

JAMAL MOHAMED COLLEGE (Autonomous), Tiruchirappalli-620 020
PG Programme –Course Structure under CBCS

(For the candidate admitted from the academic year 2017-2018 onwards)

SEM	Course Code	Course	Course Title	Ins.Hrs / Week	Credit	Marks		Total	
						CIA	ESE		
I	17PFT1C1	Core– I	Advanced Textile Science	6	5	25	75	100	
	17PFT1C2	Core – II	Advanced Knitting	6	5	25	75	100	
	17PFT1C3	Core– III	Advanced Pattern Techniques	6	4	25	75	100	
	17PFT1C4P	Core– IV	Computer Aided Fashion Designing – Practical - I	6	4	20	80	100	
	17PFT1CE1	Elective– I		6	4	25	75	100	
		TOTAL			30	22			500
II	17PFT2C5	Core– V	Quality Standards and Specifications	6	5	25	75	100	
	17PFT2C6	Core– VI	Export Documentation	6	5	25	75	100	
	17PFT2C7P	Core– VII	Computer Aided Fashion Designing – Practical - II	6	4	20	80	100	
	17PFT2C8	Core– VIII	Fabric Care	6	4	25	75	100	
	17PFT2CE2	Elective– II		6	4	25	75	100	
		TOTAL			30	22			500
III	17PFT3C9	Core– IX	Technical Textile	6	5	25	75	100	
	17PFT3C10	Core– X	Textile Management	6	5	25	75	100	
	17PFT3C11P	Core– XI	Fashion Draping and Construction - Practical	6	4	20	80	100	
	17PFT3C12P	Core– XII	Home Textiles – Practical	6	4	20	80	100	
	17PFT3CE3	Elective– III		6	4	25	75	100	
	17PFT3EC1	Extra Credit Course - I	Fashion Retailing	-	5*	-	100	100*	
		TOTAL			30	22			500
IV	17PFT4C13P	Core– XIII	Fashion Portfolio Presentation – Practical	6	5	20	80	100	
	17PFT4C14	Core– XIV	Entrepreneurial Development	6	5	25	75	100	
	17PFT4C15	Core– XV	Textile Economics	6	5	25	75	100	
	17PFT4PW	Project	Project	12	9	-	200	200	
	17PFT4EC2	Extra Credit Course - II	World Costumes	-	5*	-	100	100*	
		TOTAL			30	24			500
GRAND TOTAL						90			2000

***Not considered for grand total and CGPA**

Core Based Electives:

SEMESTER	CORE BASED ELECTIVE	
I	Textile Dyeing and Finishing	Computer Application in Fashion Designing
II	Research Methods and Statistics	Apparel Marketing
III	Home Science	Home Textiles

SEMESTER I: CORE I

ADVANCED TEXTILE SCIENCE

Subject Code :	17PFT1C1	Max. Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	5	External Marks :	75

Objectives:

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

UNIT-I: FIBER INTRODUCTION 18 Hrs

Fibers introduction, classification, merits and demerits of natural fibers and man made fibers. Production, Morphological structure, properties and uses –Cotton, Wool, Silk. Flax and Hemp- general properties and uses.

UNIT-II: REGENERATED CELLULOSE AND FIBERS 18 Hrs

Regenerated Cellulose fibers, Rayon, Modal, Polynosic, Cellulose acetate, Triacetate, Lyocell, Tencel. Production and Properties, # General properties and uses #.

UNIT-III: SYNTHETIC FIBERS 18 Hrs

Synthetic Fibers – High Tenacity Nylon, High tenacity polyester, poly – acrylo – nitril fibers - Physical structure, physical and chemical properties and uses . Electrometric fibers # (Spandex and Lycra) – fiber, properties and uses #. Texturisation- types (simplex and complex yarns)and uses.

UNIT-IV: YARN MANUFACTURING 18 Hrs

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

UNIT-V: NANOTECHNOLOGY APPLICATIONS IN TEXTILES 18Hrs

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

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

TEXT BOOKS:

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

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

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

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

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

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

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

Books for References:

1. Castelino.I, "Fashion Kaleidoscope", Rup and Co., 1994.
2. Wiley. J, "Theory of Fashion Design", Johnwiley and Sons, Inc, New York, 1990.
3. Stecker.P, "The Fashion Design Manual", Macmillan, Australia, 1997.
4. Sharon Lee Tate, "Inside Fashion Design", Harper and Row Publication, New York, 1998.
5. A.J.Hall. "The Standard Hand Book Of Textiles" wood head publishing 8th edition 2004.
6. S.P.MISHRA," A Text Book Of Fibre Science& Technology", New Age International Ltd.

SEMESTER I: CORE II

ADVANCED KNITTING

Subject Code :	17PFT1C2	Max. Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	5	External Marks :	75

Objectives:

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

UNIT-I: INTRODUCTION 18Hrs

Knitting – Definition, #Classification# Evolution and History of Knitting – Hand and Machines.

