



SNDT Women's University, Mumbai

Syllabus Post Graduate Diploma in Fashion Design



S.N.D.T. WOMEN'S UNIVERSITY, MUMBAI-400 049

Subject	Credits	Total hours	Marks		
Textile Science	4	60	25	75	100
(Theory)			Internal	External	Total

Objectives:

To have through knowledge of fabrics this would help them to execute professional duties effectively.

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hour	Mark
1	Introduction to Textile – Major Components of a textile products – End uses of textile product – Textile industry terminology	To understand textile product and uses in industry	– Corbman, B.P. “Textiles : Fibre to Fabric – Price, Arthur “J.J. Pizzuto’s Fabric Science – Tortora, Phyllis G. & Collier, Billie J. “Understanding Textiles	Class room teaching Presentations	8	10
2	Classification of fibers – Common Fiber properties – physical, mechanical, chemical and environmental	To have basic knowledge of fibers	– Corbman, B.P. “Textiles : Fibre to Fabric – Price, Arthur “J.J. Pizzuto’s Fabric Science – Tortora, Phyllis G. & Collier, Billie J. “Understanding Textiles	Class room teaching Presentations	8	10
3	Natural Fibers – Production – Properties – End uses of fibers – Care instructions – Properties, End use and Care instruction of manufactured fibers – Categories of manufactured fibers	To know fiber properties and their uses	– Corbman, B.P. “Textiles : Fibre to Fabric – Price, Arthur “J.J. Pizzuto’s Fabric Science – Tortora, Phyllis G. & Collier, Billie J. “Understanding Textiles	Class room teaching Presentations	8	15

	<ul style="list-style-type: none"> - Formation of manufactured fibers - Manufactured fibers modification - Manufactured cellulosic fibers 					
4	<p>Yarn formation</p> <ul style="list-style-type: none"> - Filament yarns – Textured, Bulky and Crinped - Staple Yarn formation – Spinning of natural fibers - Types of yarns – Simple, Ply, Cord and Novelty - Importance of twist - Yarn count 	To have knowledge of yarn and its various aspects	<ul style="list-style-type: none"> - Corbman, B.P. “Textiles : Fibre to Fabric - Price, Arthur “J.J. Pizzuto’s Fabric Science - Tortora, Phyllis G. & Collier, Billie J. “Understanding Textiles 	Class room teaching presentations	10	20
5	<p>Woven fabrics and their properties</p> <ul style="list-style-type: none"> - Introduction - weaves - Thread count - Fabric Weight - Grain - Selvedge 	To understand fabric properties	<ul style="list-style-type: none"> - Corbman, B.P. “Textiles : Fibre to Fabric - Price, Arthur “J.J. Pizzuto’s Fabric Science - Tortora, Phyllis G. & Collier, Billie J. “Understanding Textiles 	Class room teaching presentations	10	15
6	<p>Finishes</p> <ul style="list-style-type: none"> - Introduction - Classification of finishes - Preparatory finishes - Aesthetic finishes - Functional finishes 	To understand and know various types of Finishes	<ul style="list-style-type: none"> - Corbman, B.P. “Textiles : Fibre to Fabric - Price, Arthur “J.J. Pizzuto’s Fabric Science - Tortora, Phyllis G. & Collier, Billie J. “Understanding Textiles 	Class room teaching presentations	8	15
7	Preparation of swatch book	To develop the skill of identifying various fabrics		Assignment	8	15

Assignment I 15

Assignment II 10

EVALUATION (%) :

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Textile Science	Hatch, K.L.
2	Textiles	Wynne, A.

2-Year P.G. Diploma Syllabus
P.G. Diploma in Fashion Design

Semester - 1

Subject	Credits	Total hours	Marks		
Elements of Design – I	2	64	25	25	50
(Practical)			Internal	External	Total

Objectives:

- To develop an understanding of the Elements of Design & explore various mediums

Bloc k No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hr	Mk
1	Ten head croque	To develop the skill of croque making	<ul style="list-style-type: none"> Elements of Design – Space & Form, Albert W. Porter Elements of Design-Line, Albert W. Porter 	Lecture, demonstration, practical exercises, and interactive sessions.	8	14
2	Fleshing out of the croque and draping on it.	To develop skills of visualization & communication	<ul style="list-style-type: none"> Basic Principles of Design, Vol.1-4, Manfred Maier Principles of Colors, Birren, Fabersvan 	Interactive session and practical explorations	9	14
3	Presentation on – Lines Shapes Textures Value & Colour	To develop skills of visualization & communication	Basic Design: The dynamics of visual form, Sans marg	Lecture demonstration and practical work.	9	14
4	Catalogues of pictures and rendering of	Application of skills &	-Do-	Lecture demonstration	11	16v

	–Skirts, Dresses, Trousers, Tops, Jackets, Coats, Necklines, Collars Sleeves, Cuffs, Pockets, Yokes	processes in different media		and practical work.		
5	Principles and elements of Design	To conceptualize Repetition Rhythm Radiation Harmony Contrast Dominance Proportion Balance Unity	Looking & Seeing, Vol.1-4, Rowland Kurt	Lecture demonstration and practical work.	9	14
6	contemporary fashion	Understanding of contemporary fashion	-Do-	Interactive session and practical explorations	9	14
7	Creating looks using elements of fashion and design	To apply concepts of elements of fashion and design	A Primer of Visual Literacy, Denis A. Dondis	Lecture demonstration and practical work.	9	14

EVALUATION (%) :

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

SI No.	Title of the Book	Author
1	Elements of Design – Space & Form	Albert W. Porter
2	Elements of Design-Line	Albert W. Porter
3	Basic Principles of Design, Vol.1-4	Manfred Maier
4	Principles of Colors	Birren, Fabersvan
5	Basic Design	The dynamics of visual form, Sansmarg
6	Looking & Seeing, Vol.1-4	Rowland Kurt
7	A Primer of Visual Literacy,	Denis A. Dondis

Subject	Credits	Total hours	Marks		
Fashion Illustration-I	2	60	25	25	50
(Practical)			Internal	External	Total

OBJECTIVES:

- To understand the importance of Anatomical Studies as the basis of fashion illustration.
- To realize the need for understanding, clarity and confidence in drawing of the human body as a mode of visual communication in fashion
- To develop the ability to anticipate strategies and plan design activities within the context of market forces & consumer aspirations.

