



**RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR**  
(Established by Government of Central Provinces Education Department by  
Notification No. 513 dated the 1<sup>st</sup> of August, 1923 & presently a State University  
governed by Maharashtra Public Universities Act, 2016)

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**RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY NAGPUR**  
**FACULTY OF SCIENCE AND TECHNOLOGY**  
**DIRECTION NO 18.OF 2019**

(Issued under section 12(8) of the Maharashtra Public University Act, 2016)

**The Examination leading to the Degree of Bachelor of Fashion Business Management**  
**Semester Pattern Direction, 2018.**

Whereas the Maharashtra Universities Act, 2016 is made applicable to the University w.e.f. 1<sup>st</sup> March 2017 (hereinafter referred to as the Act);

**AND**

Whereas, Section 12(8) of the Act empowered the Vice-Chancellor to issue Direction for regulating the matter for which Statute/Ordinance /Regulations is not made or to amend the existing statute /ordinance /Regulations;

**AND**

Whereas provision of section 12(8) provided that the Direction issued by the Vice-Chancellor shall automatically lapsed after 180 days.

**AND**

Whereas, Direction No. 71 of 2016 was issued by the Vice-Chancellor on 07/10/2016. Which could not have been converted into the Statute/Ordinance/Regulations within Six months

**AND**

Whereas, Direction No.71/2016 issued by the Vice-Chancellor on 07/10/2016 is required to be renewed for regulating the matter involved in the said Direction.

Now, therefore, I, Dr. Siddharthavinayaka P. Kane, Vice- Chancellor, Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur in exercise of powers conferred upon me under provision of section 12(8) of the Maharashtra Public Universities Act, 2016, do hereby issue following Directions to renew Direction No. 71 of 2016.

1. This Direction shall be called "Direction Governing the Examination leading to the Degree of Bachelor of Fashion Business Management (Semester Pattern) in the Faculty of Science and Technology, Direction No18,OF 2019 R.T.M. Nagpur University, Nagpur."

- 2 (i) The following shall be the examination leading to the Degree of Fashion Business Management in semester pattern in the Faculty of Science and Technology namely.
- a. The Bachelor of Fashion Business Management. Semester-I Examination;
  - b. The Bachelor of Fashion Business Management. Semester-II Examination;
  - c. The Bachelor of Fashion Business Management. Semester-III Examination;
  - d. The Bachelor of Fashion Business Management. Semester-IV Examination;
  - e. The Bachelor of Fashion Business Management. Semester-V Examination;
  - f. The Bachelor of Fashion Business Management Semester-VI Examination.

(ii) The period of Academic Session shall be such, as may be notified by the University.

3. The examination of Semester-I, II, III, IV, V and VI shall be conducted by the University and shall be held separately at the end of each semester at such places and dates as may be decided by the University.

4. The Examination specified in Para (3) shall be held twice every year at the places and on the dates prescribed by the university.

#### **ELIGIBILITY TO THE COURSE**

5. Subject to the compliance with the provision of this Ordinance and other Ordinances enforced from time to time, the candidates for admission to the examination shall have passed:-

a) In case of part one, have passed the 12<sup>th</sup> standard Examination of MS Board of Secondary or Higher secondary education in Arts, Science, Commerce, Home Science or Vocational or any other examination recognized as equivalent from any where in India.

6 a) Bachelor of Fashion Business Management. Semester-I Examination

Students who have fulfilled the eligibility criteria as mentioned in section 5 have been admitted to this course in semester I.

**b) In case of the B. Sc. Semester II, III, IV, V and VI Examinations:-**

The student should have attended a minimum of 90 days in the respective semester

and passed the previous semester examination as per the rules of ATKT as mentioned in Para 7 of this direction.

7) The ATKT rules for admission for the Bachelor of Fashion Business Management Course **(Theory and Practical as separate passing head and on calculation fraction, if any, shall be ignored)** shall be as given in the following Table- 1 .

<b>Table 1</b>			
<b>Admission to Semester</b>	Student should have appear for the examination	The student should have attended the session/term satisfactorily	<b>Candidates should have passed at least one half of the passing heads of the following examinations (Theory and Practical as separate passing head and on calculation fraction, if any, shall be ignored)</b>
1		2	3
Semester -I		Semester I and admitted  As per para 6 of this Direction	-----
Semester -II	Sem.I	Semester II	-----
Semester III	Sem.I And Sem.II	Semester III	One half of the total head prescribed for Sem I and Sem II examination
Semester IV	Sem.III	Semester IV	-----
Semester- V	Sem.III and Sem. IV	Semester V	a) Passed Sem I & II examination  and b) One half of the total head prescribed for Sem III & IV examination
Semester VI	Sem.V	Semester VI	-----

8 Without Prejudice to the other provisions of Ordinance No. \_6\_ relating to the examination in general, The provision of Para 5,6,7,8,10 and 32 of the set ordinance shall apply to every collegiate candidate.

- 9 The Tuition & Other fees for the above examination shall be prescribed by the University time to time
- 10 Every candidates for semester I, II, III, IV, V and VI of Bachelor of Fashion Business Management examination shall be examined by the RTM Nagpur University in the subject as laid down in the appendices to this ordinance.
  - a. The Scope of the subject as indicated in the respective syllabus in force from time to time.
  - b. The medium of instruction and examination shall be English.
11. The applicant for admission to above examination shall satisfy the Principal/Director about his/her progress in studies and regularity of attendance during the academic session.
12. The Principal/Director of the college shall maintain the complete record of Sessional marks before commencement of the written examination.
13. The classification of the examinees successful only at the final examination shall be determined on the basis of the aggregate marks obtained by the examinee at part I, II III, IV, V, VI Sem. examination taken together.
14. The examinee obtained 60% or more marks in the aggregate shall be placed in first Division, those obtained 45% or more but less than 60% shall be placed in second division and all other examinee shall be declared to have passed in third Division.
15. The examinee who is successful at an examination and obtained not less than 75% of the total marks prescribed in any subject shall be declared to have passed the examination with distinction in the subject concern.
16. Provision of Ordinance No. 3 of 2007 relating to the condonation of Deficiency of marks for passing an examination shall apply to the Examination under this Direction.
17. An unsuccessful examinee at any of the above examination shall carry college assessment Marks (Sessional Marks) of the Theory/Practical examination/to the successive attempt at the examination. The examinee however can forgo His/her college assessment marks in the subject or subjects in which he/she shall be examined for total marks comprising of theory and sessional together at his/her successive attempts.
18. The successful examinee, at final year of the above examination shall be awarded degree of Bachelor of Fashion Business Management in the convocation of for the year concerned.

### **19. Absorption / Matching Scheme:**

- a) While switching over to semester pattern, the failure students of annual pattern will be given total five (three plus two) chances to clear each examination.  
After availing five chances for clearing the examination as per annual pattern, no examination would be held for annual candidates.
- b) The candidates who have cleared first year annual pattern examination in the subject shall get admission to third semester directly. However, candidates who are allowed to keep term will not be eligible for admission to third Semester unless they clear all the papers and practicals of first year annual pattern examination.
- c) The candidates who have cleared Second year annual pattern examination in the subject shall get admission to fifth semester directly. However, candidates who are allowed to keep term will not be eligible for admission to fifth Semester unless they clear all the papers and practicals of second year annual pattern examination.
- d) The unsuccessful students of old course (Yearly Pattern) shall be permitted to appear for higher class as per the new course (Semester Pattern) examination of the Bachelor of fashion business management programme (Semester Pattern) provided that they submit a certificate from the Head of Department / Principal of the College stating that they have satisfactorily undergone a course of study in all the subjects of the new course. .
- e) For other Statutory University candidates with similar yearly pattern program, clause „b“ and „c“ shall be applicable subject to equivalence of R. T. M. Nagpur University for that particular course.

20. With the issuance of this Direction no. 18 OF 2019 the Direction No. 71 of 2016 shall stand repealed.

I, further, direct that the aforesaid Direction shall come into force from the date of issuance and shall remain in force till the relevant Ordinance comes into being, in accordance with the provisions of the Maharashtra Public Universities Act, 2016.

NAGPUR

Dated -22-4-2019

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Dr. S. P. Kane )

Vice Chancellor

## BACHELOR IN FASHION BUSINESS MANAGEMENT- SEMESTER I

Sr. No.	Subject Theory	Theory Marks	Internal assessment	Total Marks	Minimum Passing	No. of		Time of exam hours
						Hours/	weeks	
						T	p	
1T1	Fundamental English	40	10	50	20	4	4	2
1T2	Introduction to Fashion Business I	40	10	50	20	4		2
1T3	Fashion Trend Analysis	40	10	50	20	4		2
1T4	Textile Science –I	40	10	50	20	4	4	2
1T5	E-Fashion –I	40	10	50	20	4	4	2
	<b>Total</b>	<b>200</b>	<b>50</b>	<b>250</b>	100	<b>20</b>	<b>12</b>	

Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of Semester I and Semester II taken together at the end of Semester II.

**BACHELOR IN FASHION BUSINESS MANAGEMENT- SEMESTER II**

[Sr. No.]	Subject Theory	Theory Marks	Internal assessment	Total Marks	Minimum Passing	Practical		Total Marks	Minimum Passing	No. of Hours/ weeks		Time of exam	
						P	I.A			T	p	T	P
2T1	Communication Skill	40	10	50	20	-		-		4	4	2	
2T2	Introduction to Fashion Business II	40	10	50	20	-		-		4		2	
2T3	Fashion Trend Analysis-II	40	10	50	20	-		-		4		2	
2T4	Textile Science –II	40	10	50	20	40	10	50	20	4	4	2	3
2T5	E-Fashion –II	40	10	50	20	40	10	50	20	4	4	2	3
	<b>Total</b>	<b>200</b>	<b>50</b>	<b>250</b>		<b>80</b>	<b>20</b>	<b>100</b>		<b>20</b>	<b>12</b>		

Separate passing for theory and practical.  
 Combined passing 40% Theory +Internal Assessment taken together.  
 Separate passing 40%. Practical + Internal Assessment taken together.  
 Practical examination of Semester I and Semester II taken together at the end of Semester II.

**BACHELOR IN FASHION BUSINESS MANAGEMENT- SEMESTER III**

Sr. No.	Subject Theory	Theory Marks	Internal Assessment	Total Marks	Minimum Passing	No. of Hours/		Time for Exam. Hours
						T	P	
3T1	Pattern Design -I	40	10	50	20	4	6	2
3T2	Garment Technology -I	40	10	50	20	4	6	2
3T3	Quality Management in Apparel Industry-I	40	10	50	20	4		2
3T4	Fashion Marketing -I	40	10	50	20	4		2
3T5	Fashion Merchandizing -I	40	10	50	20	4		2
	Total	200	50	250	100	20	12	

Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of Semester III and Semester IV taken together at the end of Semester IV.



## BACHELOR IN FASHION BUSINESS MANAGEMENT -SEMESTER IV

Sr. No.	Subject Theory	Theory Marks	Sessional Marks	Total Marks	Minimum Passing	Practical		Total Marks	Minimum Passing	No. of Hours/wk		Time for Exam. Hours	
						P	I.A			T	P	T	P
4T1	Pattern Design –II	40	10	50	20	40	10	50	20	4	6	2	3
4T2	Garment Technology –II	40	10	50	20	40	10	50	20	4	6	2	3
4T3	Quality Management in Apparel Industry – II	40	10	50	20					4		2	
4T4	Fashion Marketing –II	40	10	50	20					4		2	
4T5	Fashion Merchandizing –II	40	10	50	20					4		2	
	Total	200	50	250	100	100		100	40	20	12		

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Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of Semester III and Semester IV taken together at the end of Semester IV.