UNIT-II: KNITTING TERMS 18Hrs

General terms and principles of knitting technology; machine knitting, machine description, elements of Knitted loop structure. Two methods of yarn feeding, # methods of forming yarn into the needle loops #.

UNIT-III: WEFT KNITTING 18Hrs

Weft Knitting – Classifications – #fabric characteristics# and derivatives of single jersey, rib, interlock and purl fabrics. Knitting action for plain and rib machines.

UNIT-IV: Warp Knitting 18Hrs

Warp Knitting – classification, comparison of warp and weft knitting # lapping variations # machine description and knitting cycle of Tricot and Raschel machine.

UNIT-V: FLAT KNITTING 18Hrs

Types and Classification – knitting elements – yarn path in flat knitting machine- knitting cycle. Flat knit fabrics. Development of Socks knitting # socks shaping#. Yarn passage and mechanism of socks knitting

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

TEXT BOOKS:

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

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

Books for References:

1. Terry Brackenbury, Knitted Clothing Technology, Blackwell Science Publications.
2. Samuel Raz, Flat Knitting Technology, Germany.
3. Smirfitt, An Introduction to Weft Knitting, Merrow Publications.
4. Cegielka L, The Knitting Industry: Present needs, Future Requirements, Vol 19, No.1, The Textile Institute 1988.
5. Dr. Anbumani (PSG) Knitting Technology, Coimbatore.

SEMESTER I: CORE III

ADVANCED PATTERN TECHNIQUES

Subject Code :	17PFT1C3	Max. Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	4	External Marks :	75

Objectives:

- To study the methods of pattern making and its alternation.
- To gain knowledge in drafting, draping and flat pattern alteration.
- To learn the techniques of good fit and layout.

UNIT-I: GRADING

18 Hrs

Grading- definition, sizes, principles, types, grading points, importance of manual and computerized grading and software's used for grading

UNIT-II: FITTING AND PATTERN ALTERATION TECHNIQUES

18 Hrs

Fitting- principles of fitting, #standards for a good fit#, definition ,merits and demerits for e-fitting, body scanner, 3D simulators. pattern alteration techniques- definition ,#merits and demerits for pivot#, slash& seam method- (length, width, front, back, sleeve)

UNIT- III: DRAPING

18 Hrs

Draping-tools and equipments used, principles and fitting methods, draping terminology- apex, balance, plumb line, tureing, blocking, blending, princess line, clipping and marking. draping techniques- dresses-bias, princess line, neckline- cowl, collar-mandarin, peter pan, yokes-shoulder, midriff, hip line.

UNIT-IV: DART MANIPULATION TECHNIQUE

18 Hrs

Dart manipulation technique- single dart, double dart, multiple dart series, darts away from bust point, darts in the form of gathers, stylized darts,

UNIT-V: LAYOUT

18 Hrs

Layout-importance, principles, types of layout,# importance of fabric estimation#, advantages , methods of estimating material requirement for garment- easy method and formula methods of estimation.

#.....# Self-Study Portion

TEXT BOOK :

Study Material Prepared By Department.

Unit I	Chapter I & II	
Unit II	Chapter I & II	Chapter II& III
Unit III	Chapter V & X	
Unit IV	Chapter III & IV	
Unit v	Chapter II	

Books for References:

1. Abling, Bina And Maggio, Kathleen, Intergrating Draping, Drafting And Drawing, Fairchild Book.Inc.
2. Connie Amaden Crawford, ” The Art Of Fashion And Design, Fairchild Publication.
3. Jaffe, Hible And Relin, Nurie, Draping For Fashion Design, Pearson Prentice Hall.
4. Helen Joseph Armstrong, ” Pattern Making For Fashion Design 2000, Doring Kindersley(India Pvt).
5. Sandra Betzina, Fast Fit-“ Easy Pattern Alteration For Every Figure” 2003, Taunton Pr.

SEMESTER I: CORE IV

COMPUTER AIDED FASHION DESIGNING PRACTICAL - I

Subject Code	:	17PFT1C4P	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	20
Credits	:	4	External Marks	:	80

Objectives:

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

1. Development of Croquies based on the Head Theories for Children in various Poses.	9 Hrs
2. Development of Croquies based on the Head Theories for Women in various Poses.	9 Hrs
3. Development of Croquies based on the Head Theories for Men in various Poses	9 Hrs
4. Development of Costumes based on the Head Theories using Grids.	9 Hrs
5. Texture Mapping and Virtual Fashion – Mapping of Simple Texture.	9 Hrs
6. Texture Mapping and Virtual Fashion – Stripped and Geometrical Design.	9 Hrs
7. Texture Mapping and Virtual Fashion – Checks and Printed Design.	9 Hrs
8. Texture Mapping and Virtual Fashion – One way and Overall Design.	9 Hrs
9. Create the Traditional costume of states in India – Both Men and Women.	9 Hrs
10. Create the historical costume of World Countries – Both Men and Women.	9 Hrs

SEMESTER I: CORE BASED ELECTIVE I

TEXTILE DYEING AND FINISHING

Subject Code :	17PFT1CE1	Max. Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	4	External Marks :	75

Objectives:

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

UNIT-I: FABRIC PREPARATORY PROCESS **18 Hrs**

Enzymatic pretreatment processing for Cotton, Silk and Wool, # Degumming for Silk, carbonizing for Wool #. .