CONTENT:

Assignment I

15

Block no.	Topic/Content analysis	Objectives	Reference books	Method of teaching	Hour	Mark
1	Leg movement, hand movement of ten head croque, Front view, back view, 3/4th view of the ten head croque	To develop skills for drawing and proportion.	Fashion Design Illustration – John Turn penny	Demonstration ,practical, presentation	20	30
2	Face drawing, Features drawing, Photo analysis	To develop skills for drawing face and features	Fashion Illustration Today – Nicholas Drake	Demonstration , practical, presentation	20	40
3	Fabric Rendering– completing 30 samples of fabric rendering (fabrics of different varieties)	To develop skills for Rendering fabrics	Do	Demonstration , practical, presentation	20	30

Assignment II

10

EVALUATION (%):

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Fashion Sketch Book	Bina Ablng
2	Drawing People	Colin Caket
3	Fashion Design Illustration	John Turnpenny
4	Fashion Illustration Today	Nicholas Drake
5	Encyclopedia of Fashion Details	Patrick John Ireland
6	Fashion Illustration Techniques	Julian Seaman

Subject	Credits	Total hours	Marks		
Fashion Studies	4	60	25	75	100
(Theory)			Internal	External	Total

OBJECTIVES:

- Develop an understanding of Aesthetic aspects – Identification with reference to products and environment.
- Nature of Aesthetic experience and its effects on the body and mind.
- Develop an understanding of the Elements and Principles of Design with reference to Apparel
- Familiarize with different types of design details
- Identify apparel categories and their guidelines
- Understand market influences on Fashion Designers, Fashion centers and brands.

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hours	Marks
1.	Principle of Design and its elements	To understand Design elements and principals with reference to apparel	The Fundamentals of Fashion - Jessica Mac Clintock (Part Four) Dynamics of Fashion – Ellaine Stone	1. Class-room teaching. 2. Practical drawing practices. 3. Computer assisted Demonstrations 4. Visuals through projector 5. Assignments	12	15
2.	Aesthetics – Concepts and role in Design and Environment. Factors influencing aesthetics.	To understand the influence of aesthetics on body and mind.	The Fundamentals of Fashion - Jessica Mac Clintock (Part Four) Dynamics of Fashion – Ellaine Stone	1. Class-room teaching. 2. Practical drawing practices. 3. Computer assisted Demonstrations 4. Visuals through projector 5. Assignments & Projects	12	15
3.	Use of emotional and cognitive experiences aesthetically for design.	Implementation of Design Principles and aesthetics.	The Fundamentals of Fashion - Jessica Mac Clintock (Part Four) Dynamics of Fashion – Ellaine Stone Beyond Design – Keiser and Garner	1. Class-room teaching. 2. Practical drawing practices. 3. Computer assisted Demonstrations 4. Visuals through projector 5. Assignments	12	15
4.	Instrumental & Non Instrumental	To understand the co-relation between	The Fundamentals of Fashion -	1. Class-room teaching. 2. Practical	12	25

	advantages of aesthetics and influences on design.	aesthetics and design.	Jessica Mac Clintock (Part Four) Dynamics of Fashion – Ellaine Stone Beyond Design – Keiser and Garner	drawing practices. 3. Computer assisted Demonstrations 4. Visuals through projector 5. Assignments & Projects		
5.	Design detailing and specifying in accordance to apparel Classifications in terms of demographics, styling, occasion & pricing.	To understand fashion markets, designers, brands and centers.	The World of Fashion – Jay Diamond, Ellen Diamond The Fashion Business – Nicola White & Ian Criffits Inside Fashion Business – Jeanettle Jarnow & Kitty Dickenson	1. Class-room teaching. 2. Practical drawing practices. 3. Computer assisted Demonstrations 4. Visuals through projector 5. Assignments & Projects	12	30

Assignment I

15

Assignment II

10

EVALUATION (%) :

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	The Fundamentals of Fashion	Jessica Mac Clintock (Part Four)
2	Dynamics of Fashion –	Ellaine Stone
3	Beyond Design –	Keiser and Garner
4	The Fashion Business	Nicola White & Ian Criffits
5	Inside Fashion Business –	Jeanettle Jarnow & Kitty Dickenson
6	The World of Fashion –	Jay Diamond, Ellen Diamond
7	Beyond Design	Keiser and Garner

Subject	Credits	Period/ Week	Marks		
Pattern Making I	2	60	25	25	50
(Practical)			Internal	External	Total

OBJECTIVES:

- Understanding of human body
- Familiarization with tools of pattern making
- Understanding the terminology of pattern making
- Draft Basic Bodice Blocks
- Dart Manipulation and its assignments
- Sleeve, collar, Skirt block and its variations

CONTENT:

Block No.	Topic / Content Analysis	Objectives	Reference Books	Method of Teaching	Hrs	Mks
1	Basic Bodice Children, Adult – size 6, 8, and 10.	Understanding of human body and measurements	Kopp, E. Rolfo, V. and Zelin, - Designing apparel through the flat pattern	Lecture, demonstration, practical	10	10
2	Dart Manipulation (slash and cut, pivot)	To understand principles of dart manipulation	-Do-	Lecture, demonstration, practical	10	10
3	Skirts Knife pleat, Box pleated Warp Round, Scottish Kilt	To understand basic skirt and variations	Armstrong, Helen Joseph – Patternmaking for Fashion Design	Lecture, demonstration, practical	10	10
4	Sleeve -Puff Sleeve, Fancy Puff Sleeve, Leg-omutton Sleeve. Cap, Petal, Bishop, Lantern, Raglan. Kimono, Batwing	To understand basic sleeve and variations	Kopp, E. Rolfo, V. and Zelin, - New Fashion Areas for Designing Apparel through the flat pattern.	Lecture, demonstration, practical	15	10
5	Collars Children – Peter-pan Collar, Cape Collar, Bishop Collar, Sailors collar Convertible, Shawl, Shirt, Mandarin.	To understand basic collar and variations	Kopp, E. Rolfo, V. and Zelin, - How to Draft Basic Patterns	Lecture, demonstration, practical	15	10

EVALUATION (%):

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No	Title of the Book	Author
1	Patternmaking for Fashion Design	Armstrong, Helen Joseph
2	New Fashion Areas for Designing Apparel through the flat pattern	Kopp, E. Rolfo, V. and Zelin
3	How to Draft Basic Patterns	Kopp, E. Rolfo, V. and Zelin
4	Designing apparel through the flat pattern	Kopp, E. Rolfo, V. and Zelin

Subject	Credits	Total hours	Marks		
Garment construction I	2	60	25	25	50
(Practical)			Internal	External	Total

OBJECTIVES: Developing skill and dexterity in proper machine handling and operating
Enabling students to gain a basic standard of professional sewing by undertaking a variety of exercises and projects.