## BACHELOR IN FASHION BUSINESS MANAGEMENT – SEMESTER V

No.	Subject Theory	Theory Marks	Internal Assessment	Total Marks	Minimum Passing	No. of Hours/ Week		Time for Examination Hours
						T	P	
5T1	Global Fashion Business –I	40	10	50	20	4		2
5T2	Fashion Retail Management & Sales Promotion –I	40	10	50	20	4	4	2
5T3	Entrepreneurship Development –I	40	10	50	20	4	4	2
5T4	Production Management	40	10	50	20	4		2
5T5	Accessory Designing	40	10	50	20	4	4	2
	Total	200	50	250		20	12	

Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of Semester V and Semester VI taken together at the end of Semester VI.

**BACHELOR IN FASHION BUSINESS MANAGEMENT- SEMESTER VI**

Sr. No.	Subject Theory	Theory Marks	Sessional Marks	Total Marks	Minimum Passing	Practical P I.A	Total Marks	Minimum Passing	No. of Hour/ week		Time for exam hr.	
									T	P	T	P
6T1	Global Fashion Business -II	40	10	50	20				4		2	
6T2	Fashion Retail Management & Sales Promotion - II	40	10	50	20				4		2	
6T3	Entrepreneurship Development –II	40	10	50	20	50 *	50	20	4	8	2	
6T4	Research Project  <b>Viva</b>  Internship					80 20 50	150	60	8	4		
	Total	120	30	150	60	200	200	80	20	12		

Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of Semester V and Semester VI taken together at the end of Semester VI.

.Combine passing for research project, viva and Internship

Internal assessment marks of this subject shall be submitted to the University at the time of Sem-VI examination.

# BACHELOR IN FASHION BUSINESS MANAGEMENT

## SEMESTER I

### FUNDAMENTAL OF ENGLISH

#### Paper – I 1T1

**Total marks-50**  
**Theory Marks : 40**

**Internal assessment:10**

#### **OBJECTIVE-**

- The objective of this course is to assist the degree holders to acquire proficiency, both in spoken (oral) and written language. At the end of the course, the student will be able to develop comprehension, improve vocabulary, develop grammatical ability, enhance writing skills, correspond with others and enhance skills in spoken English

#### **UNIT I :**

- Grammar -Noun , kinds of nouns Pronounce , kinds of Pronounce
- Articles ,Prepositions, conjunctions
- Verbs , Tenses ,Types of Tenses The Sentence Kinds of Sentences Parts of Sentence
- Types of Sentences - Simple, compound, complex sentences.
- Transformation of sentences : Assertive, Interrogative, Exclamatory,  
The Phrase Precis Writing

#### **Unit II**

- Letter Writing** :Part of letters , 4C"s of letter ,Lay out of letters
- Letter Writing -Memo Cover Letter Resume writing
- Business Letters ,Enquiry & Replies Order Letter
- Complaints, Claims Letter ,Sales Letters
- Job Application with bio-data / resume.
- Goodwill letters ,Bank & Insurance Letters

### Unit III

- What is Writing?
- What is a Paragraph? Construction of Paragraph
- Academic Essay Writing Procedure for Project Summary
- Report Abstracts
- Report Writing Types of reports – Routine, Special (Technical)
  - Why is a report required – who asks for a report.
  - Stages of report writing : Assembling the material, planning the report, drafting the report, editing the report.
  - Elements of a report. : Introduction main data or facts, conclusion recommendation to the superior, Circular, Notices, Memo

### Unit IV

- Definition of Communication
- Barriers of Communication Types of Communication
- Know What You Want To Say
- PHONETICS BASICS - Pronunciation – Sounds : Vowels, Consonants, Syllables,
- Word stress – Transcription of words- Narration, voice, Parts of Speech

### Internal assessment:10marks will be based on assignments of all the four units

Practicing effective oral and written communication

- Paper reading session (presented by the students)
- Practice of face to face conversation
- Listening & summarizing (listening carefully to passage & summarizing the important points)
- Letters writing as per Unit III

### Evaluation of Work :

Continuous assessment of the above mentioned assignments & one presentation on any given topic.

### Reference :

1. For communication, Ample written material is available.
2. Secrets of face to face communication – By Peter urs Bender ( Macmillan Publications)

3. Learning to learn by Kenneth a Kiewra Nelson F. Dubros Publishers – Allyn & Bacon.
4. English for practical purpose by Z.N. Patil and B.S. Valke Ashok Thorat, Zeaneet Merchant (Macmillan Publications)
5. Teaching Material
6. Business Communication – Dr. Urmila Rai
7. Professional Communication Skills – A.K Jain, S.R. Bhatia, A.M. Sheikh

**BACHELOR OF FASHION BUSINESS MANAGEMENT-  
SEMESTER I**

**INTRODUCTION TO FASHION BUSINESS - I  
PAPER- II  
1T2**

**Total marks -50**

**Theory Marks :40**

**Internal assessment:10**

**OBJECTIVES-**

In Concept to Customer you will gain a broad understanding of the fashion industry and the different contexts in which it sits. You will gain a good understanding of the structure of the industry and the way that fashion works. This will provide you with a good foundation on which to build deeper specialist knowledge as you move through your. You will learn to question, discuss, and argue about current fashion business issues and to put forward ideas and information in presentations, and written work.

**UNIT I**

- o Introduction to Business of fashion o  
Scope of fashion business
- o Forms of business ownership o  
Business growth & expansion
- o Introduction to the fashion industry, its structure and dynamics.

**Unit II**

- o Introduction to the business of fashion .
- o Fashion Concept to Catwalk to High Street
- o Key functions in the industry,
- o Supply chains, Internationalization
- o Introduction to current fashion businesses within the fashion industry.

**Unit III**

- o Introduction to contemporary issues in fashion business.
- o Research through thorough exploration and investigation into the fashion industry

- o Context using a range of secondary sources.

#### **Unit IV**

- o Knowledge and understanding of the business of fashion o Fashion industry structure and current fashion businesses.
- o Fashion industry as evidenced in the report and presentation

#### **Internal assessment:10 Marks**

#### **Report**

In this report you will research specific functions of fashion companies involved in the process of getting products from „concept to customer“

#### **Research the following for the fashion company you have chosen:-**

- i) History and background of the fashion company
- ii) Company mission statement and current company situation
- iii) The range of products the fashion company sells
- iv) The suppliers to the fashion company, from trim manufacturers to fabric manufacturers
- v) The internal departments of the company, including the functions of design, buying, marketing and visual merchandising
- vi) The customers of the fashion company

#### **References:**

- 1.Laine stone, Jean Samples, „Fashion merchandising-An introduction „Mc-grawHill Frings G (2005) Fashion: From Concept to Consumer, Prentice Hall, Book Co.1985
- 2.Easey M(ed),“Fashion marketing“ Blackwell sciences, 1994
- 3.Taarnow, Guerreiro & Judelio,“Inside the fashion Business“ 1995, Waddell G (2004 How Fashion Works
- 4.Burns L & O Bryant N (2002) The Business of Fashion: designing, manufacture and marketing 5 Jenkyn Jones S (2002) Fashion Design
- 6 The Fashion Book (2001)
- 7 Frankel S (Ed) (2001) Visionaries: Interview with Fashion Designer

**BACHELOR OF FASHION BUSINESS MANAGEMENT –  
SEMESTER I  
FASHION TREND ANALYSIS - I  
PAPER III  
1T3**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10**

**Objectives**

1. To extend the student's understanding of the context/s in which Fashion is produced and Applied
2. To develop the student's knowledge of the sequence of and evolution in relation to the major events in Fashion History
3. To develop the student's ability to analyze and synthesize textual and visual information in a critical and selective manner

Influences on Fashion - Social, economic and technological contributions from C15th to present day; Length as a social barometer.

**Unit I**

- Nature of fashion
- Terminology of fashion
- Style-design-taste-classic-Fad-
- Components of fashion Silhouette
- Details-texture-colour acceptance-change-

**Unit II**

- Principles of fashion
- The environment of fashion: demographic and psychographics
- Economic factors
- Sociological factors
- Psychological factors-  
Implications of environmental influences.

**Unit III**

The movement of fashion: the cycling of fashion

- Stages of fashion cycle
- Consumer buying and the fashion cycle
- Factors influencing fashion movement

**Unit IV**

- Recurring Fashions-planning the apparel fashion game-piece
- Historical fashion trend evolution.
- Analysis of the components of fashion trends.



- Techniques of fashion trend forecasting.
- Fashion Trends and their Impact on Fashion

### **Internal assessment:10 marks**

#### **Students will be assessed on their ability to demonstrate the following skills:-**

1. Compare and contrast one „modernist“ & one „postmodernist“ fashion designer. With reference to research explain the terms modernist/postmodernist and consider how these terms can be applied to your chosen designers. Use no more than 2 examples of work for each designer to illustrate your points.
2. How does historical costume relate to contemporary fashion? With reference to research, explore the differences between the terms „costume“ and „fashion“ and consider why and how three historical styles have been revived.

#### **Students will be assessed on their ability to demonstrate the following skills:-**

1. An understanding of Fashion Design particularly where continuity of theme can be established.
2. An understanding of the broader historical context in which trends and conventions in Fashion Design are formed and generated.

### **Text Books&Articles**

- 1.Katherine Morris Cester,„Historic Costumes”, Prentice Hall 2000.
- 2.FringeG.S.”Fashion from concept toConsumer”,Prentice Hall1998
- 3.Jamila Brij bhu Shan,„The constume & textiles India “,Prentice Hall 2000.
- 4.Fillow J and Bernard n. Thomas and Hudson,„Traditional Indian textiles “,1993
- 5.Stede v. Berg”Paris fashion:a cultural history”2nd edition 1998
- 6.Hart A north S V & A Museum”Historical Fashion in detail the 17th & 18th centuries” 1998

### **References**

- (Franks) 20th Century Fashion (The Complete Sourcebook) John Peacock
- Antique Childrens Fashions 1880 - 1900 H. Weston/ H. Shannon
- Art of Cutting & History of English Costume Edward B. Giles
- Costume & Fashion: Concise History James Laver £6.95
- Costume in Context 1920's - 1980's
- Jennifer Ruby (several books/one per decade) £11.99 each
- Encyclopedia of Fashion from 1840 - 1980's Georgina O'Hara £12.95
- History of Costume: 600 Patterns/Illustrations Carl Kohler £8.95

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER I**  
**TEXTILE SCIENCE-I**  
**PAPER IV**  
**1T4**

**Total marks 50**  
**Theory Marks 40**

**Internal assessment:10**

**OBJECTIVES**

- The course also develops an understanding of the use of textiles within contemporary fashion, and involves lectures, practical work, demonstrations Explain the construction of different textiles.
- To study textile processes and production from fibers to yarn and fabric development and their application in contemporary fashion.
- To Apply basic skills of being able to recognize and identify the most appropriate applications of textiles.

**UNIT I:**

- Introduction of textile fibers:
- Classification of textile fibres-Physical and chemical properties of fibres
- Fibers uses-cotton, jute, wool, silk, viscose, nylon, polyester acrylic, polypropylene
- Introduction of micro fibres Defination, types,
- Properties of different type yarn-its uses

**Unit II**

- Yarn manufacturing Objectives and process sequence –Blowroom, carding, Drawing, combing,
- simplex ,ring frame.
- Objectives and process sequence-Rotor spinning, Air Jet spinning, friction spinning,
- Comparison of yarn properties produced in the above processes.
- Yarn quality Requirements: yarn quality requirements for weaving and knitting.
- Imperfections and yarn faults-Package faults, causes & remedies
- Sewing thread manufacture: fibres used and essential quality particulars of sewing thread

**Unit III**

**STANDARD WEAVES –**

- Fundamental weaves and its derivatives
- Huck-a-back, Crepe distorted weaves, Bedford cords, welts and piques,
- Backed fabrics.Satin and sateen honey comb, brighton honeycomb,

**SPECIAL WEAVES**

- Extra warp, Extra welt, Double cloth,
- Gauze and Leno, pile fabrics, Damasks, ply fabrics.