UNIT-II: RECENT TRENDS IN DYEING **18 Hrs**

Dyeing – # meaning and importance #. Recent Trends – Microwave Dyeing, Super Critical CO₂ Dyeing, Ultrasonic Dyeing, Plasma Treated Dyeing – Principle, Mechanism and procedure for Dyeing.

UNIT-III: BASIC FINISHES **18 Hrs**

Finishing – purpose and importance – classification of Finishing – # Temporary Finishes– Calendering, Embossing, Starching, Stiffening #, Softening. Permanent Finishes – Sanforising, Mercerizing, Anti-Crease Finish, Durable Press Finish.

UNIT-IV: FUNCTIONAL FINISHES **18 Hrs**

Anti-Microbial – procedure, evaluation and its importance. Anti-Bacterial – procedure and its importance. Insect Repellant Finish – procedure, evaluation and its importance. # Flame Retardant Finish, Fireproof Finish #, Bullet Proof Finish, Water Repellant Finish, Water Proof Finish, Denim Finish, Resin Finish, Anti – Pilling Finish, Soil Release Finish, Silicone Finish.

UNIT-V: FINISHING TECHNIQUES **18 Hrs**

Mechanism and procedure of - # Padding Managle #, Sonicator techniques, Plasma, Nano Application, Microencapsulation.

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

TEXT BOOKS:

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

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

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

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

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

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

SEMESTER I: CORE BASED ELECTIVE I

COMPUTER APPLICATION IN FASHION DESIGNING

Subject Code	:	17PFTICE1	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	25
Credits	:	4	External Marks	:	75

Objectives:

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

UNIT-I: INTRODUCTION

18 Hrs

Introduction and Meaning for CAD, # Computer and Fashion Industry. Acceptance of New Technology #. Quick response Technology. CAD in today's Fashion Industry. Types of CAD Systems – Textile Design System, Illustration / Sketchpad System. Texture Mapping – Draping Software, Embroidery System, Specification and Costing System.

UNIT-II: SILHOUETTE

18 Hrs

Silhouette- Introduction # understanding shape # fabric selection and Silhouette, proportion, line, focal point, cut, fit and construction, Coordinating Silhouette, Rendering Silhouette, Computer rendering of Silhouette.

UNIT-III: SOFTWARE APPLICATION IN TEXTILES AND APPAREL MACHINERY

18 Hrs

Digitizing and grading system, Marker-Making Systems, Pattern Design Software, Robotics and Garment moving Technology. # Commercial Software Systems #.Knitting Machines, Embroidery Machines, Cutting, Spreading, Pattern Making Machine.

UNIT-IV: COLOUR AND FABRIC SELECTION

18 Hrs

Colour –Introduction, Colour systems, working with Colour, understanding the Colour wheel, Colour and apparel industry, communicating Colour, Colour and digital word, Colour for visualization versus Colour for production, # Computer Colour Matching #. Fabric selection process, organizing the fabrics, designing textiles, printed fabrics using scanner, Computerized pattern generation.

UNIT-V: PRESENTATION AND GRAPHICS

18 Hrs

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

#.....# Self Study Portion

TEXT BOOK:

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

UNIT- I	Chapter I& II	T.B-1
UNIT- II	Chapter VII	T.B-1
UNIT- III	Chapter II&III	T.B-1
UNIT- IV	Chapter V&VI	T.B-1
UNIT- V	Chapter VIII	T.B-1

Books for References:

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

SEM

ESTER II: CORE V

QUALITY STANDARDS AND SPECIFICATIONS

Subject Code :	17PFT2C5	Max. Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	5	External Marks :	75

Objectives:

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

UNIT-I: INTRODUCTION TO QUALITY STANDARDS

18 Hrs

Introduction to quality standards - Importance - Benefits - Levels and sources of quality standards #. British standards and ISO standards, ISO 9000, ISO 1400, ASTM, BIS, AATCC Standards. ISO Standards for fiber, yarn, fabric, apparel, sewing and knitting machines. Oeko Tex Standard 100.

UNIT-II: QUALITY INSPECTION

18Hrs

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

UNIT-III: QUALITY FACTORS IN APPAREL

18Hrs

Sensitizing dye stuff, Allergic dyes, Carcinogenic amines, Red listed chemicals as per eco specifications. Eco-management of textile and apparel - Global scenario -Eco mark & environment friendly textiles. Apparel defects- Raw materials to packing, Quality Costs and Customer returns.

UNIT-IV: LABELING IN APPAREL

18Hrs

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

UNIT-V: QUALITY CONTROL PROGRAMME AND TECHNIQUES

18Hrs

Starting a quality control program - Implementation of quality system in production line - Product specification and analysis using analytical tools - Quality management through inspection - Testing and sewing quality tools # Seven tools in quality programme #, 4-point and 10- point system – Quality concept and costs; quality assurance; statistical quality control, acceptance sampling, zero defects, six sigma, Quality Cycle.