CONTENT:

Block No.	Topic / Content Analysis	Objectives	Reference Books	Method of Teaching	Hours	Marks
1	Orientation with lock stitch machines	To understand threading, bobbin winding, needles and common problems and practice	Apparel Manufacturing Handbook, Jacob Solinger	Lecture, demonstration and documentation	12	25
2	Machine practice on fabric	To develop skill for Machine practice	Clothing Technology, Europa Lehrmittel	Lecture, demonstration and documentation	16	25
3	Hand stitches	To develop skill for Basting, running, slip, blind hem, buttonhole etc	Clothing Technology, Carr & Latham	Lecture, demonstration and documentation	16	25
4	Seams & seam finishes	To understand Seams & seam finishes	Sewing for Apparel industry, Claire Shaeffer	Lecture, demonstration and documentation	16	25

EVALUATION (%):

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No	Title of the Book	Author
1	Clothing Technology	Carr & Latham
2	Clothing Technology	Europa Lehrmittel
3	Sewing for Apparel industry	Claire Shaeffer
4	Apparel Manufacturing Handbook	Jacob Solinger

Subject	Credits	Hours	Marks		
Computer	No Credit	32	50	0	50
(Practical)			Internal	External	Total

OBJECTIVES:

1. To introduce the basic principles of computer hardware and software and to familiarize with core elements of DOS/Windows and basic applications in the areas of word-processing, spreadsheet operations, and presentation with computers. To familiarize students with the scope and utility of the Internet

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hours	Marks
1	Basic Hardware Components of a PC	To introduce them with principles of computer hardware and software	Sinha, P.K. "Computer Fundamentals", 1992, BPB Publications, New Delhi	practical exercises, and interactive sessions.	5	15
2	Key DOS Commands	To familiarize with core elements of DOS/Windows	Moseley, Lonnie E. "Mastering Microsoft Office 97", 1997, BPB Publications, New Delhi	Lecture and practical work.	5	15
3	The Windows Environment Working with WINWORD	Basic applications in the areas of word-processing,		Lecture and practical work.	5	15
4	Using the Internet	For information search and collection	"Internet Complete", 1998, BPB Publications, New Delhi	Lecture, practical exercises, and interactive sessions.	5	10
5	Performing Calculations with Formulae & Functions in EXCEL	Understanding the Spreadsheet Format in EXCEL, including graphs		Lecture and practical work.	5	15
6	Using POWERPOINT	For professional presentations		practical exercises, and interactive sessions with demonstration.	7	30

EVALUATION (%) :

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	“Computer Fundamentals”, 1992, BPB Publications, New Delhi	Sinha, P.K
2	“Mastering Microsoft Office 97”, 1997, BPB Publications, New Delhi	Moseley, Lonnie E.
3	“Internet Complete”, 1998	BPB Publications, New Delhi

Subject	Credits	Total Hours	Marks		
Principle of Fashion Marketing	4	60	25	75	100
(Theory)			Internal	External	Total

OBJECTIVES:

To familiarize with marketing mechanisms that affects and governs fashion Trade

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hr	Mk
1	Indian Apparel Industry- An overview	To understand Indian Apparel Industry-	<ul style="list-style-type: none"> - Principles of Marketing – Phillip Kotler - Indian Journals on apparel industry 	<ul style="list-style-type: none"> 1. Lecture and discussion 2. Group Assignments 3. Case Studies 	12	15
2	<ul style="list-style-type: none"> - Components of Fashion - Movement of Fashion - Language of Fashion 	To understand Fashion	Fashion Marketing – Gardon Wills & David Midgely	<ul style="list-style-type: none"> 1. Lecture and discussion 2. Group Assignments 3. Case Studies 	12	20
3	Concept of Marketing Mix, Product,, Place, Price and promotion Uniqueness of Fashion Marketing. Segmentation, Targeting and positioning.	To understand the various marketing concepts.	Principles of Marketing – Phillip Kotler	<ul style="list-style-type: none"> 1. Lecture and discussion 2. Group Assignments 3. Case Studies 	12	25
4	Product Mix, Product life cycle and new product development Pricing objectives and methods Distribution Channels Promotion Mix	To understand product –life cycle, product development and product objective.	Principles of Marketing – Phillip Kotler	<ul style="list-style-type: none"> 1. Lecture and discussion 2. Group Assignments 3. Case Studies 	12	30
5	Internet Marketing & e-commerce	To get updated with all modern means of business	Fashion Marketing – Gardon Wills & David Midgely	<ul style="list-style-type: none"> 1. Lecture and discussion 2. Group Assignments 3. Case Studies 	12	10

Assignment I **15**

Assignment II **10**

EVALUATION (%) :

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Principles of Marketing	Philip Kotler
2	Fashion Marketing	Gardon Wills & David Midgely
3	Relevant business & trade journals, magazines, and Govt. Publications	

Subject	Credits	Total hours	Marks		
Fashion Merchandising	4	60	25	75	100
(Theory)			Internal	External	Total

OBJECTIVES:

To make students understand the basic concepts of merchandising and its importance in the Apparel industry.

Blk No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hr	Mk
1	Merchandising in Apparel Industry	To understand the concept of merchandising	Frings, Gini S. "Fashion : From Concept To Consumer", 1996, Prentice-Hall, New Jersey, 5 th Edition	1. Class-room teaching. 2. Case Study and role play.	8	15
2	Environment of Indian Apparel Industry	To understand the Indian apparel industry	Journals and publications on Indian Apparel Industry.	1. Class-room teaching. 2. Visit to Trade Fairs	8	10
3	Fashion life cycle and Consumer identification.	An understanding of the product and consumer.	Frings, Gini S. "Fashion : From Concept To Consumer", 1996, Prentice-Hall, New Jersey, 5 th Edition	1. Class-room teaching.	8	15
4	Merchandising terminology and concepts	To understand the work of merchandiser	Packard, S., Winters, A. & Axelrod, N. "Fashion Buying & Merchandising", 1990, Fairchild Publications, New York.	1. Class-room teaching.	8	15
5	Merchandising - 4 "R"s of merchandising	To understand the concept of merchandising	Burns, David L. "The Business of Fashion",	1. Class-room teaching.	7	10
6	Responsibilities of the buyer	To understand the buying concept	Packard, S., Winters, A. & Axelrod, N. "Fashion Buying & Merchandising", 1990, Fairchild Publications, New York.	1. Class-room teaching. 2. Case Study and role play.	7	10
7.	Working with Vendors	To understand the vendoring concept	Packard, S., Winters, A. & Axelrod, N. "Fashion Buying & Merchandising", 1990, Fairchild Publications, New York.	1. Class-room teaching. 2. Case Study and role play.	7	15
8.	Organizing buying / selling activity	To have an idea of buying and selling activity.	Packard, S., Winters, A. & Axelrod, N. "Fashion Buying &	1. Class-room teaching.	7	10