- Special Jacquards- Application of special jacquards

#### **Unit IV**

- Basic Knitting Technology: Principles and comparison of weaving and Knitting,
- Introduction to weft and warp knitting – Classification of weft knitting machines
- Terms and definitions of weft knitting .Knitting cycle of single jersey, rib and interlock structures.

#### **Practical work**

1. Identification of different fibers microscopic test, burning test, chemical test ,Identification of different type of weave
2. Scouring of grey cotton woven
3. Bleaching the given cotton cotton fabrics using hydrogen peroxide.
4. Bleaching the given cotton knitted fabrics using Sodium Hypo Chlorite.

#### **Text books**

1. S.P.Mishra, Text Book Of Fibre Science And Technology, New Age International Publishers New Delhi – Reprint -2005.
2. A.Wynne, The Motivate Series -Textiles, Macmillian Publications Ltd., Edition -1997

#### **References:**

1. V.A.Shenai -Textile Fibres Vol-I -Sevak Publications, Mumbai – Third Edition -1996
2. F.Sadov – Chemical Technology of fibrous Materials. MIR Publichers moscow – First Edition 1973.
3. R.W. Moncrieff -Man Made Fibres – Newhes Butter Worths – Sixth Edition
4. A.Venkatasubramani -Spun Yarn Technology -Saravana Publications, Madurai – 4th Edition.
5. W.Klein, The Technology Of Short Staple Spinning (Vol I To V)– The Textile Institute, Manchester
6. Corbman -Fibre To Fabric – Mcgraw – Hill Marketing Series – Sixth Edition.
7. K.R.Salhotra, Spinning Of Manmade And Blends On Cotton, The TAI, Mumbai
8. Shenai.V.A. -Technology Of Bleaching & Mercerising -Sevak Publications -Mumbai – Third Edition – 1996.

# **BACHELOR OF FASHION BUSINESS MANAGEMENT**

## **SEMESTER I E-FASHION - I PAPER V 1T5**

**Total marks -50  
Theory Marks : 40**

**Internal assessment:10**

### **Objectives-**

The focus of the course will be on how to use CAD tools to design and develop textile and apparel designs. Elements of woven, knit, and print design will be explored, as well as illustration, flat sketches, and 2D-3D texture mapping understanding how designs are applied to fabric, visual design issues in relation to apparel and the human form, how the industry uses computer integrated technology,

### **UNIT I**

- Introduction to computer
- Concepts of CAD / CAM. CAM in Garment
- Introduction to CAD/CAM CAD and CAM Definition Functions of CAD and CAM
- A Brief History of CAD/CAM systems used in Fashion Industry Driving Forces Behind
- CAD/CAM Systems
- Computer Aided Design Hardware and Software Requirements in CAD Graphics in CAD
- Geometric Modelling Techniques Rendering Techniques

### **UNIT II**

- Application of CAD/CAM in Fashion Industry Yarn & Fabric Design .
- Simulation of Yarn & Fabric Colour and Structure Effect Embroidery Manufacturing.
- Complete pattern design system in preparation for grading, marker making and pattern manipulation
- Computerized production pattern making :Computerized production pattern making –
- Hardware, software and system programming to produce a sample production pattern.
- Computer aided production planning in Garment Manufacturing
- Computer aided manipulation of pattern pieces to create individual styles.

### **UNIT III**

- Operation of garment CAD software.
- Computer used for purchase, inventory control and sales,
- Computerization in quality control and production control.
- Introduction to finite scheduling concept and fast react software.
- Creating product and order planning
- Introduction to CorelDraw**

- Introduction to Vector and Raster Graphics Type. Starting CorelDraw
- Introduction to Corel Draw Menu, Introduction to CorelDraw Page Setup.
- Introduction to various tools of CorelDraw

#### **UNIT IV**

- **Working with Shapes, Lines, Texts & Objects**
- Creating rectangles, squares, Circles, Ellipses, Polygons, Starts and Spirals
- Selecting Fill and Outlines to any shape.
- Moving & Rotating Shapes freely and to Fixed angles.
- Drawing Curve and Straight Lines, Creating Simple and Artistic Texts.
- Formatting Texts by changing Font, Size and Shape of Text.
- Rotating texts, Assigning a Fill Color to text, Assigning outline color to text.
- Creating Paragraph Text, Aligning Texts, Adjusting Line & Letter Spacing in the
- paragraph text. Spell checking and finding and replacing texts. Selecting Single and
- Multiple Objects, Duplicating Objects, Grouping Objects, Trimming Objects,
- Locking and Unlocking Objects, Aligning Objects.

#### **PRACTICAL:-**

1Simple work processing-learning to use differential size & types of fonts-line spacing-tables-inserting pictures-editing-cut&paste

2Spread sheet processing-formulas for row-column-charts-inserting pictures-different forms-worksheets-row header& column headers

3Photoshop practices

4Corel Draw-Garment Designing, styling, Alteration, coloring, Erasing, Painting etc

5Auto CAD worksheets: Drawing aids and utility

commands,entities,text,layers,inquiry,display,editing,hatching,isometric,dimension,block andassembly,scripts,DXF & IGES files.

#### **Introduction To Network**

Identifying a Network, Different Structure of Networks, Network Topologies

- Accessing Resources in a Network
- Sharing Resources in a Network

#### **Internet**

- Surfing Internet, Emails, Sending , Receiving and Managing Emails, Address Books

**Computer Graphics**• Creating Simple Computer Graphics

Drawing Basic Male, Female and Kids Figure in Corel Draw with Grids and Guidelines and

Converting them into Objects

Drawing Basic Figure Forms ( Legs, Arms, Head etc...) with Grids and Guidelines and  
Converting them into Objects. Saving and Exporting Images.

File formats, opening, saving, importing, exporting, compression, printing, saving for web,  
publishing as PDF , exporting images with transparency

Fashion Details/ Silhouette:

- Collar: Mandarin, High Bias, Tuxedo, Cape, Flat Tennis, Sailors, Chelsea, cowl, bishop.
- Sleeves: Raglan, Hanky, Tulip, Ruffle, Dolman, virago, flare, lantern, Dalmatian, pagoda.
- Accessories: Bags, Belts, Caps, Bows, Jewellery.
- Pockets: Flap, Pouch, Patch, Cross, Slit, Kurta
- Skirts: Novelty Gathered, Hip rider, Trumpet, Pegged, Circular, Pleated, Straight, A

### **Books Recommended**

1. Stephen Gray " CAD / CAM in clothing and Textiles ", Gower Publishing Limited, 1998, ISBN 0-566-07673X.
2. CAD in clothing and textiles by W.Aldrich
3. A magazine on Computer in the world of textiles
2. Compilation of papers presented at the Annual world conference Sep 26 -29, 1984 Hongkong, " Computers in the world of textiles ", The textile Institute ISBN: 0-0900739-69X.
3. W.Aldrich, " CAD in clothing and Textiles ", Blackwell Science 2nd edition, 1992, ISBN: 0-63 -3893 -4
4. Jacob Solinger, " Apparel Manufacturing Handbooks ", Van no strand and Reinhold Company, 1980,ISBN:0-442-21904-0.
- 5 Peter Norton"s Introduction to Computers 4th Ed. By Norton TMGH, Corel Draw
- 6Abling, Bina. (2001). *Fashion Rendering with Color*. NJ: Prentice Hall. [ISBN 0-13-014460-6].

**BACHELOR IN FASHION BUSINESS MANAAGEMENT**  
**SEMESTER II**  
**COMMUNICATION SKILLS**

**Paper – I**

**2T1**

**Total marks -50**

**Theory Marks :40**

**Internal assessment:10**

**OBJECTIVE-**

Language is the most commonly used and effective medium of self-expression in all spheres of human life – personal, social and professional. A student must have a fair knowledge of English language and be able to pursue the present course of study and handle the future jobs in industry. The objective of this course is to assist the degree holders to acquire proficiency, both in spoken (oral) and written language. At the end of the course, the student will be able to develop comprehension, improve vocabulary, develop grammatical ability, enhance writing skills, correspond with others and enhance skills in spoken English

**UNIT I :**

- Improving communicative competence through knowledge of communication.
- Type of communication
- Objective and methods of communication
- Channels of Communication
- Barriers of communication
- Importance of pronunciation
- Phonetics, Phonetic Transcription
- Types of oral & written communication
- Conversion of table or tree into paragraph

**Unit II :**

**Verbal & Non Verbal**

- Verbal- Oral Communication, Written Communication
- Non Verbal, Body language, Dress colour, Colours
- Light Sound Charts Graphics

**Unit III :**

Introduction of various general qualities amongst future designers.

- Learning : Concept and principles of learning
- Memory techniques: Dual store model of memory organization of knowledge.
- Areas of self development
- Motivation : Introduction & Definition
- Time management : process of time planning

#### **Unit IV**

- Presentation skills : To acquire convincing presentation skills
- Leadership Skills
- Group Discussions
- Team work building
- Interview Technique

PRACTICAL WORK: Should be based on complete unit IV.

#### **Reference :**

8. For communication, Ample written material is available.
9. Secrets of face to face communication – By Peter urs Bender ( Macmillan Publications)
10. Learning to learn by Kenneth a Kiewra Nelson F. Dubros Publishers – Allyn & Bacon.
11. English for practical purpose by Z.N. Patil and B.S. Valke Ashok Thorat, Zeaneet Merchant (Macmillan Publications)
12. Teaching Material
13. Business Communication – Dr. Urmila Rai
14. Professional Communication Skills – A.K Jain, S.R. Bhatia, A.M. Sheikh

**BACHELOR OF FASHION BUSINESS MANAGEMENT-  
SEMESTER II  
INTRODUCTION TO FASHION BUSINESS -II  
PAPER- II  
2T2**

**Total marks 50**

**Theory Marks :40**

**Internal assessment:10**

#### **OBJECTIVES-**

- In Concept to Customer you will gain a broad understanding of the fashion industry and the different contexts in which it sits. You will gain a good understanding of the structure of the industry and the way that fashion works. This will provide you with a good foundation on which to build deeper specialist knowledge as you move through your. You will learn to question, discuss, and argue about current fashion business issues and to put forward ideas and information in presentations, and written work

#### **Unit I**

- Time management and organisation skills.



- The learning journal should show evidence of self evaluation of own learning.
- Function of marketing as both a strategic tool and an operational tool.
- Introduction to how branding and the concept of differentiation of product and retailers.

### **Unit II**

- Fashion Analysis and the Future.
- Introduction to a range of secondary sources of information.
- Relevant to building knowledge of the sector, including Mintel, Drapers, etc
- Children's/men's/women's apparel industries accessories
- History of the apparel industry-

### **Unit III**

- Merchandising & marketing activities
- Market center-industry trend.
- Domestic fashion markets: market center-Mart-market
- Weeks-trade shows-the development of regional fashion center's trends.
- Fashion advertising-Visual merchandising

### **Unit IV**

- Major domestic retailing/overseas retailing.
- Retailing in fashion merchandising & formation
- History & development of fashion retailing.
- Types of retailer's fashion merchandise-
- E-commerce in Apparel industry –ERP, EDI

## **SESSIONAL WORK-**

### **Report**

Investigation into the workings of a Fashion Business"

Achieving the outcome of a finished fashion product, ready for sale in a fashion retailer involves a supply chain of fashion businesses that often spans the globe, and the coordination of functions from design to production and marketing.

