



St. Xavier's College, Ranchi
(NAAC Accredited 'A' Grade College)
(An Autonomous College of Ranchi University)

Syllabus

Department of Commerce Vocational

&

Management Studies

Honours Programme:

- ***B. Voc. (Fashion Technology) w.e.f. Academic year 2014-15***



प्रो. (डॉ.) जसपाल एस. सन्धु
सचिव

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MBBS, MS (Ortho), DSM, FAIS, FASM, FAFSM, FFIMS, FAMS
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)
(Ministry of Human Resource Development, Govt. of India)

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D.O.No.F.2-7/2014(CC/NVEQF)/Misc.

3rd August, 2016

Dear Sir/Madam,

L-4 AUG 2016

The University Grants Commission (UGC) has launched a scheme on skill development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exit options such as Diploma/Advanced Diploma under the NSQF. The B.Voc. programme is focussed on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their National Occupational Standards (NOSs) alongwith broad based general education.

In order to, look into new developments and consider the candidates passing out of B.Voc. Degree Programme as per eligibility requirements, it is requested to implement the following:

- (i) Bachelor of Vocation (B.Voc.), a Bachelor level degree specified by UGC under section 22(3) of UGC Act, 1956 and notified in official Gazette of India dated 19th January, 2013 be recognised at par with the other Bachelor level degrees for competitive exams conducted by Union/State Public Service Commission, Staff Selection Commission or other such bodies where the eligibility criteria is "Bachelor Degree in any discipline".
- (ii) Students with B.Voc. Degree should be considered eligible for the trans disciplinary vertical mobility into such courses where entry qualification is a Bachelor Degree without specific requirement in a particular discipline.

With kind regards,

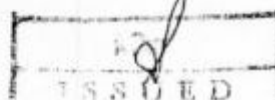
Yours sincerely,

Jaspal S. Sandhu
(Jaspal S. Sandhu)

The Vice-Chancellor of all Universities.

Copy to :

Secretary/Principal Secretary (Higher Education), All States and UTs
The Publication Officer, UGC, New Delhi for uploading on UGC website.
Jaspal S. Sandhu
(Jaspal S. Sandhu)



Course Curriculum

<u>Sem</u>	<u>Honours Course</u>	<u>Title of the Course</u>	<u>Marks</u>	<u>Credit (CRT+GA)</u>	<u>Exit Status</u>
I	I	Principle of Fashion & Design	100	3+1	D I P L O M A
I	II	Introduction to Textile	100	3+1	
I	III	Fashion Machinery & Equipment	100	3+1	
I	IV	Basics Garment Construction	100	3+1	
I	V	Project & Viva voce	100	2+12	
II	VI	Fashion Illustration-I	100	3+1	
II	VII	Theory of Fashion	100	3+1	
II	VIII	Surface Ornaments	100	3+1	
II	IX	Research Methodology & Quantitative Technique	100	3+1	
II	X	Project & Viva voce	100	2+12	
III	XI	Fashion CAD-I	100	3+1	A D V A N C E D I P L O M A
III	XII	Traditional Art & Fashion History	100	3+1	
III	XIII	Communication & Soft Skill Development	100	3+1	
III	XIV	Fashion Illustration-II	100	3+1	
III	XV	Project & Viva voce	100	2+12	
IV	XVI	Pattern Making	100	3+1	
IV	XVII	Women & Children's Wear	100	3+1	
IV	XVIII	Fashion Marketing & Merchandising	100	3+1	
IV	XIX	Fashion CAD-II	100	3+1	
IV	XX	Project & Viva voce	100	2+12	
V	XXI	Men's Wear	100	3+1	B. V O C. D E G R E E
V	XXII	Draping & Grading	100	3+1	
V	XXIII	Apparel Construction & Quality Control	100	3+1	
V	XXIV	Visual Merchandising & Fashion Photography	100	3+1	
V	XXV	Project & Viva voce	100	2+12	
VI	XXVI	Entrepreneurship Development Programme	100	3+1	
VI	XXVII	Apparel Costing & Finance	100	3+1	
VI	XXVIII	Garment Finishing, Coloring & Cloth Care	100	3+1	
VI	XXIX	Fashion Media & Event Management	100	3+1	
VI	XXX	Project & Viva voce	100	2+12	

❖ Marks are based on 30:70 systems. 30 marks are allotted for the Assignment, Attendance & Mid-Semester Examination and 70 marks are allotted for the End-Semester Examination.