Blk No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hr	Mk
1	Merchandising in Apparel Industry	To understand the concept of merchandising	Frings, Gini S. "Fashion : From Concept To Consumer", 1996, Prentice-Hall, New Jersey, 5 th Edition	1. Class-room teaching. 2. Case Study and role play.	8	15
2	Environment of Indian Apparel Industry	To understand the Indian apparel industry	Journals and publications on Indian Apparel Industry.	1. Class-room teaching. 2. Visit to Trade Fairs	8	10
3	Fashion life cycle and Consumer identification.	An understanding of the product and consumer.	Frings, Gini S. "Fashion : From Concept To Consumer", 1996, Prentice-Hall, New Jersey, 5 th Edition	1. Class-room teaching.	8	15
4	Merchandising terminology and concepts	To understand the work of merchandiser	Packard, S., Winters, A. & Axelrod, N. "Fashion Buying & Merchandising", 1990, Fairchild Publications, New York.	1. Class-room teaching.	8	15
5	Merchandising - 4 "R"s of merchandising	To understand the concept of merchandising	Burns, David L. "The Business of Fashion",	1. Class-room teaching.	7	10
6	Responsibilities of the buyer	To understand the buying concept	Packard, S., Winters, A. & Axelrod, N. "Fashion Buying & Merchandising", 1990, Fairchild Publications, New York.	1. Class-room teaching. 2. Case Study and role play.	7	10
7.	Working with Vendors	To understand the vendoring concept	Packard, S., Winters, A. & Axelrod, N. "Fashion Buying & Merchandising", 1990, Fairchild Publications, New York.	1. Class-room teaching. 2. Case Study and role play.	7	15
			Merchandising", 1990, Fairchild Publications, New York.	2. Case Study and role play.		

Assignment I

15

Assignment II

10

EVALUATION (%) :

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Fashion Buying & Merchandising	Packard, S., Winters, A. & Axelrod,
2	The Business of Fashion	Burns, David L

3	Fashion : From Concept To Consumer	Frings, Gini S
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Subject	Credits	Total hours	Marks		
FASHION ILLUSTRATION-II	2	32	25	25	50
(Practical)			Internal	External	Total

OBJECTIVES:

- To realize the requirement for illustration skills as an essential tool of visual communication for the industry
- To develop skills in Fashion Model Drawing and rendering

CONTENT:

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hour	Mark
1	Development of costumes on croquis, using elements of fashions	Inculcating confidence in drawing of the human body as a mode of visual communication in fashion.	Fashion Illustration Techniques – Julian Seaman	Demonstration, practical, presentation	8	25
2	Women's outfits, men's outfits for jackets, coats, knitted outerwear, trousers, blouses, dresses, skirts	Sketching features, hairstyles, analysis of skulls (front, 3/4, side back, raised, lowered).	Figure Drawing for Fashion I, II	Demonstration, practical, presentation	8	25
3	Development of flats and specs for casual & career for Missy and Junior	Introducing trapezoidal shapes in developing hands and feet. Analysis of the same from different angles.	Fashion Illustration Now	Demonstration, practical, presentation	8	25
4	Knitwear, Evening wear, Day time dresses i.e. one or two-piece dress and jacket	Introduction to garment terminology.	Advanced Fashion Sketchbook	Practical, presentation	8	25

EVALUATION (%):

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Advanced Fashion Sketch Book	Bina Abling
2	Fashion illustration	Colin Barnes
3	Figure Drawing for Fashion I, II	Isao Yajima
4	Fashion Illustration Today	Nicholas Drake
5	Fashion Illustration Now	Laird Borrelli
6	Fashion Illustration	Steven Stipelman
7	Fashion Art for the Fashion Industry	Rita Gersten
8	Fashion Design in Vogue	William Packer

Subject	Credits	Hours	Marks		
Pattern Making II	2	48	25	25	50
(Practical)			Internal	External	Total

OBJECTIVES:

This area of instruction should enable students to understand concepts in pattern making develop garments

CONTENT:

Block No.	Topic / Content Analysis	Objectives	Reference Books	Method of Teaching	Hrs	Mks
1	Yoke	To learn various yoke variations	Kopp, E. Rolfo, V. and Zelin, - Designing apparel through the flat pattern	Lecture, demonstration, practical	5	5
2	Cowls (Front, Back, Side, Sleeves) Cascade, Development of patterns in Sleeve, Yoke, Skirts.	To understand the concept of cowls, cascade	-Do-	Lecture, demonstration, practical	9	10
3	Torso Block – Size 6,8,10. Kurtee/ Top variation Conversion of Torso block into fitted A-line/straight dress, Medium fitting dress, loose fitting dress,	To develop torso block	Pattern Cutting and Making up: The Professional Approach	Lecture, demonstration, practical	9	10
4	Style line variation using dart manipulation, added fullness	To strengthen concept of dart manipulation	Kopp, E. Rolfo, V. and Zelin, - New Fashion Areas for Designing Apparel through the flat pattern.	Lecture, demonstration, practical	11	10
5	Garments Chudidar, Salwaar Trouser Variation:- Jeans, Pleated,Cargo. Kurtee/ Top variation Basic Jacket, jacket variation: - Short, Long, Sleeveless, Full sleeve with cuff. Evening gowns: - Female Night wear. Men's shirt Men's suit	To apply concepts of pattern making	Pattern Cutting and Making up: The Professional Approach	Lecture, demonstration, practical	14	20

EVALUATION (%):

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No	Title of the Book	Author
1	Patternmaking for Fashion Design	Armstrong, Helen Joseph
2	New Fashion Areas for Designing Apparel through the flat pattern	Kopp, E. Rolfo, V. and Zelin
3	How to Draft Basic Patterns	Kopp, E. Rolfo, V. and Zelin
4	Designing apparel through the flat pattern	Kopp, E. Rolfo, V. and Zelin
5	More Dress Pattern Designing	Natalie Bray
6	Pattern Cutting and Making up: The Professional Approach	Martin M. Soben & Janet P. Ward