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

TEXT BOOKS:

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

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

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

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

Books for References:

1. Pradip V. Mehta J.S.N. An introduction to quality control for the apparel industry International, 1985
2. Mehta.P.V and Bhardwaj.S.K, Managing Quality in the Apparel Industry, New age international Ltd Publishers, 1998.
3. Glock Ruth E., Glock Apparel Manufacturing: Sewn Product Analysis, 4/E
4. J.E.Booth, Newness Butterworth, London - Principles of Textile Testing
5. Billie J. Collier and Helen E. Epps, Prentice Hall, New Jersey- Textile Testing and Analysis
6. John H. Skinkle, Brooklyn, New York - Textile Testing
7. Groover and Hamby-Handbook of Textile Testing and Quality Control

SEMESTER II: CORE VI

EXPORT DOCUMENTATION

Subject Code :	17PFT2C6	Max Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	5	External Marks :	75

Objectives:

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

UNIT-I: OVERVIEW OF TRADE **18 Hrs**

Globalization-Features of International Trade-Trends, Composition and direction of International trade. Problems in foreign trade. #Composition of Import and export of India#

UNIT-II: INTERNATIONAL TRADE DOCUMENTS **18 Hrs**

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

UNIT-III: EXPORT AND IMPORT PROCEDURES **18 Hrs**

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

UNIT-IV: FOREIGN EXCHANGE **18 Hrs**

Nature of Foreign Exchange market, Main functions. Exchange Control- Regulations of FERA # Policy on Foreign private investment. Cost differences-Meaning and classification – Trade and Tariffs.

UNIT-V: RECENT DEVELOPMENTS IN FOREIGN TRADE **18 Hrs**

World Trade Organization (WTO) – Regional Trade Agreements – European Union – # Current trends in International Trade # – GATT –IBRD-International bank for reconstruction and development-IMF

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

TEXT BOOKS:

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

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

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

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

SEMESTER II: CORE VII

COMPUTER AIDED FASHION DESIGNING - PRACTICAL – II

Subject Code	:	17PFT2C7P	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	20
Credits	:	4	External Marks	:	80

Objectives:

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

1. Designing different types of Fashion Accessories. **10 Hrs**
 - Hand bag
 - Foot Wear
 - Hats/Head coverings.
2. Development of Mood Board for a Children's Wear. **10 Hrs**
3. Development of Texture Board using Women's Wear. **10 Hrs**
4. Development of Colour Board using Men's Wear. **10 Hrs**
5. Designing Garments for Various Occasions based on Themes – Children. **10 Hrs**
6. Designing Garments for Various Occasions based on Themes – Female. **10 Hrs**
7. Designing Garments for Various Occasions based on Themes – Male. **10 Hrs**
8. Draft the Pattern and Grade using Spec Sheets for Knitted Garments. **10 Hrs**
9. Draft the Pattern and Grade using Spec Sheets for Woven Garments. **10 Hrs**
10. Lay Planning for Knitted and Woven Garments. **10 Hrs**

SEMESTER II: CORE VIII

FABRIC CARE

Subject Code :	17PFT2C8	Max Marks :	100
Hours/Week :	6	Internal Marks :	25
Credit :	4	External Marks :	75

Objectives:

- To impart the knowledge about care of the fabric.
- To acquire knowledge and understand various fabric effects and care labels.

UNIT – I WATER

18 Hrs

#Water – Hard and Soft water #, methods of water softening. Laundry soaps- types of soap, Manufacturing of soap, composition of soap, properties of soap. Soapless detergents – Detergent Manufacturing, merits and demerits of detergent.

UNIT –II LAUNDRING EQUIPMENTS

18 Hrs

Laundry equipment – for storage, steeping and washing. Types of equipments – wash board, suction washer, wash boiler, washing machine. # Drying equipments – outdoor and indoor types # Irons and ironing board – Types.

UNIT–III STIFFENING AND STARCHING AGENTS

18 Hrs

Stiffening agents - starch and other stiffening agents, preparation of starch., Bleaching agents - Types of Bleaching agents. Grease Removers - Grease solvents-Grease Absorbents. Laundry blues and their application - Optical blues.

UNIT – IV PRINCIPLES OF WASHING & FINISHING

18 Hrs

Laundering & their principles - Principles of washing, kneading and squeezing. # Cotton #, Linen, Woolen, Colored fabrics, Silk, Rayon, Synthetics, Lace, carpets and rugs, upholstery, Draperies and Curtains. Methods of finishing - Damping, ironing, pressing, steaming, mangling, calendaring - care & cleaning of irons.

UNIT – V REMOVAL OF STAINS

18 Hrs

Dry cleaning- Definition and its types. Stain Removal, # Home Removal of Stains – Points to Remember #, Classification into Animals, vegetables, Dye & Mineral stains - scorch and Grass stains - General rules and ways of stain removal. Care labels - washing, bleaching, Drying, ironing and different placements of label in garments.