In this report you will research specific functions of fashion companies involved in the process of getting products from „concept to customer“

**Complete a final report, 1,300 to 1,500 words in length that details the process of getting products from concept to customer and includes a discussion of the role of design, buying and marketing within this process, for the fashion company you are researching**

## References

1. Laine Stone, Jean Samples, „Fashion merchandising-An introduction „McGrawHill Frings G (2005) Fashion: From Concept to Consumer, Prentice Hall, Book Co.1985
2. Esey M(ed),“Fashion marketing“ Blackwell sciences, 1994
3. Taarnow, Guerreiro & Judelio,“Inside the fashion Business“ 1995, Waddell G (2004) How Fashion Works
4. Burns L & O Bryant N (2002) The Business of Fashion: designing, manufacture and marketing
5. Jenkyn Jones S (2002) Fashion Design
6. The Fashion Book (2001)
7. Frankel S (Ed) (2001) Visionaries: Interview with Fashion Designer

## BACHELOR OF FASHION BUSINESS MANAGEMENT SEMESTER II

### FASHION TREND ANALYSIS- II PAPER III

2T3

**Total marks -50**

**Theory Marks :40**

**Internal assessment:10**

## Objectives

1. To extend the student's understanding of the context/s in which Fashion is produced and Applied
  2. To develop the student's knowledge of the sequence of and evolution in relation to the major events in Fashion History
  3. To develop the student's ability to analyze and synthesize textual and visual information in a critical and selective manner
- Influences on Fashion - Social, economic and technological contributions from C15th to present day; Length as a social barometer.

## Unit I

- Case studies in fashion and color trends,
- Analysis and its impact on the fashion Business
- Color and Fashion Trend Sources
- Complementary suppliers of color and fashion trend information

## Unit II

- o Analysis of different types of commercial forecasters
- o Historical Development - a survey century by century following fashion trends.
- o Trade routes and craft migration.
- o The origin and function of clothing
- o Accessories, belts, bags, gloves, millinery and make-up.

## Unit III

- Sources of Inspiration Art Deco, Modernists, Pop and Op Art.tion

- Clothing in relation to Art Movements - Roccoco, Art Nouveau,
- The development of Street Fashion through Leisure wear .
- Fashion Information service, Advertising & publicity

#### **Unit IV**

- Fashion Industry - Historical, current and developmental trends in production, planning
- and organisation;
- Economic concepts; Apparel production;
- Career structure and educational requirement;
- Fashion trends in garments;
- Industrial structure, pricing and profit.
- Auxiliary fashion Enterprises,

**Internal assessment:10 marks will be based on assignments of all the four units**

#### **REFERENCES**

- The Seventeenth Century by Valerie Cumming (1984)
- The Eighteenth Century by Aileen Ribeiro (1983)
- The Nineteenth Century by Vanda Foster (1984)
- Nineteenth Century Fashion by Penelope Byrd (Batsford, 1992)
- Through the Looking Glass: A history of dress from 1860 to the present day by Elizabeth Wilson and Lou Taylor (BBC Books, 1989)
- by Alison Gernsheim (Dover Publications, New York, 1963, 1981)
- Twentieth Century Fashion: the complete sourcebook by John Peacock (Thames & Hudson, 1993)
- Mcdowell's Directory of Twentieth Fashion by Colin McDowell (Frederick Muller, 2nd ed. 1987)
- Patterns of Fashion. The Cut and Construction of Clothes for men and women

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER II**  
**TEXTILE SCIENCE- II**  
**PAPER IV**  
**2T4**

**Total marks -100**  
**Theory Marks : 40**

**Internal assessment:10**

Practical:-40+10(I.A.)

**OBJECTIVES**

Fashion Textiles gives students both an understanding of the construction and properties of different textiles, together with practical experience of creating fabrics. The course also develops an understanding of the use of textiles within contemporary fashion, and involves lectures, practical work, demonstrations Explain the construction of different textiles.

To study textile processes and production from fibers to yarn and fabric development and their application in contemporary fashion. To Apply basic skills of being able to recognize and identify the most appropriate applications of textiles.

**Unit I**

- Introduction to Finishing Different methods of Finishing-Mechanical and Chemical
- finishing
- Singeing-type of singeing, Fabric and yarn singeing
- Desizing-type of desizing, Enzyme desizing method
- Scouring of cotton and wool -method of kier boiling,
- Bleaching-bleaching of all fibres with hypochlorites, peroxide and chlorite.

**Unit II**

- Continuous scouring and peroxide bleaching
- Mercerizing- method of mercerizing for yarn and fabric
- Comparison of woven and knitted cloth processing,
- Calendering, Compacting, Raising
- Silicone finishing ,Wrinkle free finish
- Water repellent -flame retardant and anti microbial finish.

**Unit III**

- Colour and chemistry of dyes, classification of dyes,
- Brief principle of application on various fibres,
- Measurement of fastness properties.
- Dyeing methods of cellulosic fibre with direct, reactive, sulphur and vat dyes,
- Dyeing of protein fibres with acid dyes
- Dyeing of synthetic fibres with acid ,cationic and disperse dyes.
- Dyeing machines -Dyeing defects

**Unit IV**

- Introduction to printing , design development for printing

- Preparation of screen -Preparation of printing paste
- Methods of printing -Styles of printing
- After treatment for printed materials – various printing problems and remedies
- Garment printing techniques

**Practical - Marks -40+10 (I.A.)**

- . Dye the given cotton sample with natural dyes.
- Dye the given cotton sample with cold brand reactive dyes.
- Dye the given cotton sample with hot brand reactive dyes. .
- Dye the given silk material with acid / basic dyes.
- . Dye the given fabric for the given pattern using Tie & Dye Technique. And batik
- Prepare the print paste with pigment colour and print on the given fabric.
- Print the given fabric with reactive dyes by Resist Style.

**Text books**

1. S.P.Mishra, Text Book Of Fibre Science And Technology, New Age International Publishers New Delhi – Reprint -2005.
2. A.Wynne, The Motivate Series -Textiles, Macmillian Publications Ltd., Edition -1997

**References:**

1. V.A.Shenai -Textile Fibres Vol-I -Sevak Publications, Mumbai – Third Edition -1996
2. F.Sadov – Chemical Technology of fibrous Materials. MIR Publichers moscow – First Edition 1973.
3. R.W. Moncrieff -Man Made Fibres – Newhes Butter Worths – Sixth Edition
4. A.Venkatasubramani -Spun Yarn Technology -Saravana Publications, Madurai – 4th Edition.
5. W.Klein, The Technology Of Short Staple Spinning (Vol I To V)– The Textile Institute, Manchester
6. Corbman -Fibre To Fabric – Mcgraw – Hill Marketing Series – Sixth Edition.
7. K.R.Salhotra, Spinning Of Manmade And Blends On Cotton, The TAI, Mumbai
8. Shenai.V.A. -Technology Of Bleaching & Mercerising -Sevak Publications -Mumbai – Third Edition – 1996.
9. Chakravarthi.R.R -Technology Of Bleaching and Dyeing Vol. I -Mahajan brothers - Ahemedabad – First Edition. 1979.
10. Shenai V.A -Technology Of Textile Processing – Mahajan Publishers – Ahmedabad.

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER II**  
**E-FASHION-II**  
**PAPER V**  
**2T5**

**Total marks -100**  
**Theory Marks :40**

**Internal assessment:10**

Practical:-40+10(I.A.)

**Objectives-**

The focus of the course will be on how to use CAD tools to design and develop textile and apparel designs. Elements of woven, knit, and print design will be explored, as well as illustration, flat sketches, and 2D-3D texture mapping understanding how designs are applied to fabric, visual design issues in relation to apparel and the human form, how the industry uses computer integrated technology

**Unit I**

- Computer Graphics, Graphics Output Devices and their general properties
- Resolution and color capability , Graphics Input Devices. Drawing Geometry
- Points, Vectors and Lines. Two dimensional Cartesian reference frames,
- Screen Coordinates, Three dimensional Cartesian reference frames.

**Unit II**

- Introduction to Color Theory:
- Introduction to Color Modes, Working with different color models and modes.
- Using custom colors, Picking colors, Analyzing and editing colors,
- Adjusting brightness and contrast, Working with histograms, Retouching images.
- Color ranges and replace color options, Cropping images.
- Understanding Process and spot colors, Choosing pantone colors, Applying fill and stroke
- colors. Coordinates, Three dimensional Cartesian reference frames.

**Unit III**

- Understanding Internet, Physical Structure of Internet, Logical Structure of Internet
- Internet Concepts, Common softwares used on Internet (Browsers, Email Clients, Web Servers, Domain Name Servers, Browser Plugins)
- Introduction to a Web Page and Web Site, Web Address.
- Understanding a General Web Site: Text Information, Graphical Information,.

**Unit IV**

- Animations, Navigation Bars/ Menus, Hyperlinks and Forms.
- General Types of Sites: Simple Profile Website, Web Portals, Email Sites,
- Search Engines. Using a Search Engine to Find Information on the Net.
- Popular Search Engine Sites like, Google, Yahoo, Lycos, Rediff Search etc.
- Understanding a search “keyword”, Using “ “ and + signs in specifying keywords.

- Managing Emails: Creating an Online email account,. Creating and Sending Emails.
- Sending Attachments with emails. Downloading Attachments from emails.

**PRACTICAL-**

**Marks:-40+10(I.A.)**

1. Simple word processing-learning to use differential size & types of fonts-line spacing-tables-inserting pictures-editing-cut & paste
2. Spread sheet processing-formulas for row-column-charts-inserting pictures-different forms-worksheets-row header& column headers
3. Photoshop practices
4. Corel Draw-Garment Designing, styling, Alteration, coloring, Erasing, Painting etc
5. Auto CAD worksheets: Drawing aids and utility commands, entities, text, layers, inquiry, display, editing, hatching, isometric, dimension, block and assembly, scripts, DXF & IGES files.

## REFERENCES

1. Stephen Gray " CAD / CAM in clothing and Textiles ", Gower Publishing Limited, 1998, ISBN 0-566-07673X.
2. CAD in clothing and textiles by W.Aldrich
3. A magazine on Computer in the world of textiles
2. Compilation of papers presented at the Annual world conference Sep 26 -29, 1984 Hongkong, " Computers in the world of textiles ", The textile Institute ISBN: 0-0900739-69X.
3. W.Aldrich, " CAD in clothing and Textiles ", Blackwell Science 2nd edition, 1992, ISBN: 0-63 -3893 -4
4. Jacob Solinger, " Apparel Manufacturing Handbooks ", Van no strand and Reinhold Company, 1980,ISBN:0-442-21904-0.
- 5 Peter Norton's Introduction to Computers 4th Ed. By Norton TMGH, Corel Draw
- 6Abling, Bina. (2001). *Fashion Rendering with Color*. NJ: Prentice Hall. [ISBN 0-13-014460-6].

Illustration media, line quality, flesh tones, solid color fabrics, white fabrics, simple prints, fall fabrics, knits, glamour fabrics, professional rendering, croquis rendering.

7Abling, B. (2004). *Fashion*



**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER III**  
**PATTERN DESIGNING-I**  
**PAPER I**

**3T1**

**Total marks -50**  
**Theory Marks 40**

**Internal assessment:10**

**OBJECTIVES-**

1. Demonstrate knowledge of commercial basic paper pattern manipulation and alterations necessary for fitting individual forms.
2. Development of basic slopers.
3. Understanding of bodice/shirt, skirt, and dress pattern drafting.
4. Interpretation of designs in half-scale and full size paper patterns, muslin, and fashion fabric.
5. Understanding and application of garment grading and fit.