Subject	Credits	Total hours	Marks		
Garment Construction-2	2	48	25	25	50
(Practical)			Internal	External	Total

Objectives:

Developing skill and dexterity in proper machine handling and operating
Enabling students to gain basic standard of professional sewing by undertaking a variety of exercises and projects

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hr	Mrk
1	Tailor edge, Hong kong, pink etc	To understand process of Seam Finishes	Apparel Manufacturing Handbook, Jacob Solinger	Demonstration , practical, documentation	8	10
2	baby hem, double stitch, wide roll	To understand process of Hem finishes	Clothing Technology, Europa Lehrmittel	Demonstration , practical, documentation	8	10
3	pleats, gathers, tucks, ruffles etc	To understand process of Controlling fullness	Clothing Technology, Carr & Latham	Demonstration , practical, documentation	9	10
4	Garment-Appreciation	To develop design sense for garments	Sewing for Apparel industry, Claire Shaeffer	Demonstration , practical, documentation	9	10
5	Button hole/overlock machine (threading & handling)	To understand process of Button hole/overlock	Do	Demonstration , practical, documentation	9	10

EVALUATION (%) :

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No	Title of the Book	Author
1	Clothing Technology	Carr & Latham
2	Clothing Technology	Europa Lehrmittel
3	Sewing for Apparel industry	Claire Shaeffer
4	Apparel Manufacturing Handbook	Jacob Solinger

Subject	Credits	Total hours	Marks		
Textile Design & Surface Ornamentation	2	64	25	25	50
(Practical)			Internal	External	Total

Objectives:

- The student should have a fair idea of the various kinds of surface ornamentations in textile to effectively utilize the same in ones profession.

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hour	Mark
1	Repeats	To have knowledge of repeats so as to design fabrics keeping the concept in mind.	Tortora, Phyllis G. & Collier, Billie J. "Understanding Textiles", 1997, Prentice-Hall Inc., New Jersey, 5 th Edition	Lecture, Visuals, Assignments	10	5
2	Families of Textile Design – Floral – Geometric – Converstional – Ethnic	To understand the various clases of textile design.	400 Years of Fashion – Victoria & Albert Museum	Lecture, Visuals, Assignments	12	5
3	Printing Techniques – Screen printing – Block printing – Stencil printing – Fabric painting	To understand and know the usage of various kinds of printing.	Tortora, Phyllis G. & Collier, Billie J. "Understanding Textiles", 1997, Prentice-Hall Inc., New Jersey, 5 th Edition	Lecture, Visuals, Assignments, Display of the material	12	8
4	Embroidery stitches(min.40 types)	To have know the various stitches how to use the same in Designs	Creative Tucks and Textures by Jennie Rayment The Art of Embroidered Flowers by Gilda Baron	Lecture, Visuals, Assignments Demonstrations	10	12
5	Appliqué and patch work	To have knowledge of Appliqué and patch work	Mosaic Applique BY Loriane Carthew	Lecture, Visuals, Assignments	10	8
6	Tie and dye/batik	To learn the skill of Tie and dye/batik	Batik - Modern Concepts & Techniques, Noel Dyrenforth	Lecture, Visuals, Assignments Demonstrations	10	12

EVALUATION (%) :

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Understanding Textiles	Tortora, Phyllis G. & Collier, Billie J.
2	Batik - Modern Concepts & Techniques	Noel Dyrenforth
3	Mosaic Applique	Loriane Carthew
4	The Art of Embroidered Flowers	Gilda Baron
5	Creative Tucks and Textures	Jennie Rayment

Subject	Credits	Total hours	Marks
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Computer Aided Design Non Credit 64 50 0 50

(Practical)	Internal	External	Total
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OBJECTIVES:

- CAD has found its way into all major disciplines that have got anything to do with designing or drafting techniques.
- This course focuses on the usage of computer graphics in achieving the results for Fashion Designing
- The objective is to expose professionals in the field of fashion to computer aided designing techniques, and their application in the industry

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hr	Mk
1	Study in detail the different tools of Corel Draw and Photoshop	To understand fashion merchandise and their life cycle	Literature from the supplier of each software can be consulted	* Reference from Indian and Foreign Libraries are required media(lecture and practical)	12	20
2	Use of CAD for Designing or drafting techniques.	to expose professionals and to meet the needs of the users by complementing their knowledge,	Corel Draw 9 – BPB Publication	* Visits to designer workshops (lecture and practical)	14	20
3	Design a traditional and a contemporary motif	To know various techniques that a designer uses to have an upper hand over manual designing through latest software.	Adobe Photoshop 5.5 - BPB Publication	* Visits to fashion shows and exhibitions, fairs etc (lecture and practical)	12	20
4	Make use of Various techniques that a designer uses to have an upper hand over manual designing through latest software	Computer aided designing techniques, and their application in the industry		* Personal interaction with the apparel industry people * Attend seminars regarding export promotion, industry strategies etc (lecture and practical)	12	20
5	The use of different software e.g. color blending, mixing, fabric construction, figure illustration, development of the motif and prints, background Treatment, presentation, special effects can be simulated and printed out with absolute accuracy.	To make use of skills, ability, creativity in the field of fashion		* Latest information through media (lecture and practical)	14	20

EVALUATION (%) :

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Corel Draw 9	– BPB Publication
2	Adobe Photoshop 5.5	- BPB Publication.

Subject	Credits	Total hours	Marks		
Design of Fashion History	4	60	25	75	100
(Theory)			Internal	External	Total

Objectives:

Exploration of important development from industrial revolution to digital age in history of decorative arts, interiors, furniture, textiles, product and graphic design.

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hr	Mk
1	Understanding of various influences and factors, which have contributed to the dynamics of design.	Understanding and appreciation of various influences and factors which constitute the cultural dynamics of design and their social context	Design History - H. Conway Arts & Craft Movement - Elizabeth Cumming	Lecture, research, and interactive sessions	14	25
2	Changing contexts through history and the appreciation of philosophical bases through which design has evolved.	Understanding the basis for the concept of aesthetics. Analysis, interpretation and appreciation of various aspects in which design has emerged as issues	Twentieth Century Fashion - Valerie Mendes & Amy de la Hue	Research and documentation	16	25
3	History of Design	Exploration of important developments from industrial revolution to digital age in the history of decorative arts, interiors, furniture, textiles, product and graphic design.	-Do-	Lecture, research, and interactive sessions A short project	16	25
4	Major art movements Survey of elected art movements – new classicism, impressionism, post impressionism, cubism expressionism, popular art, post modernism with political and social influences during each	Neoclassicism, impressionism, post impressionism, cubism expressionism, popular art, post modernism with political and social influences during each period	-Do-	Lecture, research, and interactive sessions	14	25

Assignment I

15

Assignment II

10

EVALUATION (%) :

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

SI No.	Title of the Book	Author
1	Design History	H. Conway
2	Arts & Craft Movement	Elizabeth Cumming
3	Twentieth Century Fashion	Valerie Mendes & Amy de la Hue

Subject	Credits	Hours	Marks		
Operations Research and Fashion Forecasting (Theory)	4	60	25	75	100
			Internal	External	Total

OBJECTIVES:

- To introduce to tools and techniques of operations research.
- To apply these in making optimal managerial decisions in the context of retail operations.