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

TEXT BOOKS:

T.B-1 Gupta et al, Text Book of Clothing and Textiles and Laundry , 5th Edition, Kalyani Publishers, New Delhi, 2006.

T.B-2 Noemi. D Souza, Fabric care, New age International (P) Limited, Publishers, Chennai.

Unit I	Chapter VI	T.B-1	Chapter II	T.B-2
Unit II	Chapter V	T.B-1	Chapter X	T.B-2
Unit III	Chapter VI	T.B-1	Chapter VI	T.B-2
Unit IV	Chapter II&IV	T.B-1	Chapter XI&XIII	T.B-2
Unit V	Chapter III	T.B-1	Chapter VIII,IX&XII	T.B-2

SEMESTER II: CORE BASED ELECTIVE II

RESEARCH METHODS AND STATISTICS

Subject Code	:	17PFT2CE2	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	25
Credits	:	4	External Marks	:	75

Objectives:

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

UNIT-I: RESEARCH METHODOLOGY

18Hrs

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

UNIT-II: SAMPLING AND SCALING TECHNIQUES

18 Hrs

Sample Design # different types of sampling designs # – probability and non- probability methods. Technique of developing measurement tools, Meaning of scaling, rating scale, scale construction techniques – arbitrary scales, differential scales, summated scales, cumulative scales, factor scales.

UNIT-III: DATA COLLECTION

18Hrs

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

UNIT-IV: MEASURE OF CENTRAL TENDENCY, DISPERSION & CORRELATION

18Hrs

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

UNIT-V: TESTS OF SIGNIFICANCE

18Hrs

Tests of Significance/ Hypothesis – meaning. Parametric Tests for Small Sample – Student's t-distribution, Fisher's Test – ANOVA (One Way and Two Way). Non-Parametric Tests for Large Sample – Chi-Square, # important characteristics of χ^2 #.

#.....# Self Study Portion

TEXT BOOKS:

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

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

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

Books for References:

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

SEMESTER II : CORE BASED ELECTIVE II

APPAREL MARKETING

Subject Code :	17PFT2CE2	Max. Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	4	External Marks :	75

Objectives:

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

UNIT-I: APPAREL MARKETING 18Hrs

Marketing – Definition, # types and functions #, concept – system – environment – tasks – mix, market survey and research.

UNIT-II: APPAREL PRODUCT PLANNING AND DEVELOPMENT 18Hrs

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

UNIT-III: APPAREL ADVERTISING 18Hrs

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

UNIT-IV: APPAREL PROMOTIONAL PROGRAMMES 18Hrs

Promotional methods –SWOT Analysis- promotional mix – promotional strategy – point of purchase – sales promotion programmes – policies – # sales promotion techniques #.

UNIT-V: DISTRIBUTION STRATEGIES FOR EXPORT MARKETING 18Hrs

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

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

TEXT BOOK:

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

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

Books for References:

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

SEMESTER III: CORE IX

TECHNICAL TEXTILE

Subject Code	:	17PFT3C9	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	25
Credits	:	5	External Marks	:	75

Objectives:

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

UNIT-I: TECHNICAL TEXTILE

18 Hrs

Definition and Scope of Technical Textiles. Technical Textiles-Field of applications. Role of Fibers in Technical textile-classic fibres and special fibres. Fabric Structure –Woven, Knitting and Non-Woven-Laid scrim, Braiding and rope making. # Different types of Fabric in Technical Textiles – Properties#.

UNIT-II: AGRO TECH, BUILD TECH AND CLOTH TECH

18 Hrs

Role of textiles in agriculture #- Horticulture-Forestry and fishing. Features of build tech-Textile reinforcement, Light weight materials, Textile roofing and membranes. Clothing-Components of clothing and footwear industry.

UNIT-III: GEO TECH, HOME TECH AND INDU TECH

18 Hrs

Geo textile-Soil sealing, Drainage, Textile for civil and hydraulic engineering. # Components of Home tech-furniture # , Interior textiles and floor coverings. Textiles in industry-Filtration textile reinforcement, sound insulation and means of conveyance.

UNIT-IV: MEDTECH, MOBILTECH AND OEKO TECH

18 Hrs

Medical and hygienic textiles #. Textiles for transportation –automotive, aerospace, shipbuilding and railway vehicle industries. Textiles for environment protection.

UNIT-V: PROTECH, PACKTECH AND SPORTTECH

18 Hrs

Textile for personal and property protection # - Work wear and fire protection. Packtech-Industrial and consumer pack. Sport textiles-sporting and leisure applications, textile reinforced sporting equipment.

#.....# Self Study Portion

TEXT BOOK:

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

T.B-2 Study material prepared by the department.