**UNIT I**

- Anatomy: proportion and disproportion of humane figure.figure types and
- Variations-normal figures measurements and its importance
- Standard body measurements for children, ladies and gents.
- Sequence of taking body measurements for various age groups and sex-recording of
- measurements, standarisation of body measurements
- Standard measurement charts for children

**UNIT II**

- Standard measurement charts for adults- male and female.
- Taking measurements-three styles of taking measurement, areas of measurement
- Drafting tools. Basic grain lines-straight, cross and bias
- Drafting of Basic bodice block of a child.
- Drafting: Consideration while cutting paper patterns-preparation of paper patterns,
- importance of paper patterns-types-
- Principles for pattern drafting-Advantages.

**UNIT III**

- Different types of fabric. Drafting basic pattern for bodice, sleeve collar, yoke, and skirt.
- Drafting of sleeves- plain, puffed, flare, leg o" mutton, ruffle, cap, raglan,
- Magyar, kimono, Dolmon, , bell, bishop, . .
- Drafting of Collars – Peter pan, cape, bias, flat tennis, sailors, Chelsea, bishop, shawl,
- shirt, Chinese, coat.

**UNIT IV**

- Drafting of skirts- gathered, , pleated ( knife, box, inverted, sunray, kick),
- straight, a- line, pegged, , circular,

- Wrap round Layout-open layout-Lengthwise layout,
- Crosswise layout-Double layout-combination layout-
- Principles of layout-laying of different patterns on different type of fabric

**TERMWORK :** .1 Making of basic blocks as mentioned in syllabus

2. Adaptation of block for any Sleeves, Skirts or Dress Foundation

**References:**

1. Pattern making for Fashion Design - Helen Joseph Armstrong
2. Metric Pattern Cutting - Winifred Aldrich
3. Encyclopedia of dress making - Raul Jewel
4. Inside Fashion Design - Sharon Lee Tate

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER III**  
**GARMENT TECHNOLOGY -I**  
**PAPER II**  
**3T2**

**Total marks -50**  
**Theory Marks : 40**

**Internal assessment:10**

In Garment Technology , students will learn the basic techniques of garment construction, and create samples and a simple garment. Students will develop an understanding of garment manufacturing, and learn to differentiate between good and poor quality in terms of construction.

**OBJECTIVES-**

I)To learn Making-up methods of apparel products

The sewing up sequences and techniques for the making up of various apparel products (II)To Enable Technologies for Making-Up

The equipments and the techniques involved in the apparel making up operations (e.g., cutting, fusing, sewing, pressing, and finishing operations)

(III)To learn Problems Encountered in Apparel production

The characteristics, causes, and the remedies of various types of production problems such as the spreading and cutting problems, fusing problems, sewing problems, and pressing problems.

**UNIT I**

**Industrial Sewing machines-**

- Introduction to spreading machines and cutting machines -types and functions
- History of sewing machines and development. Sewing machinery –
- Classification according to bed types, stitch types (hook or looper),
- material wise (extra light to heavy weight ).
- Major parts of sewing machinery and functions.
- Sewing machine safety regulations

**UNIT II**

- Adjustment of major parts of Single needle lock stitch machine:
- Non-UBT: stand height, pedal, presser foot, height of needle bar,
- Needle to hook relationship. Height of feed dog, normal and reverse feed.
- Stitch length, feed timing, presser foot pressure, needle and bobbin thread tension,
- Bobbin winding assembly, belt tension.
- Sewing needle and sewing thread, thread consumption, thread routing.
- Adjustment on SNLS UBT: Needle

### **UNIT III**

- Parts, functions and adjustments of Over lock:
- Needle height, feed dog height, differential feed ratio, tilt of the feed dog,
- Position of the upper and lower knives, sharpening of knife and loopers.
- Trouble shooting in over lock

### **UNIT IV**

- Work-aids and attachments, functions of pullers, guides and folders
- Compensating presser foot-left, right, double; feller, hemmer etc.
- Collar turning machines, folding machinery, fusing and pressing machinery.
- Computer controlled cutting, sewing, folding machinery.

### **PRACTICALS**

#### **Practical demonstration**

1. Study Of The Hook Shuttle Assembly In Lock Stitch machine
2. Study of needle bar section in lock stitch machine.
3. Study Of The Mechanisms Of Over Lock And Give The Threading Procedures For Three Thread Machines
4. Study Of The Mechanisms Of Over Lock And Give The Threading Procedures For Three Thread Machines
5. Study Of The Hook Shuttle Assembly In Flat lock Machine
6. Study of the needle bar sections in flat lock machines
7. Study Of The Cutting And Sharpening Mechanisms In Straight Knife Cutting Machines
8. Study Of The Stitch Mechanisms, Gears And Button Fixing Machine And Set The Same Various Stitch Levels And Length In A Button Fixing Machine

#### **Activities**

1. Orientation of the garment factory, name and address, area and site details of the factory, nature of the construction of the factory, product range of the factory, rules and regulations of the factory
2. Manufacturing process followed by the factory, significance of the plant layout with respect to the manufacturing process, technical details of the manufacturing department,
3. Organizational setup, categorize the number of workers, employed department-wise, number of supervisory staff and general staff, yearly turnover.

#### **References:**

1. Jacob Solinger., " Apparel Manufacturing Handbook ", VanNostrand Reinhold Company (1980).
2. Peyton B .Hudson., " Guide to Apparel Manufacturing ", MEDIAApparel Inc (1989) ISBN: 0 - 945116-08-X.
3. Carr.H, Latham. B., " The Technology of Clothing Manufacture ", Blackwell Scientific Publications (1988).
4. Mary Mathews , "Practical clothing construction" Thomson &co.,madras,1974.

# **BACHELOR OF FASHION BUSINESS MANAGEMENT -SEMESTER III**

## **QUALITY MANAGEMENT IN APPAREL INDUSTRY-I**

### **PAPER III 3T3**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10**

### **OBJECTIVES**

In this subject student will be made fully aware of different quality standards and their maintenance during manufacturing processes for the total quality concept.

#### **UNIT I**

- Garment dyeing: Fabric and sewing thread selection, accessories selection,
- Dye selection, garment-dyeing machinery.
- Problems in conventional processing,
- Awareness of banned dyes and chemicals-German ban.

#### **UNIT II**

- o Eco-labels,Natural dyes -history and backgrounds and applications o  
Eco friendly processing-desizing scouring, bleaching and dyeing. o  
Alternative dyes and chemicals-structure-identification
- o Methods including chromatographic techniques

#### **UNIT III**

- Garment finishing : Chemicals and enzymes, crinkle effect, softening,
- acid wash, stone wash, enzyme wash-denim finishing,
- chemical and sand blasting.

#### **UNIT IV**

- Washing: Stone washing, acid washing, enzyme washing, bio polishing,
- emerisation, bleaching, laser fading and ozone fading.
- Stain removal, selection of spotting chemicals, factors for spotting,
- Dry cleanings, care labels, laundering equipment and procedures

## **Sessional**

**Student must be taken to textile Industries/Mills for practice and study of inspection and quality control operations. And prepare a report**

### **References:**

1. Harrison.P ( Editor), " Garment Dyeing: Ready to wear fashion from the dye house", The Textile Institute, U.K (1988) ISBN: 1870812131.
2. Noemia D, souza ., " Fabric Care" , New Age International (P) Ltd Publisher, Chennai ,1998, ISBN: 81-224-1143-6.
3. Hall , A.J., " Textile Finishing ", Elsevier Publishing Co. Ltd., 1986.
4. Marsh, J.T., " An Introduction to Textile Finishing ", Chapman and Hall Ltd., London, 1979.
5. Shenai, V.A., " Technology of Textile Finishing " , Sevak Publications, Bombay, 1995.
6. Whittall N.S, "laundrying and dry cleaning" v01 8 textile progress 1996
7. Goldman R.f. and lyle D.S "Performance of testiles" john wiley and sons, new york
8. Garment wet processing technical manual AATCC/SDC 1994
9. Roy Choudhury A./K. "Textile Preparation and Dyeing" Science Publishers USA and Oxford & IBH, India
10. Finishers and environment –Solutions, Textile institute, Manchester 1993
11. Are Textiles finishing polluting the environment ? Textile institute Manchester 1990
12. Reife A and Freeman H..S, Environmental chemistry of dyes and pigments Wiley 199

**BACHELOR OF FASHION BUSINESS MANAGEMENT  
SEMESTER III  
FASHION MARKETING- I  
PAPER IV  
3T4**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10**

### **OBJECTIVES-**

To introduce you to the concept of fashion marketing and offer an insight into the methods of working, knowledge and skills involved in the fashion marketing programme.

To encourage your exploration of the fashion product, customer and marketplace

To start to develop your knowledge of basic marketing research skills and tools.

Enable you to identifying basic marketing strategies of contemporary fashion companies.

### **UNIT I**

- Introduction to the fashion marketing concept.

- Nature and Scope of Marketing
- The Marketing Concept  
The Selling Concept

## **UNIT II**

- Market Segmentation
- Targeting and Positioning
- Strategic Marketing
- Fashion market and marketing environment

## **UNIT III**

- Origins of fashion marketing .  
Contemporary fashion marketing.
- Introduce the fashion marketplace  
Contemporary fashion companies  
The different fashion markets.

## **UNIT IV**

- Examine the fashion product  
Product lifecycles.
- Identifying and observing fashion customers and their buyer behavior.
- Exploring and using market research skills, tools and methodologies

## **Internal assessment:10**

- Demonstrate the ability to source, navigate and select information, relevant to fashion marketing, from a variety of sources and to review, discuss and evaluate this information in relation to your learning on this course.
- Demonstrate knowledge of basic marketing skills and tools and to apply these tools with guidance from your tutor
- Demonstrate an appetite for learning in your exploration of fashion marketing.
- Discuss your reflections, review and evaluation of information, your experiences and observations that relate to the marketing of fashion.
- Started to develop an ability to express and communicate in oral, and in written forms about fashion marketing
- Interact effectively with others to research and compile information on fashion marketing.

Fashion Marketing Journal Presentations to judge your exploration of fashion marketing.

Study group exercises to judge your ability to research fashion products, consumers and

marketplace and to apply basic marketing tools to evaluate the strategies of contemporary fashion companies

## **RECOMMENDED READING**

- Oeklers D (2003) Fashion Marketing South Western Education
- Clamp, L & Bhodanowitz J (1994) Fashion Marketing, London, Routledge
- **Book recommended:**  
Fashion marketing & merchandising by Pooja Chatley (Kalyani Publishers)

### **Library reference:**

Fashion Marketing by Mike Essay (Blackwell Series)  
Fashion Buying by Helen Goworek (Blackwell Series)

- You should also skim read and identify Fashion Marketing related articles from the popular daily press  
Mintel Reports, Draper's Record, Retail Weekly, Marketing Weekly, & Marketing Journal

**BACHELOR OF FASHION BUSINESS MANAGEMENT  
SEMESTER III  
FASHION MERCHANDISING -I  
PAPER V  
3T5**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10**

## **OBJECTIVES-**

To understand merchandising functions. Sound understanding of key aspects of textile and garment manufacture.

To Communicate with the customer: oral, written, visual, and electronic communication.

To Study market and consumer trends. Keep updated on designers and merchandise market Issues in merchandising and fashion retailing, Principles of marketing, Research in fashion merchandising and make forecast based on the information you collect. Fashion merchandising

## **UNIT I**

- Merchandising: Definition of merchandising
- Functions of merchandising division
- Role and responsibilities of a merchandiser-
- Different types of buyers -Communications with the buyers -awareness of current market trends –
- Product development -line planning line presentation.

## **UNIT II**

- Organizing for Fashion Merchandising
- Evolution of merchandising in the Hong Kong clothing industry.
- Structure of the merchandising function.



