication? What are the different types of channel of communication?
15. Write a letter to the editor about the street dog menace in your city.
16. You want to sell your book collection. Prepare a notice to be put up in the college notice board.
17. Write a short note on Kinesics.
18. Prepare an agenda for the monthly board meeting of your firm.
19. What are the points to be remembered while filling an application form?
20. You are the owner of a supermarket. Write a letter inviting quotations from a wholesale dealer.
21. Write a short note on visual aids that are often used in presentations.

(6x5 = 30)

PART C

Answer any 2 questions. Each question carries 15 marks.

22. You are Ravi/Jaya. Prepare an application letter and a resume for the post of an assistant engineer.
23. Write an essay arguing for or against single sex educational institutions.
24. What are the barriers to effective communication? How can we overcome them?
25. Write a descriptive essay about your favourite place.

(2x15 = 30)