UNIT-I	Chapter I & II	T.B-1 & 2
UNIT-II	Chapter XIX	T.B-1 & 2
UNIT- III	Chapter XV	T.B -1 & 2
UNIT-IV	Chapter XVIII	T.B-1 & 2
UNIT-V	Chapter XVI	T.B-1 & 2

Books for References:

1. Pandey.S.N, Potential for the use of natural fibers in civil engineering, Jute technological research laboratory, 2002.
2. Rigby, A.J.andAnand S.C, Non-Woven in medical healthcare products, technical textiles, Int., 1996.

SEMESTER III: CORE X

TEXTILE MANAGEMENT

Subject Code :	17PFT3C10	Max. Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	5	External Marks :	75

Objectives:

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

UNIT-I: INTRODUCTION TO TEXTILE MANAGEMENT 18Hrs

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

UNIT-II: HUMAN RESOURCE MANAGEMENT 18Hrs

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

UNIT-III: MANUFACTURING OPERATION 18Hrs

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

UNIT-IV: OVERHEAD EXPENSES 18Hrs

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

UNIT-V: TRAINING AND MANAGEMENT PROGRAMMES 18Hrs

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

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

TEXT BOOK:

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

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

Books for References:

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

SEMESTER III: CORE XI

FASHION DRAPING AND CONSTRUCTION- PRACTICAL

Subject Code	:	17PFT3C11P	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	20
Credits	:	4	External Marks	:	80

Objectives:

- To be more creative in design to develop the draping skill of the students.
- To know the basic of draping
- To develop pattern by using draping.
- To construct Fashion Garments using all Draping Techniques.

1.	Introduction to Draping	3 Hrs
2.	Blocks	3 Hrs
3.	Basic Bodice for Men and Women	4 Hrs
4.	Waist Line Variation – Natural / Drop / Empire	10 Hrs
5.	Party Wear – Yoke / Princess	10 Hrs
6.	Centre Front	10 Hrs
7.	Centre Back	10 Hrs
8.	Principles of Design – Balance, Rhythm, Harmony, Emphasis, Proportion	10 Hrs
9.	Combination of Fullness – Pleats, Darts, Tucks, Gathers, Ruffles	15 Hrs
10.	Combination of Waist Line Variation, Centre Front, Centre Back, Principles of Design, Fullness	15 Hrs

SEMESTER III: CORE XII

HOME TEXTILES –PRACTICAL

Subject Code :	17PFT3C12P	Max. Marks :	100
Hours/Week :	6	Internal Marks :	20
Credits :	4	External Marks :	80

Objectives:

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

Designing and Constructing Home Textile Products

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

SEMESTER III: CORE BASED ELECTIVE III

HOME SCIENCE

Subject Code :	17PFT3CE3	Max. Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	4	External Marks :	75

Objectives:

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

UNIT-I: FOOD SCIENCE

18Hrs

Functions of Food, Food Groups # and its nutritive values. Food preparation- Cooking Method and its classification, conservation of nutrients – Enhancing nutritive value of food items – methods of food enrichment. Food Preservation – principles, methods, preservative and its types. Food analysis- Purpose of analysis and standards.

UNIT-II: NUTRITION SCIENCE

18Hrs

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

UNIT-III: FAMILY RESOURCE AND MANAGEMENT

18Hrs

Concepts of home management –Importance of family resources (Human and Non-Human) – Decision making – work simplifications and its techniques – Housing and its factors - # Interior design (Elements, principles of design and colour schemes) # - Household equipments. Accessories for Home Decoration- Functional and Decoration.

UNIT-IV: HUMAN DEVELOPMENT

18Hrs

Principles of development - # Stages of growth and development (Conception to old age) # - Theories of human development – problems in childhood – Disabilities during childhood, Children with Behaviors Difficulties – Types of Behaviors Difficulties and Guidance.

UNIT-V: NON – FORMAL EDUCATION AND EXTENSION EDUCATION

18Hrs

Extension education – History and development of home science extension – objective and characteristics of home science extension. Difference between formal and extension education – Government and non-government organizations for extension education. # Monitoring Supervision and Evaluation Formal, Non Formal and Extension Education.

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

TEXT BOOKS:

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

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

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

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

Books for References:

1. Shanthi Ghosh, "Nutrition and Child Care – A Practical Guide", Jay Pee Brothers Medical Publishers, Private Limited, New Delhi, 1997.
2. Davidson.S.S, Passmore.P, Broke.J.F, "Human Nutrition and Dietetics", 9th Edition, F & S Living Stone Limited, Edinburgh and London, 1993.
3. Jeliffce.D.B, "Assessment of the Nutritional Status of the Community", World Health Organization, Geneva, 1966.
4. Devadas.R.P, "Nutrition in Tamil Nadu", Sangham Publishers, 1972.

SEMESTER III: CORE BASED ELECTIVE III

HOME TEXTILES

Subject Code	:	17PFT3CE3	Max. Marks	:	100
Hours/Week	:	6	Internal Marks	:	25
Credits	:	4	External Marks	:	75

Objectives:

- To know the various product in home textile.
- To understand and to gain knowledge uses and care of home textile.
- To implement the students creativeness in decorating the home products.

UNIT I: INTRODUCTION TO HOME TEXTILES 18Hrs

Definition, Types of Home textiles (Woven and non-woven). Factors influencing selection of Home textiles. Recent trends in Home Textiles.