- Roles and responsibilities of merchandisers in the trading and manufacturing sector.
- Understanding continuous organizational development for improving the company performance.

### **UNIT III**

- Merchandising Planning
- Linking corporate strategic planning to merchandising planning.
- Analyzing the merchandising environment in terms of market trends, economic conditions, technological advancements, competition and regulations.
- International trading of textiles and clothing.
- Developing short-term and long-term merchandising strategies.
- Developing planning systems to facilitate information flow and planning flexibility.
- Issues and controversies of fashion merchandising planning;
- The concept of feedback systems in the stochastic fashion merchandising environment.

### **UNIT IV**

- Merchandising Control
- Facilitating the setting up of self-monitoring and feed-back systems in the fashion merchandising function in relation to the organisation;
- Human and systems aspects and issues.
- Controls in open-ended situations.
- Analyses of the system in regard to profitability control, pricing control, material control, delivery control, and merchandise quality assurance

**Internal assessment:15 marks will be based on the assignments given on the above units.**

- References:**
1. Emily M. Mauger, Modern Display Techniques, Fairchild Pub., 1964.
  2. Frank A. Rowe, Display Fundamentals, Display Publishing Co., 1965.
  3. Visual Merchandising, (monthly trade journal)
  4. Richard Carty, Visual Merchandising: Principles and Practices, MPC Pub.
  5. Cahan and Robinson, Practical Guide to Visual Merchandising, John Wand Sons, 1984

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER IV**  
**PATTERN DESIGNING- II**  
**PAPER I**  
**4T1**

**Total marks -100**  
**Theory Marks + IA: 40+10**  
**Practical+IA = 40+10**

**OBJECTIVES-**

1. Demonstrate knowledge of commercial basic paper pattern manipulation and alterations necessary for fitting individual forms.
2. Development of basic slopers.
3. Understanding of bodice/shirt, skirt, and dress pattern drafting.
4. Interpretation of designs in half-scale and full size paper patterns, muslin, and fashion fabric.
5. Understanding and application of garment grading and fit.

**UNIT I**

- Style reading: Preparation of dress form and draping fabric for various garments-
- Advantages of draping style.
- Flat pattern techniques: Fitting and pattern alteration :fitting-definition-principles of a good fit.
- Causes for poor fit ,checking the fit of a garment, solving fitting problems in various garments-
- Basic principles, fitting techniques

**UNIT II**

- Pattern Alterations: Importance of altering patterns .
- Principles of pattern alterations, common pattern.
- Pattern making by manipulation of dart -elementary and advanced dart manipulation.
- Manipulation as seen through existing suppression points (bust points), away from suppression points, as gathers or tucks.
- Darts types of dart Methods: Slash and spread method, pivot method,

**UNIT III**

- Grading: Principles and technology of grading.
- Standard size block patterns -grading techniques for half-size and full-size patterns -
- Computer grading
- Identify grading standards.
- Identify growth areas.
- Use X and Y scale

- Grading methods and techniques
- Principles of grading

#### **UNIT IV**

- Pattern Grading: Master grades-basic back grading-basic front grading-basic sleeve grading-basic collar
- Garments sizing and surveys: women's grading increments reference-area commentaries-
- Selecting a grading system.
- Multi track grading: track grading-simplified two dimensional system-trouser grading
- Jacket. grading-shirt sizing and grading-
- Men's waistcoat-grading and size charts

#### **Practical work will be based on all the 4 units**

To demonstrate the knowledge of pattern drafting in the designing, manipulation, and development of patterns using manual and CAD drafting systems:

Select and use appropriate drafting tools including but not limited to a designer's neckline curve, French curve, hip curve, ruler and L square.

Develop a direction sheet as well as other instructional materials to facilitate the construction preparation techniques, including choice and preparation of fabric, pattern layout, marking and cutting for a newly created pattern

#### **1.Prepare basic patterns and do variations**

**2.Grade the basic patterns** .Designate the growth areas within a pattern to grade according to an X and Y scale.

Draft The Paper Pattern And Do Grading For The Following

.Salwar-Kameez ,Middy top and skirt,

#### **1.Design garments on the following themes and drape the same on dummies'**

2.Nature themes

**BACHELOR OF FASHION BUSINESS MANAGEMENT  
SEMESTER IV  
GARMENT TECHNOLOGY -II  
PAPER II**

**4T2**

**Total marks -100  
Theory Marks + IA: 40+10  
Practical+IA = 40+10**

**OBJECTIVES-**

I)To learn Making-up methods of apparel products

The sewing up sequences and techniques for the making up of various apparel products (II)To Enable Technologies for Making-Up

The equipments and the techniques involved in the apparel making up operations (e.g., cutting, fusing, sewing, pressing, and finishing operations)

(III)To learn Problems Encountered in Apparel production

**UNIT I**

- Garment construction : Introduction to sewing machines-its parts-
- Sewing machine control-
- Common problems and its remedies
- Stitches: Classification –constructive stitches-temporary and permanent stitches
- Standards for good stitches.

**UNIT II**

- Seams: definition, types of seams and seam finishes.
- Suitability and application in various garments. hem finish
- Fullness: definition, methods of introducing fullness in garments-gathers, pleats, flares,
- flounces, smocking, tucks & darts,
- Methods of controlling fullness.
- Neck Finishes: definition of finishes, facing, binding, fitted facing, bias-true bias-
- joining bias strip

**UNIT III**

- Collars: Definition, factors to be considered in designing collars,
- Classification of collars-Ripped collar, Chinese collar, full roll collar, partial roll collar,
- square collar, Peter pan collar, shirt collar, scalloped collar, sailor collar, puritan collar, tie
- collar, turtle collar and shawl collar.
- Pockets: Selection of pockets design, constructing pockets, patch-pocket, bound pocket,
- welt pocket, pocket in seam and front hip pocket.

#### **UNIT IV**

- Yoke: creating variety in yoke designs, preparing yokes, type yokes, attaching yokes.
- Plackets: types of plackets-shirt placket, lapped seam, zipper placket, tailors placket, one piece placket, two piece placket ,fly opening and zipper method.
- Skirts: its type, adding fullness and controlling fullness, finishing skirts
- Sleeves: Making and constructing sleeves-set in sleeves, sleeves with bodice style and
- sleeveless styles.

#### **PRACTICALS-**

##### **.Construct, finish and press the same using the drafted patterns**

.Bodice

.Cuffs

.Sleeves.

.Yokes

.Pockets

.Collars

.Plackets

6.Shirt,T-shirt

##### **References:**

1. Jacob Solinger., " Apparel Manufacturing Handbook ", VanNostrand Reinhold Company (1980).

2. Peyton B .Hudson., " Guide to Apparel Manufacturing ", MEDIAppearal Inc (1989) ISBN: 0 - 945116-08-X.

3. Carr.H, Latham. B., " The Technology of Clothing Manufacture ", Blackwell Scientific Publications (1988).

4.Mary Mathews ,“Practical clothing construction” Thomson &co.,madras,1974.

**BACHELOR OF FASHION BUSINESS MANAGEMENT  
SEMESTER IV  
QUALITY MANAGEMENT IN APPAREL INDUSTRY-II  
PAPER III**

**4T3**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10**

**OBJECTIVES**

In this subject student will be made fully aware of different quality standards and their maintenance during manufacturing processes for the total quality concept

**UNIT I**

- Pressing: reasons for pressing,
- Fabric characteristics, pressing equipment's,
- Conditions and types of pressing

**UNIT II**

- Packaging and folding:
- Criteria for packaging, packaging and folding,
- Specifications and standards for packaging, materials and equipments used for packaging, Packaging Design & Satisfaction tests.
- Fabric specification -cloth defects -four point system -shrinkage potential.

**UNIT III**

- Garment specification -manufacturing specification –
- Name of operation and associated details in respect of sewing,
- Dyeing and washing of garments.
- Garments testing-seam strength, seam slippage ,garment checking procedure,
- Interlining-peel bond strength Style features -trims specification stitch specification

**UNIT IV**

- Garment dimensions and tolerances. Size Scale
- Quality of trims and accessories. Defects in garments and their remedies
- A, B and C zones in a garment with respect to defects.
- Quality management concepts -quality control and inspections
- S.Q.C. -acceptance sampling -T.Q.M.
- I.S.O. Laboratory testing for quality and performance.

## **INTERNAL ASSESSMENT 10 MARKS**

**Student must be taken to textile Industries/Mills for practice and study of inspection and quality control operations. And prepare a report**

### **References:**

1. Mehta V., " Managing quality in the apparel industry ", New Age International, Chennai, 1998.
2. Sigmon, D.M., Grady P.L., and Winchester S.C., " Computer Integrated Manufacturing and Total Quality Management ", Textile Progress, The Textile Institute, Manchester, 1998.
3. Laing, R.M. and Webster J., " Stitches and Seams ", The Textile Institute, Manchester, 1998.
4. Glock R.E. and Kunz G.I., " Apparel Manufacturing: Sewn Product Analysis ", Prentice Hall, 1995.
5. Mehta P.V. " An Introduction to Quality Control for the Apparel Industry ", Marcel Dekker, 1992.
6. Cooklin G., " Garment Technology for Fashion Designers ", Black

**BACHELOR OF FASHION BUSINESS MANAGEMENT  
SEMESTER IV  
FASHION MARKETING-II  
PAPER IV  
4T4**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10**

### **OBJECTIVES-**

To introduce you to the concept of fashion marketing and offer an insight into the methods of working, knowledge and skills involved in the fashion marketing programme.

To encourage your exploration of the fashion product, customer and marketplace

To start to develop your knowledge of basic marketing research skills and tools.

Enable you to identifying basic marketing strategies of contemporary fashion companies

### **UNIT I**

- Identifying the marketing strategies of fashion companies.
- Contemporary fashion companies involved in the marketing of fashion.
- Introduction to the wider environment
- Fashion companies operate.

## **UNIT II**

- Understanding learning types
- Relevance to your learning and working in teams.
- Presenting information in fashion marketing reports.
- Fashion marketing planning

## **UNIT III**

- Marketing communication.
- Organization of the Apparel Business :
- Introduction to apparel industry –
- Organization of the apparel industry
- Types of exporters Business concepts applied to the apparel industry

## **UNIT IV**

- International trade.
- Marketing Functional organization of an apparel firm.
- Responsibilities of a marketing division -marketing objectives and Strategies -
- Marketing research -Types of markets:
- Retails and wholesale strategies for Marketing plan.
- Labeling and licensing.

## **INTERNAL ASSESSMENT -10 MARKS**

- Demonstrate the ability to source, navigate and select information, relevant to fashion marketing, from a variety of sources and to review, discuss and evaluate this information in relation to your learning on this course.
- Demonstrate knowledge of basic marketing skills and tools and to apply these tools with guidance from your tutor
- Demonstrate an appetite for learning in your exploration of fashion marketing.
- Discuss your reflections, review and evaluation of information, your experiences and observations that relate to the marketing of fashion.
- Started to develop an ability to express and communicate in oral, and in written forms about fashion marketing
- Interact effectively with others to research and compile information on fashion marketing.

Fashion Marketing Journal Presentations to judge your exploration of fashion marketing.