CONTENT:

Block No.	Topic / Content Analysis	Objectives	Reference Books	Method of Teaching	Hours	Marks
1	- Introduction to Operations Research - Linear programming	To familiarize the operation research techniques and to develop algorithms for finding optimal solution to a problem.	Operations Research by V K Kapoor	1. Lecture and discussion	12	22
2	- Sensitivity Analysis - Transportation problem	To study how the variation in the output of a model can be apportioned, qualitatively or quantitatively. To solve transportation problems using mathematical models.	Quantitative Techniques by Srivastav, Shenoy and Sharma	1. Lecture and discussion	12	20
3	- Allocation models - Traveling salesman problem - Queuing Theory	Understanding allocation models for better allocation of costs to individual services To understand the relationship between congestion and delay for designing effective congestion control algorithms.	Business Economics by Perman, Roger	1. Lecture and discussion	12	20
4	- Network models - Inventory models	To study a variety of network and inventory models and details of their implementation.	Business Economics by Perman, Roger	1. Lecture and discussion 2. Case Studies	12	20

5	Time series and Forecasting	To develop skills to do a better job of anticipating, and hence a better job of managing uncertainty, by using effective forecasting and other predictive techniques.	Business Economics by Perman, Roger	1. Lecture and discussion	12	18
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Assignment I

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Assignment II

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EVALUATION (%):

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Operations Research	V K Kapoor
2	Quantitative Techniques	Srivastav, Shenoy and Sharma
3	Business Economics	Perman, Roger

Subject	Credits	Hours	Marks		
Customer Service and CRM	4	60	25	75	100
(Theory)			Internal	External	Total

OBJECTIVES:

Providing the students with techniques for high quality and professional service and also familiarizing them with the importance of customer relationship management.

CONTENT:

Block No.	Topic / Content Analysis	Objectives	Reference Books	Method of Teaching	Hours	Marks
1	- Conceptual framework of CRM. - Customer service	To develop a conceptual framework for (CRM) that helps broaden the understanding of CRM and its role in enhancing customer value.	- Customer Relationship Management by Jagdish N Seth, Atul Parvatiyar & Shainesh	1. Lecture and discussion 2. Guest Speaker.	12	20
2	- Communicating effectively with customers - Handling difficult customers - Life time value of a customer	To develop skills for managing customers and strategy for handling difficult customers.	- Customer Relationship Management by Kristin Anderson & Carol Kerr	1. Lecture and discussion	12	18
3	- Cost of acquiring Vs retention. - Customer pyramid and Customer relationship pyramid	To get breakthrough insight and understanding strategic customer worth management.	- Customer Relationship Management Essentials by John W. Gosney and Thomas .P. Boehm	1. Lecture and discussion 2. Case Studies	12	20
4	- Creating value and loyalty to the customer using CRM - Choosing CRM strategy - Ethical issues	To establish sophisticated operations using CRM tools to take real-time care of customers	- CRM At The Speed Of Light by Paul Greenberg v	1. Lecture. 2. Small Group Discussion.	12	20
5	- Data warehousing and Data mining - Implementing CRM - Relationship Management	To learn genetic algorithms ideal for finding trends and unknown information from the vast quantities of data.	- Customer equity by Blatberg & Deighton	1. Lecture. 2. Small Group Discussion. 3. Guest Speaker.	12	22

Assignment I

15

Assignment II

10

EVALUATION:

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Customer Relationship Management	Jagdish N Seth, Atul Parvatiyar & Shainesh
2	Customer Relationship Management	Kristin Anderson & Carol Kerr
3	Customer Relationship Management Essentials	John W. Gosney and Thomas .P. Boehm (Eastern economy Edition-PHI)
4	CRM At The Speed Of Light	Paul Greenberg v.Customer
5	Customer equity	Blatberg & Deighton

Subject	Credits	Total hours	Marks		
Visual Merchandising	4	60	25	75	100
(Theory)			Internal	External	Total

OBJECTIVES:

- o Understanding of architectural tools required for store planning
- o Exposure to variety of material used in industry
- o Understanding advance features of Adobe Photoshop & Illustrator
- o Usage of Lighting

Contents :

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Period Hours	Marks
1	Visual presentation (Drafting technology)	To learn the skill of drafting	Visual Merchandising by Robert Calbrone	1. Class-room teaching. 2. Assignments	8	15
2	Computer Rendering	To understand the usage of softwares	Visual Merchandising by Robert Calbrone	1. Class-room teaching. 2. Assignments	8	15
3	Materials and Props	The effective application of presentation elements	Visual Merchandising by Robert Calbrone	1. Class-room teaching. 2. Assignments	8	10
4	Visual Presentation	To understand the aesthetics of presentation	Visual Merchandising by Robert Calbrone	1. Class-room teaching. 2. Educational Visits. 2. Assignments	8	10
5	Computer graphics and digital imaging	To be able to create and use computer graphics.	Graphic Communication Directory – Daniel J. Lyons – New Jersey Prentice Hall	1. Class-room teaching. 2. Assignments	8	15
6.	Lighting Technique	To understand the light effects	Visual Merchandising by Robert Calbrone	1. Class-room teaching. 2. Assignments	7	10
7.	Fashion Styling for coordination	To learn styling skills	Visual Merchandising by Robert Calbrone	1. Class-room teaching. 2. Assignments	7	15
8.	Typography and Design	Effective usage of typography and design.	Typographic Design – Rob Carter, Ben Day, John Wiley & Sons, New Jersey	1. Class-room teaching. 2. Assignments	6	10

Assignment I

15

Assignment II

10

EVALUATION (%) :

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Visual Merchandising	Robert Calbrone
2	Typographic Design	Rob Carter, Ben Day, John Wiley & Sons, New Jersey
3	Graphic Communication Directory	Daniel J. Lyons – New Jersey Prentice Hall

Subject	Credits	Total hours	Marks		
Apparel Quality Management	4	60	25	75	100
(Theory)			Internal	External	Total

OBJECTIVES:

This course will make the students to understand different manufacturing departments, their functions and the different methods of sewing garments, their classification and applications. This course will also expose Pre-production activities and delve into garment breakdown with machine and attachment details. This course will further enable the students to the growing importance of quality in today's world in general and apparel industry in specific, and its relevance to apparel production and merchandising.