UNIT II: FLOOR AND WALL COVERINGS 18Hrs

Definition of floor covering-Types of floor covering - hard, soft, and resilient floor covering, #Uses and care of floor covering.# Definition of wall covering, Uses and care of wall coverings.

UNIT III: DOOR AND WINDOW TREATMENTS 18Hrs

Definition and parts of Door and Windows. Definition - Curtains and Draperies, Materials used for Curtains and Draperies, Types of curtains - Draw, tailored, pleated, cafe curtains, three tire curtains. Type of draperies – swags. Accessories - rods hook, rails, racks, curtain tape pins.

UNIT IV: SOFT FURNISHING. FOR LIVING AND BEDROOM 18Hrs

Definition for Living and Bedroom linens-Types of living and bedroom linens-Sofa, sofa covers, Wall hangings, Cushion/cushion covers, Upholsteries, Bolster and bolster covers, Bed sheets, covers, Blankets, blanket covers, Comfort and comfort covers, Bed spreads, Mattress and mattress covers, #Pillow and pillow covers, Pads, Uses and care advantages and disadvantages#.

UNIT V: SOFT FURNISHING FOR KITCHEN AND BATHROOM LINEN 18Hrs

Definition-Types of kitchen linens, Dish cloth, hand towels, Fridge, mixie and grinder covers. Their uses and care. Definition for dinning, Bathroom linens – types#. Factors affecting the selection of table and bathroom linens. Use and care #.

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

TEXT BOOK:

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

Books for References:

1. Cheryl Mendelson, Home Comforts the Art and Science Keeping house Published by Scriber, New York. 2005.
2. Hanlyn octopus, Cushions and Pillows- Professional Skills made easy, Octopus Publishing group – New York, 2001.
3. Magi Mc McCormick Gordon, the Ultimate Sewing Book 200 sewing ideas for you & your home. Collins & Brown, London, 2002.
4. Anne van Wagner Childs Leisure Arts- Inc., Sew- no- more Home Décor ,Arkansas, U.S.A,1993.
5. Mary Mulasi, Garments with style, Chiton Book Company,Pennsylvania,1995.

SEMESTER III: EXTRA CREDIT COURSE I

FASHION RETAILING

Subject Code	:	17PFT3EC1	Max. Marks	:	100*
Hours/Week	:	-	Internal Marks	:	-
Credits	:	5*	External Marks	:	100

Objectives:

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

UNIT-I: INTRODUCTION

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

UNIT-II: SOCIAL RESPONSIBILITY AND ENVIRONMENTS

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

UNIT-III: MANAGEMENT AND CONTROL FUNCTIONS

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

UNIT-IV: MERCHANDISING FASHION PRODUCTS

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

UNIT-V: COMMUNICATING WITH AND SERVICING

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

#.....# Self Study Portion

TEXT BOOK:

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

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

SEMESTER IV: CORE XIII

FASHION PORTFOLIO PRESENTATION – PRACTICAL

Subject Code :	17PFT4C13P	Max. Marks :	100
Hours/Week :	6	Internal Marks :	20
Credits :	5	External Marks :	80

Objectives:

- Help to understand the concept of fashion designing.
- Develops the creativity in designing , pattern making and constructing the garments.

Portfolio to be planned for a season or occasion.

Students should use computer aided backdrops and computer aided designing to create the portfolio.

1. Theme Board, Mood Board, Story Board, Fabric Board, Colour Board to be presented separately or in a combined form. **18 Hrs**
2. Fabric Development Chart. **18 Hrs**
3. Design Development Chart. **18 Hrs**
4. Final Presentation. **18 Hrs**
5. Number of Garments in collection -2 to 4 Garments (Both Men / Women) **18 Hrs**

SEMESTER IV: CORE XIV

ENTREPRENEURIAL DEVELOPMENT

Subject Code :	17PFT4C14	Max. Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	5	External Marks :	75

Objectives:

- This course will help the student to gain an in-depth knowledge about starting New Business and about managing small and medium enterprises.

UNIT- I: ENTREPRENEUR CONCEPT - OVERVIEW

16 Hrs

Entrepreneur – Entrepreneurship – Characteristics – Function – Types - #Entrepreneur Development – Role in Entrepreneur Development# - Women entrepreneurship – Problems & Issues – Development of women entrepreneur - Rural entrepreneurship – Need – Issues – Development steps.

UNIT- II: EDP AND BUSINESS IDEAS

16 Hrs

Entrepreneurial Development Programmes (EDPs) – Needs- Objectives – Phases - Evaluation - Introductory framework of small enterprises – # Business Idea generation techniques #– Identification of Business opportunities - Project identification and selection

UNIT- III: MARKETING CONCEPTS

16 Hrs

Core concepts of marketing- Production Concept – Product Concept - Selling concept, Marketing concept Consumer Behaviour Model - Buying decision process- # Buying roles & stages in buying#. Segmentation: Approach– Targeting – Positioning - Marketing Strategies: for leaders, for followers, for niche marketers, for challengers, for global markets.