Study group exercises to judge your ability to research fashion products, consumers and

marketplace and to apply basic marketing tools to evaluate the strategies of contemporary fashion companies

## **RECOMMENDED READING**

- Oeklers D (2003) Fashion Marketing South Western Education



- Clamp, L & Bhodanowitz J (1994) Fashion Marketing, London, Routledge
  - Book recommended:**
  - Fashion marketing & merchandising by Pooja Chatley (Kalyani Publishers)
  - Library reference:**
  - Fashion Marketing by Mike Essay (Blackwell Series)
  - Fashion Buying by Helen Goworek (Blackwell Series)
  - You should also skim read and identify Fashion Marketing related articles from the popular
  - daily press
- Mintel Reports, Draper's Record, Retail Weekly, Marketing Weekly, & Marketing Journal

**BACHELOR OF FASHION BUSINESS MANAGEMENT  
SEMESTER IV  
FASHION MERCHANDISING-II  
PAPER V  
4T5**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10**

**OBJECTIVES-**

To understand merchandising functions. Sound understanding of key aspects of textile and garment manufacture.

To Communicate with the customer: oral, written, visual, and electronic communication.

To Study market and consumer trends. Keep updated on designers and merchandise market Issues in merchandising and fashion retailing, Principles of marketing, Research in fashion merchandising and make forecast based on the information you collect. Fashion merchandising

**UNIT I**

- Fundamentals of Visual Merchandizing applications, Trends.
- Basic creative settings. Aspects of visual presentation.
- Promotion Channels of distribution. Product identification.
- Graphics and signage

**UNIT II**

- Store Window , Techniques of display. Interior composition.
- Trade Show , Fashion show. Exhibitions.
- Static displays. Signage and promotion.
- Future of Visual Presentation
- Changing face of marketing.

- The History and Development of Fashion Visual Merchandising.

### UNIT III

- Tracing the historical development of “ window dressing”
- Fashion Visual Merchandising – the „Face“ of the Fashion Retail Store.
- Store image, positioning and competitive marketing edge. Different types of retail stores and concepts.
- Environments of Visual Merchandising ,Store exteriors, interiors and windows – image, atmosphere & theatrics.
- Elements of Visual Merchandising. Strategic use and deployment of such elements for maximum impact and results. Display props, fixtures, mannequins, floral, signage & graphics.
- Design Principles and Composition , Balance and emphasis , Harmony, proportion and rhythm

### UNIT IV

- The Theories of Color ,Color definitions, systems and scheme
- Lighting and Sound Effects , Light and sound as selling tools.
- Functions of Visual Merchandising, Store Image , Corporate Brand Image
- Evaluating Visual Merchandising Proposals/Ideas , Planning, budgeting & cost control in visual merchandising.
- Future Trends of Fashion Retailing and Visual Merchandising , Visual merchandising strategies , Visual Merchandising in the world of E-tailing; on the Internet.

**SESSIONALS – Sessional Work will be based on the assignments given on the above units.**

**Textbooks:** Visual Merchandising and Display by Martin Pegler.

#### References:

1. Emily M. Mauger, Modern Display Techniques, Fairchild Pub., 1964.
2. Frank A. Rowe, Display Fundamentals, Display Publishing Co., 1965.
3. Visual Merchandising, (monthly trade journal)
4. Richard Carty, Visual Merchandising: Principles and Practices, MPC Pub.
5. Cahan and Robinson, Practical Guide to Visual Merchandising, John Wand Sons, 1984.
6. D. Sinha., -" Export Planning and Promotion ", -IIMS, Calcutta (1989).
7. Tuhin K. Nandi., -" Import -Export Finance ", -IIMS, Calcutta (1989).
8. Elaine Stone, Jean A. Samples., -" Fashion Merchandising ", McGraw Hill Book Company (1985) ISBN: 0 -07 -061742 -2.
9. S. Shivaramu., -" Export Marketing -A practical guide to Exporters ", Wheeler Publishing ( 1996) ISBN: 81-7544-166-6.
10. J.A. Jarnow, M.Guerreiro, B.Judelle., -" Inside the Fashion Business " ,

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER V**  
**GLOBAL FASHION BUSINESS I**  
**PAPER I**  
**5T1**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10**

**UNIT I**

- Introduction to the global fashion industry.
- Analysis of the business of fashion; how it is conceived, marketed and sold.
- Overview of important resources, companies and personnel who impact the industry
- International Trade & FDI in Textiles and Clothing,

**UNIT II**

- Global perspective on the production and marketing of textiles.
- Apparel; historical, geographic, and economic factors that influence the world trade
- in soft goods.
- Market developments and trade policies/agreements.
- Import-Export Policies .

**UNIT III**

- Globalisation of fashion business
- Internationalization of clothing business;
- Licensing, franchising and sub-contraction
- Outward processing arrangement (OPA);

**UNIT IV**

- Multi-national corporations .
- Foreign direct investment of textile and clothing
- Joint ventures and wholly-owned setups; strategic alliances;
- Evaluation of investing host countries;
- Potential markets for fashion business

**SESSIONALS – Sessional Work will be based on the assignments given on the above units.**

**References**

- 1.Darlie O. Koshly, “Effective export Marketing of Apparel”,Global Business Press 1996
- 2.Hearle J.W.S.,Hines T., and Suh M (Eds) “Global marketing Of Textiles:Journal Of Textile Institute special issue” The textile institute 1997
- 3.Dickerson K. G. “Textiles and Apparel in the global economy” Prentice Hall,3rd Ed1998.

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER V**  
**FASHION RETAIL MANAGEMENT & SALES PROMOTION-I**  
**PAPER II**  
**5T2**

**Total marks -50**  
**Theory Marks : 40**  
**Internal assessment:10**  
**Practical-**

**Objectives-**

Students will learn about all aspects of fashion retail including store management, customer service, visual merchandising, buying, technology, IT and marketing through a blend of work based learning :

**UNIT I**

- Retailing- department stores, apparel speciality stores, discount retailing, franchise
- retailing, malls, direct selling, internet selling, catalogue selling, etc
- Retailing in fashion merchandising & formation: history development of fashion
- retailing
- Types of retailing
- Retail Organization and Structure , Functions of retail organisations Organization design issues
- Retail Human Resource Management ,Fashion retail human resource environment Motivation and leadership
- Employee recruitment and selection ,Employee appraisal and compensation
- Training and supervision

**UNIT II**

- Retail Customer Service ,Nature of customer service ,Customer evaluation of service
- quality Effective selling
- Retail Location Analysis ,Trade-area Analysis ,Site Selection , Location planning techniques
- Financial Systems in Retail Operations , Profit planning ,Asset management
- Budgeting , Resource allocation
- Store Layout , Store Layout planning , Size and Space allocation ,Store Atmosphere
- Store Merchandise Maintenance

**UNIT III**

- Management- Concepts, Principles & Characteristics
- Advertising
- Sales promotion techniques
- Exhibitions & sales, fashion shows (concept and presentation skills, publicity campaigns.)

Advertising: The background of advertising and its social implications -a framework of advertising, history of advertising –

#### **UNIT IV**

Advertising and the economy, advertising and society, control of advertising  
The Organization of Advertising:

The advertising department  
Manufacturers - media and  
retailers The Advertising agency.

Advertising Management: Advertising and marketing planning, the opportunity  
for advertising and marketing mix, sales promotion, the advertising expenditure,  
advertising. Consumer behavior, marketing intelligence, evaluation advertising effectors,  
the marketing plan -An example

**PRACTICAL WORK- 25 marks Assignment should be based on all the above 4 units**

#### **Reference:**

Fashion Marketing by Mike Essay (Blackwell  
Series) Fashion Buying by Helen Goworek  
(Blackwell Seri:

1. Donald.S. Tull., Del I. Hawkins, "Marketing Research -Measurement methods", Prentice Hall of India, 1997.
- 2 S.A.Chuawala, K.C.Sethia, "Foundations of Advertising -Theory and Practice", Himalaya Publishing House, 1997.
- 3 Ronald .M. Weiers, "Marketing Research", Prentice Hall Inc., 1984
- 4 Paul. E.Green, Donalds Tull and GERALD ALBUM, "Research for Marketing Decisions", Prince Hall Inc., 1999
5. Harper.W.Boyd, Jr. Ralph West Stanley F Stasch, "Marketing Research", Richard D Irwin Inc., 1994
6. James S.Narris, "Advertising", Prentice Hall Inc., 2000
7. David A.Aaker, Rajeev Patra, John G.Myers, "Advertising Management", Prentice Hall of India, 1994.

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER V**  
**ENTREPRENEURSHIP DEVELOPMENT-I**  
**PAPER III**  
**5T3**

**Total marks -50**  
**Theory Marks : 40**

**Internal assessment:10**

**Practical-**

**OBJECTIVES--**

To study the entrepreneurship concepts as applied to manufacturers and retailers of apparel including product development, accounting and control, merchandising and buying, operation and management, advertising and promotion. Procurement management. Tax regimes. Institutional clearances.

**UNIT I**

- Definition of an entrepreneur Entrepreneurship Management And Ownership,
- Contrast entrepreneurship with management
- Entrepreneur: Their Characteristics, Role of an entrepreneur in Industrial development,.  
Starting A New Business, Business Planning/ Strategic Planning And  
Strategic Management, Site Selection And Layout ,. Establishing New Venture

**UNIT II Opportunities for Entrepreneurship,**

- Meaning and Definition of SSI, Ancillary industry,
- Importance of SSI, Government policies for SSI.
- Basic criteria for final selection of a business opportunity, Amount of investment,
- Nature of technology. Input requirement for setting up SSI,  
Institutional support to SSI at State & National level. Products Identification  
in various fields,

**UNIT III**

- Causes of industrial disputes ,
- Machinery for settlement of disputes,
- Idea of risk management.
- What is a Business Plan? The Need for a Business Plan, Define the structure of
- a business plan,

- Discuss the critical elements of an effective business plan,

## UNIT IV

- Preparing a Business Plan:
- Forecasting Developments and Charting an Action Plan
- Identifying the Product/Service
- Evaluating the Business Venture
- Market Research and Feasibility Study;
- Differentiate the feasibility study and the business plan,
- Identify requirements for venture feasibility

## PRACTCAL MARKS Should cover all the topics of unit

### References

- .Peggy A. Lambing (1999), Entrepreneurship, 2/e. Prentice Hall.,  
.David Carson, Stanley Cromie & Pauric McGowan (1996), Marketing and Entrepreneurship in SME's: An Innovative Approach, 1/e. Prentice Hall  
.Donald E. Vaughn (1997), Financial Planning for the Entrepreneur, 1/e. Prentice
- Hall.4.William L. Megginson, Mary Jane Byrd & Leon C. Megginson (1999), Small Business Management: An Entrepreneur's Guidebook, 3/e. McGraw Hill.  
5.Cengiz Haksever et al (1999),
- Service Management and Operations, 2/e. Prentice Hall. 6.Sally Jones (1999), Principles of Taxation for Business and Investment Planning, 3/e. McGraw Hill.  
7.Barjoyai Bardai (1996), Indian Tax
- .Business Today(Magazine)
- Businessworld (Magazine) 13.Merrill Lynch, "How to Read a Financial Report"  
.Stancill, "How Much Money Does Your New Venture Need?" HBR May-June 1986  
15.Siegel, "Financial Plan ,"
- Business Plan Guide Chp 13 16.Sahlman, "How to write a great business plan," Harvard Business Review 17.Rich & Gumpert, "How to write a winning business Plan," The Entrepreneurial Venture



**BACHELOR OF FASHION BUSINESS MANAGEMENT  
SEMESTER V**

**PRODUCTION MANAGEMENT  
PAPER IV  
5T4**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10**

**Objective :** The students have to have understanding of Production Management Process and others important department like HR, Finance & Material Management

**UNIT I** Introduction to all sectors of Textile Industry

- Identification of Business opportunities ]
- Different forms of Business organization
- sole, partnership,
- co-operative,
- public sector . ]
- Small Scale Industry – Objectives & Functions

**UNIT II**

- Importance of management : Definition of Administration, Management, Organisation.
- Functions of section like Production Finance, Personnel in Industry
- Functions and principles of management
- Motivation : Concept, methods.