CONTENT:

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Period Hours	Marks
1	Manufacturing Departments and their processes Product Development	An introduction to the production process.	Introduction to Clothing Production Management: A.J. Chuter	1. Class-room teaching.	10	10
2	Pre-production activities: Introduction to Time Table concept Product Data Management Understanding and interpretation of specification sheet	Understanding of production calendar and spec sheets	Apparel Manufacturing Handbook: Jacob Solinger Introduction to Clothing Production Management: A.J. Chuter	1. Class-room teaching.	10	15
3	Operation Sequence Development Bundle Tickets	To understand the sequence of operations in production.	Introduction to Clothing Production Management: A.J. Chuter Apparel Manufacturing Handbook: Jacob Solinger	1. Class-room teaching. 2. Industrial visits	8	10
4	Different Manufacturing Systems Machine Loading Line Balancing	To understand various kinds of manufacturing systems.	Introduction to Clothing Production Management: A.J. Chuter Apparel Manufacturing Handbook: Jacob Solinger Introduction to Production Control: Gene Levine Associates	1. Class-room teaching. 2. Industrial visits	10	15

5	The definition of Quality The importance of Quality Important Quality expectations	To understand the importance of Quality.	Managing Quality in the Apparel Industry Mehta and Bhardwaj S.K	1.Class-room teaching. 2. Journals on quality discussed	10	15
6	Quality and Profitability ISO 9000	The relation between profit and quality.	Managing Quality in the Apparel Industry Mehta and Bhardwaj S.K	1.Class-room teaching.	6	10
7	Quality in Product Development Inspection Procedures & AQC	Quality in product development and inspection.	Managing Quality in the Apparel Industry Mehta and Bhardwaj S.K	1.Class-room teaching.	6	15

Assignment I

15

Assignment II

10

EVALUATION (%):

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

SI No.	Title of the Book	Author
1	Introduction to Clothing Production Management	A.J. Chuter
2	Apparel Manufacturing Handbook	Jacob Solinger
3	Managing Quality in the Apparel Industry	Mehta and Bhardwaj S.K
4	Apparel Manufacturing Handbook	Jacob Solinger
5	Introduction to Production Control	Gene Levine Associates

Subject	Credits	Total hours	Marks		
Internship	Non Credit	128	50	0	50
(Practical)			Internal	External	Total

Objective :

To follow the process in the industry and submit a report and give a presentation of the same.

EVALUATION (%) :

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	15	25	50

Subject	Credits	Total hours	Marks		
Range Development	2	64	25	25	50
(Practical)			Internal	External	Total

Objectives:

- The student should be able to present a professional collection in front of industry people.

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hour	Mark
1	– Selection of three theme for the collection Development of storyboard, client’s board, presentation sheet, specs sheet and cost sheet for the same.	To develop the skill to choose an appropriate theme and implementation of the same.	National Geographic magazines and other nature books for inspiration. Wouge for styling Technical aspects “Concept to Consumer” Fringes.	Guidance through respective vendor	32	20
2	Selection of one theme for the execution of the collection (Selection by internal Mentors).	To choose the most innovative theme	National Geographic magazines and other nature books for inspiration. Wouge for styling Technical aspects “Concept to Consumer” Fringes.	Guidance through respective vendor	16	10
3	Making of toils (muslin pattern) for the selected collection.	To develop the toils in order to bring out perfection in final garments.	Federal Standard, FED-STD-751A, 1983 Sewing for Apparel industry, Claire Shaeffer	Guidance through respective vendor	40	10
4	Execution of collection.	To select all the elements according to the theme for collection	Event Entertainment and Production (The Wiley Event Management Series) (Hardcover) by Mark Sonder (Author)	Guidance through respective vendor	103	10
5	Presentation of collection through a show.	To put up a professional Show	Event Entertainment and Production (The Wiley Event Management Series) (Hardcover) by Mark Sonder (Author)	Guidance through respective vendor	5	50

EVALUATION (%) :

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Concept to Consumer	Fringes.
2	Event Entertainment and Production (The Wiley Event Management Series) (Hardcover)	Mark Sonder (Author)
3	Federal Standard, FED-STD-751A, 1983	Mark Sonder (Author)
4	Sewing for Apparel industry,	Claire Shaeffer

Subject	Credits	Total hours	Marks		
Brand Management	4	60	25	75	100
(Theory)			Internal	External	Total

OBJECTIVES:

The aim of this is to develop an application for integrative approach of various functional areas of merchandise sourcing and logistics and to familiarize the students with a basic supply chain management system.

CONTENT:

Block No.	Topic / Content Analysis	Objectives	Reference Books	Method of Teaching	Hrs	Marks
1	Branding: an overview, The new rules of Brand management, Retail Brand Identity	To have a knowledge of brands, rules, management techniques with emphasis on retail	Managing Indian Brands – S. Ramesh Kumar – 2 nd Edn Building Strong Brands – David A Aaker	Class room teaching, case studies, projects and assignments	15	25
2	Brand equity/ Brand Valuation, Retail Branding Strategies, Brand Extension	To understand branding, strategizing and brand extension	Strategic Brand Management – Creating and Sustaining Brand Equity Long Term – 2 nd Edn – Jean – Noel Kapferer	Class room teaching, case studies, projects and assignments	15	25
3	Retail Brands v/s manufactured brands, Brand Personality, The concept of luxury brands	Retail, manufacturer, luxury brands, their concepts	Building Strong Brands – David A Aaker	Class room teaching, case studies, projects and assignments	15	25
4	Multibrand Portfolios, Globalization of brands, Brand Brief, Brand Track	To understand functioning of various types of brand	Building Strong Brands – David A Aaker	Class room teaching, projects and assignments	15	25

EVALUATION (%):