UNIT –IV: PRICING AND NEW PRODUCT DEVELOPMENT

15 Hrs

Pricing – Objectives, Influencing factors, methods, methods strategies for new products and existing products; Place - Channels decision Nature and Characteristics of Marketing channel Functions, Channel dynamics, Channel Design and Management decisions – Promotion - Promotional mix. Product – Levels, Hierarchy, Classification, mix decision and line decisions. Product Life Cycle (PLC) Strategies to be adopted in the Introduction, Growth, maturity and decline stages - # New Product development -- Brand – definition#.

UNIT- V: AGENCY SUPPORT TO ED

15 Hrs

Institutional finance to Entrepreneur - lease financing and hire purchase - institutional support to Entrepreneur – Need – NSIC – SIDO – SISI- SSICS – DIC - # Taxation benefits to small scale industry#.

#.....# Self Study Portion

TEXT BOOKS:

1. **T.B-1** Gupta and Srinivasan N.P., Entrepreneurial Development, Sultan Chand & Sons, New Delhi.
2. **T.B-2** Philip Kotler, Marketing Management (Millennium edition), Prentice-Hall of India (P) Ltd., New Delhi.

Books for References:

1. S.S. Khanka, “Entrepreneurial Development”, S.Chand& Company Ltd., Edn.2001, New Delhi.
2. Saravanavel .P, Entrepreneurial Development, Ess Pee Kay Publishing House Edn. 1997, Chennai.
3. Robert D Michel, P. Peters, Entrepreneurship, Tata McGraw Hill Education Private Ltd, 5th Edition.
4. Zikmundd’Amico, Marketing, South Western, Thomson Learning.
5. Michael R. Czinkota& Masaaki Kotabe, Marketing Management, Vikas Thomson Learning.

SEMESTER IV: CORE XV

TEXTILE ECONOMICS

Subject Code :	17PFT4C15	Max. Marks :	100
Hours/Week :	6	Internal Marks :	25
Credits :	5	External Marks :	75

Objectives:

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

UNIT-I: THE TEXTILE INDUSTRIES OF INDIA **18 Hrs**

Origin and Growth of Major Textile Industries – Cotton, Wool, Silk and Jute. Growth of synthetic and manmade textiles-Viscose rayon, Nylon and polyester # Recent Developments in these Industries #.

UNIT-II: MINOR TEXTILE INDUSTRIES AND ALLIED INDUSTRIES **18 Hrs**

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

UNIT-III: HOSIERY INDUSTRY **18 Hrs**

Origin, Growth and industrial development of spinning, knitting, dyeing and printing. #Hosiery and Readymade Garment#

UNIT-IV: HANDLOOM, POWER LOOM AND KHADI INDUSTRY **18 Hrs**

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

UNIT-V: ASSOCIATIONS AND RESEARCH ORGANIZATIONS RELATED TO TEXTILE INDUSTRY **18 Hrs**

SITRA, NITRA, SASMIRA, AITRA, TEA, SIMA, NIFT, CIRCOT, BITRA, MANDRA, Indian Jute Research Association # Export promotion Council-AEPC,ISEPC.#

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

TEXT BOOKS:

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

T.B-2 Textile Economics-II - Study Material prepared by the Department.

UNIT- I	Chapter I	T.B- 1 and 2
UNIT-II	Chapter II	T.B-1 and 2
UNIT- III	Chapter III	T.B-1 and 2
UNIT-IV	Chapter IV	T.B-1 and 2
UNIT- V	Chapter V	T.B-1 and 2

SEMESTER IV: PROJECT

PROJECT

Subject Code	:	17PFT4PW	Max. Marks	:	200
Hours/Week	:	12	Internal Marks	:	-
Credits	:	9	External Marks	:	200

SEMESTER IV: EXTRA CREDIT COURSE II

WORLD COSTUMES

Subject Code	:	17PFT4EC2	Max. Marks	:	100*
Hours/Week	:	-	Internal Marks	:	-
Credits	:	5*	External Mark	:	100

Objectives:

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

UNIT-I: HISTORIC COSTUMES

Beginning of Costumes – Costumes in Early years, Major Civilization of the world and process of costumes, Factor Influencing, Costume changes.

UNIT-II: ANCIENT ERA AND AFRICAN COSTUME

French Costumes, Egypt Costumes, Mesopotamian Costumes, Roman Costumes and African Costumes.

UNIT-III: ASIAN AND AFRICAN COSTUMES

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

UNIT-IV: GREEK AND AMERICAN COSTUMES

Greek – Men's and Women's costumes 8th to 18th Centuries. American – Men's and Women's Costumes, 15th Century - Men's and Women's costumes, 16th Century - Men's and Women's costumes.

UNIT-V: RECENT TRENDS IN COSTUMES

Recent trend in Costumes and influences for Far East Countries, India, European Countries and American – Colour, Designs, Silhouette.

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

TEXT BOOK:

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

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

Books for References:

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