**UNIT III**

- Introduction to costing, calculation of manufacturing price & market price
  - a. Direct & indirect cost
  - b. Depreciation : Concept, definition, methods
  - c. Short term & long term capital
  - d. Break even analysis : concept

#### **UNIT IV**

- New Textile policy and its impact on all sectors
- Growth and development Textile Industry of
- Cotton, wool, silk
- Man-made fiber and garment Industry.
- Total quality Management : Importance and tools
- International standards : Concept and certification

#### **INTERNAL-15 MARKS**

- A. Prepare a project report for any one of the following
- i. Sericulture
  - ii. Weaving Unit
  - iii. Design Studio
  - iv. Knitting Unit
  - v. Printing Unit
  - vi. Dyeing Unit

#### **REFERENCE:**

1. Gupta S.P. : Management Accounting
2. Chandak : Entrepreneurship Development
3. Philip & Kotter : Marketing Management
4. Gowekar Acharya : principles of business Organization
5. O.P. Khanna : Industrial organization & management.
6. Vasant Desai : Dynamics of Entrepreneurial Development & Management

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER V**  
**ACCESSORY DESIGNING**  
**PAPER-V**  
**5T5**

**Total marks -50**  
**Theory Marks : 40**

**Internal assessment:10**  
**Practical-**

**Objective**

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

**Contents**

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

- Material exploration- Develop a set of jewellery with any material and a set of eco friendly material.
- Accessories: - Designing of accessories- hats, belts, bags, footwear's and hair accessories.
- Material exploration- Develop any accessory from the above mentioned items.

TERMWORK 25 marks: Prepare samples of jewellery hats, belts, bags, footwear's and hair accessories. □

**REFERENCES:**

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

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER VI**  
**GLOBAL FASHION BUSINESS-II**  
**PAPER I**  
**6T1**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10**

**UNIT I**

- Operation of international enterprise
- Control mechanisms and problems of foreign subsidiaries
- Host government investment regulations;
- Humanitarian policies and worker rights;
- Financial management and exchange rate issues.

**UNIT II.**

- . Global market competition
- Quick response requirements and supply chain management;
- Changing buyers'' behaviour and regional purchase practices;
- Eco-regulations of importing countries; transshipment problems;
- The competitive edge of Hong Kong and China as emerging powers in the global
- fashion market.

### **UNIT III**

- What is a brand? Branding as an assurance of originality and quality.
- Brand image and liability.
- The internet as a medium for branding.
- Case studies: Nike, Mc Donald's, Levi Strauss, Diesel, etc.
- Globalisation and branding. Intellectual Property issues.
- Branding and the media. Branding and wealth creation.
- Global brands from emerging markets.

### **UNIT IV**

- Export marketing of Apparel, global scene, Prospects For India Apparel in Overseas market, globalization GATT & WTO
- Multi fibre Agreement and Bilateral Textile agreements signed by India with importing quota countries. NAFTA, AGOA:
- Govt of India ,s export entitlement policy on garment exports.
- AEPC's role in the administration of export entitlement policy.
- Free Trade Zones;How to start a garment Exporting company:
- Export contracts;Documents connected with exports;exchange control regulation relating to exports

**Internal assessment:10 marks will be related to all the 4 units**

### **References**

- 1.Darlie O. Koshly, "Effective export Marketing of Apparel",Global Business Press 1996
- 2.Hearle J.W.S.,Hines T., and Suh M (Eds) "Global marketing Of Textiles:Journal Of Textile Institute special issue" The textile institute 1997
- 3.Dickerson K. G. "Textiles and Apparel in the global economy" Prentice Hall,3rd Ed1998.

**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER VI**  
**FASHION RETAIL MANAGEMENT & SALES PROMOTION-II**

**PAPER II**

**6T2**

**Total marks -50**

**Theory Marks : 40**

**Internal assessment:10.**

**Objectives-**

Students will learn about all aspects of fashion retail including store management, customer service, visual merchandising, buying, technology, IT and marketing through a blend of work based learning :

**UNIT I**

- Different Kinds Of Advertising: Retail advertising
- Direct mail advertising, industrial advertising, and international advertising.
- Advertising Media Planning and Selection:  
Advertising media planning, newspapers, consumer magazines,

**UNIT II**

- Firm publications and business publication, television, radio,
- Out of home media, other media Advertising Creativity:
- Advertising and the creative process, advertising copy, layout, story boards and arts,
- print and broadcast, creativity -example
- Non Commercial Advertising And Branding

**UNIT III**

- Managing the fashion retail business
- Nature of the fashion retail business
- The dynamic and volatile retail environment; issues and problems
- Types of retail institutions and their competitive strategies.
- Understanding fashion consumers and their buying behaviour.

**UNIT IV**

- Managing fashion retail operations; retail accounting and control, retail organization and retail human resources management.
- Merchandise planning, buying and control.
- Fashion retail marketing mix strategies; retail image and branding.
- Fashion diffusion and adoption; relationship to consumers' fashion choice.

- Patronage behaviour of apparel shopping. Service quality: importance to fashion retailing; measurement scales.
- Recent trends and strategies of fashion retailers: franchising, e-tailing,
- Globalisation of retail business. Distribution logistics in fashion retailing
- Developing and maintaining competitive advantages in fashion retailing.
- Management Skills in the Fashion Retail Industry:

**Internal assessment:10 marks will be related to all the 4 units**

**Research, compare and contrast the strategies of different retailers and evaluate their current and future performance, taking into consideration the wider environment and marketplace, in response to a given brief, with guidance from your tutor.**

**Plan, organise and present a written report and presentation on market analysis.**

**References:**

Fashion marketing & merchandising by Pooja Chatley (Kalyani Publishers)  
 Fashion Marketing by Mike Essay (Blackwell Series)  
 Fashion Buying by Helen Goworek (Blackwell Seri:

1. Donald.S. Tull., Del I. Hawkins, "Marketing Research -Measurement methods", Prentice Hall of India, 1997.
- 2 S.A.Chuawala, K.C.Sethia, "Foundations of Advertising -Theory and Practice", Himalaya Publishing House, 1997.
- 3 Ronald .M. Weiers, "Marketing Research", Prentice Hall Inc., 1984
- 4 Paul. E.Green, Donalds Tull and GERALD ALBUM, "Research for Marketing Decisions", Prince Hall Inc., 1999
5. Harper.W.Boyd, Jr. Ralph West Stanley F Stasch, "Marketing Research", Richard D Irwin Inc., 1994
6. James S.Narris, "Advertising", Prentice Hall Inc., 2000
7. David A.Aaker, Rajeev Patra, John G.Myers, "Advertising Management", Prentice Hall of India, 1994.



**BACHELOR OF FASHION BUSINESS MANAGEMENT**  
**SEMESTER VI**  
**ENTREPRENEURSHIP DEVELOPMENT II**  
**PAPER III**

**6T3**

**Total marks -100**

**Theory Marks + IA: 40+10**

**Practical+IA = 40+10**

**OBJECTIVES--**

To study the entrepreneurship concepts as applied to manufacturers and retailers of apparel including product development, accounting and control, merchandising and buying, operation and management, advertising and promotion. Procurement management. Tax regimes. Institutional clearances

**UNIT I      Enterprise Management:**

- o Identify mechanisms of and requirements for growth of a venture,
- o Describe effective organizational structures,
- o Discuss the operational challenges for entrepreneurships, Review
- o Alternative operations strategies for adapting an organization to changes in the Market place,

**UNIT II**

- Differentiate entrepreneurial and traditional corporate career paths,
- Organizational structure relevant to small organization,
- Procedures involved in the management of man, machine, material and methods
- of production and operation.

**UNIT III      Financing Business**

- Type of capital, importance of financial management in context to small scale
- industry,
- Sources of Debt Financing, Sources of Equity Financing,
- Financial Controls
- Marketing Products

**UNIT IV**

- Creating the Marketing Plan, Pricing for Profit,
- Creative Advertising and Promotion.
- Overview and analysis of successful entrepreneurs (such as Jamshedji

- Tata,G.D. Birla, Aditya Birla, Dirubhai Ambani, Azim Premji etc.) ,
- Discussion of Indian business environment

## **PRACTICAL**

### **Case Studies**

Overview and analysis of successful entrepreneurs

such as Jamshedji Tata,G.D. Birla, Aditya Birla, Dirubhai Ambani, Azim Premji etc.) Overview and analysis of successful women entrepreneurs any five

### **References**

- .Peggy A. Lambing (1999), Entrepreneurship, 2/e. Prentice Hall.,
- .David Carson, Stanley Cromie & Pauric McGowan (1996), Marketing and Entrepreneurship in SME's: An Innovative Approach, 1/e. Prentice Hall
- .Donald E. Vaughn (1997), Financial Planning for the Entrepreneur, 1/e. Prentice
- Hall.4.William L. Megginson, Mary Jane Byrd & Leon C. Megginson (1999), Small Business Management: An Entrepreneur's Guidebook, 3/e. McGraw Hill. 5.Cengiz Haksever et al (1999),
- Service Management and Operations, 2/e. Prentice Hall. 6.Sally Jones (1999), Principles of Taxation for Business and Investment Planning, 3/e. McGraw Hill. 7.Barjoyai Bardai (1996), Indian Tax
- .Business Today(Magazine)
- Businessworld (Magazine) 13.Merrill Lynch, “How to Read a Financial Report” .Stancill, “How Much Money Does Your New Venture Need?” HBR May-June 1986 15.Siegel, “Financial Plan ,”
- Business Plan Guide Chp 13 16.Sahlman, “How to write a great business plan,” Harvard Business Review 17.Rich & Gumpert, “How to write a winning business Plan,” The Entrepreneurial Venture
- Chp 10 18.WebCafe: Ernst & Young, "Guide to Producing a Business Plan" 19.Merrill Lynch, “How to Read a Financial Report” 20.Stancill, “How Much Money Does Your New Venture Need?” HBR
- May-June 1986 21.Siegel, “Financial Plan,” Business Plan Guide Chp 13 22.“Alternative Sources of Financing,” HBS (9-384-187) 23.Internet: Background on Wharton Entrepreneurial Programs
- (www.wep.wharton.upenn.edu) 24.WebCafe: Ernst & Young, "Guide to Producing a Business Plan"
- .WebCafe: Steve Jurvetson and Tim Draper, “Viral Marketing”

# **BACHELOR OF FASHION BUSINESS MANAGEMENT**

## **SEMESTER VI**

### **RESEARCH PROJECT VIVA/INTERNSHIP 6T4**

**Total : 150 Marks**

**Project :80 Marks**

**Viva : 20 Marks**

**Internship : 50**

#### **The objectives:**

1. to develop an ability to undertake research, analysis or design given an appropriate level of supervision;
2. to develop objectives and program of work;
3. to collect information, assess it and present it in an orderly and coherent form; and
4. to be able to work a document which presents clearly findings related to the study.

•**RESEARCH PROJECT**- Should be related to fashion Business viva will be taken by an external examiner .

#### • **INTERNSHIP**

- 1 month internship in the Fashion Retail stores and outlets and Finally Forming a business report , its type, its working, its departments and personnel, jobs undertaken, references, Observations, Precautions, etc.
  - The report should have a detailed information about the working of stores the student joined for entrepreneurship, the type of industry(public sector/ private/partnership), the names of directors, the departments of the stores, its personnel, their working , the jobs being undertaken at the industry, the products being manufactured, the marketing of the products, the raw material being used, the clients, etc.
  - The report should also include the work done by the student during his/ her training, specifying what all new was learned during this period.
  - The report should be accompanied by the training certificate from the industry.
  - It should be signed by the student.
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