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Principles of Management	Koontz and O, Donnell
2	Management and Organization	Allen Louis
3	Management of Tomorrow	Allen Louis
4	The Practice of Management	P.F. Drucker
5	Management	Stoner
6	Fashion Marketing	Gardon Wills & David Midgley
7	Marketing Today's Fashion	Helena De Paola & Carol Stewart Mueller
8	Fashion: A Marketing Approach	Dorothy S. Rogers & Lynda R. Gaman
9	Fashion Innovation & Marketing	Catherine Moore
10	How to Sell Fashion	Annalee Gold

Subject	Credits	Total hours	Marks		
Portfolio Development	2	64	25	25	50
(Practical)			Internal	External	Total

Objectives:

To enable students develop a comprehensive portfolio showcasing their professional competencies and skills

Block No	Topic/Content Analysis	Objectives	Reference Books	Method of Teaching	Hr	Mark
1	The portfolio can be one or a combination of more than one of the following: Type of Portfolio (Print / Design), Formats / Layout .	To enable students develop a comprehensive portfolio showcasing their professional competencies and skills.	The Principal Portfolio by Genevieve Brown, Beverly J. Irby	Guidance under individual mentors	32	25
2	Planning, Conceptualization & Structuring of Information <ul style="list-style-type: none"> - Competencies (Professional / skills) - Area of specialization and interest - Systematically focused in view of final Diploma Project 	To encourage to students to evolve a self initiated thinking process, building upon the skills and knowledge base acquired in previous semester.	Campbell, D et. Al (2001) : How to develop a professional portfolio : Allyn & Bacon	Guidance under individual mentors	64	50
3	Lectures by eminent personalities on portfolios	Understanding Production aspects the classification of manufacturing processes.	Capturing the Wisdom of Practice : Professional Portfolios for Educators by Giselle O. Martin-Knie	Guidance under individual mentors	32	25

EVALUATION (%) :

Class Tests	Submissions	Presentations	Practical Examination	Total Evaluations
10	10	5	25	50

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	The Principal Portfolio by Genevieve Brown, Beverly J. Irby	by Verhelst, Wilbert
2	Campbell, D et. Al (2001) : How to develop a professional portfolio : Allyn & Bacon	by Waterier, John W
3	Capturing the Wisdom of Practice : Professional Portfolios for Educators by Giselle O. Martin-Knie	by Budzik, Richards

Subject	Credits	Hours	Marks		
Business Economics and Statistics	4	60	25	25	100
(Theory)			Internal	External	Total

OBJECTIVES:

- To introduce economic concepts relevant to modern business management;
- To perform various forms of economic analysis extracting useful information from economic data.
- To develop the analytical skills of the students and familiarize them with the statistical methods.

CONTENT:

Block No.	Topic / Content Analysis	Objectives	Reference Books	Method of Teaching	Hours	Marks
1	-Macro and Micro economics - The nature of economic decisions	To develop an understanding of economic concepts.	Microeconomics by Mankiv	1. Lecture and discussion 2. Guest Speaker.	10	16
2	- Demand analysis - Production and Costs Analysis - Pricing and Output Decisions	To develop skills on various forms of economic analysis.	- An Introduction to Positive by Lipsey Chrystal	1. Lecture. 2. Small Group. 3. Case Studies	14	22
3	-National economy, Budgets & Fiscal policy. - Grouping and Displaying Data	To develop skills on budgetary control and data analysis.	- Business Economics by Perman, Roger.	1. Lecture and discussion 2. Guest Speaker.	10	16
4	Measures of Central Tendency, Dispersion, Variation, Skewness. - Introduction to Probability theory - Probability Distributions and sampling distribution	To familiarize the students with various statistical methods.	- Statistical Methods by S.P.Gupta - Business Statistics by Gupta & Gupta. - Business Statistics by Chandan, Singh & Khanna	1. Lecture. 2. Case Studies	14	22
5	Correlation, Regression Analysis and Applications. - Standard error, Testing of Hypothesis, Chi-square test. - Index Numbers	To familiarize the students with various statistical methods.	- Business Statistics by Bhatia and Gupta - Statistics for Management by Richard Levin & David Rubin	1. Lecture. 2. Case Studies	12	24

Assignment I

15

Assignment II

10

EVALUATION (%):

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Business Economics	Perman, Roger
2	An Introduction to Positive Economics	Lipsey Chrystal
3	Microeconomics	Mankiv
4	Statistical Methods	S.P.Gupta
5	Business Statistics	Gupta & Gupta
6	Business Statistics	Chandan, Singh & Khanna
7	Business Statistics	Bhatia and Gupta
8	Statistics for Management	Richard Levin & David Rubin

Subject	Credits	Total hours	Marks		
Trend Research And Forecasting	4	60	25	75	100
(Theory)			Internal	External	Total

OBJECTIVES:

The aim of this course is to cover retail and trend research, and design development to carry forward into product development and make a presentation of fashion ranges for specific markets.

CONTENT:

S. no.	Topic/Content analysis	Objectives	Reference books	Method of teaching	hours	Marks
1	The Concept of Fashion Forecasting	To understand retail and trend research, design and development in order to carry forward product development.	Perna, Rita "Fashion Forecasting",	Lecture and presentation	15	10
2	International trends and Sources of Trend Information	Exposure to trend resources,	Frings, Gini S. "Fashion : From Concept To Consumer",	Research and Presentation.	15	10
3	Interpreting Forecasts	Familiarizing students with elements of fashion forecasting like Fibres, Colours, Fabrics, silhouettes etc. and learning how to analyze & interpret them.	Packard S., Winters A., & Axelrod, N. "Fashion Buying & Merchandising	Research, analysis and presentation of fashion ranges for specific markets	15	40
4	Trend Research	Researching the Market/Client/Season	Current fashion magazines, fashion videos and forecast issues, Indian & international	Information Gathering and Sourcing for Colours, Fabrics & Trends	15	40

Assignment I

15

Assignment II

10

EVALUATION (%):

Class Tests	Submissions	Presentations	Written Examination	Total Evaluations
15		10	75	100

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	“Fashion Forecasting”	Perna, Rita
2	“Fashion Merchandising & Marketing”,	Jernigan, Marian H. & Easterling Cynthia R
3	“Fashion : From Concept To Consumer”,	Frings, Gini S.
4	“The Encyclopaedia of Fashion”,	O’Hara, Georgina
5	“Fashion Buying & Merchandising”,	Packard S., Winters A., & Axelrod, N.
6	Fashion Design And Product Development	Harrold Carr And John Pomery
7	Vogue	WWD
8	View	Fashion Weekly
9	Inside Fashion	FW
10	Trends	DNR