❖ Honours Course Number-XV, XX, XXV and XXX): Marks are divided on 50:50 Marks Systems. 50 Marks is allotted for the Internal Project Assessment & Presentation and 50 Marks is allotted for the External Viva voce.

❖ Pass marks for each course is 45 (Total Combined marks of mid semester examination, internal assignment, attendance and End Semester Examination).

❖ 1 Credit = 15 Learning Hours, Total Credit for the Programme is 180

❖ CRT= Class Room Teaching, GA=Guided Assignment

Semester-I-B.Voc. (Fashion Technology)
Course-I-Principles of Design & Fashion

Objectives: *This course provides in depth knowledge regarding fashion and its different aspects with importance. The relevance of fashion is to be also discussing for proper orientation with the fashion and its related system or organs.*

1. *Introduction to Fashion – definition and origin - terms & definitions - reasons for change in fashion - - classification of fashion – Style, classic, FAD, Trend - fashion cycle. Fashion designing – designers' role in styling and production of costumes.*
2. *Design – Definition, Types - Structural and decorative design. Elements of design – line, shape, form, colour & texture. Lines – varieties and their application in a design. Shapes - Types – Natural, stylized, geometrical, and abstract.*
3. *Colour – Definition and origin – Characteristics (hue, value and intensity) - Prang colour chart - color harmony and colour schemes. Psychology of colour and its application in apparel market. Texture – types of texture and its application in clothing.*
4. *Principles of design - Balance, proportion, rhythm, harmony & emphasis. Balance - asymmetrical and symmetrical. Types – Formal, Informal and radial. Proportion or scale – planning the shapes and space.*
5. *Rhythm – through repetition, alternation, progression and gradation. Emphasis using contrast colors and background. Harmony of lines, shapes, colour and textures.*
6. *Introduction to neck lines, waistlines, hemlines, collars, sleeves, cuffs, plackets and pockets. Fullness applied in apparel–tucks, pleats, gathers, shirring, frills or ruffles, flounces.*
7. *Silhouettes – Types and their application in everyday use. Skirts - Basic concepts in designing the variety of skirts. Trousers – Basic concepts in designing the variety of trousers.*
8. *Wardrobe planning - design development for formal, casual, party and sports wears for men, women and kids based on their location.*

Recommended Books:

1. *Sumathi, G.J.-Elements of Fashion and Apparel Design-New Age International Publishers, New Delhi.*
2. *Kathryn McKelvey-Fashion Source Book-Balckwell Publishing New Delhi.*
3. *Jane Mills and Janet K.Smith-Design Concepts-Fairchild Publications, New York.*

Semester-I-B.Voc. (Fashion Technology)

Course-II-Introduction to Textile

Objectives: Its focus on the textile industry with different aspects or quarters. Different products are also analyzed with operational system with proper understanding of the students.

1. Introduction to textiles. Polymerization –Types of polymers-requirements of fiber forming polymers-Definition of textile fiber and filament. General considerations with regard to fiber properties.
2. Classification of fibers. Brief study on Cotton, Silk, Wool & Bast fibers (flax & jute only). Introduction to Manmade fibers – Filament Spinning methods - Brief study on Semi Synthetic fibers: Viscose, HWM fibers (modal and tinsel) & Acetate fibers with their properties – Brief study on Synthetic fibers (polyester, nylon, poly acrylic & spandex) and their properties.
3. Introduction to Yarn Formation-Cotton Yarn Production sequence and Objectives– Comparison of Carded and Combed Yarn- Quality requirements for Hosiery Yarn. Study of Yarn numbering systems – Yarn and Package defects.
4. Classification of Fabric forming methods-Weaving operation – Process sequence- Comparison between Knitting and Weaving- Classification of Looms.
5. Knitting Terms & Definitions - Comparison of Weft and Warp Knitting Classification of Warp and Weft Knitting Machines - Weft Knitting Machine Elements.
6. Knitting Cycle of Single Jersey & Double Jersey - Basic Structures - Modern Knitting Concepts & Specialty Knitting - Simple Calculations Weft Knitting Stitches & Notations - Basic Weft Knit Structures - Properties - Derivatives of Single Jersey, Double Jersey Fabrics - Identification of Swatches.
7. Introduction to Wet Processing – Brief Study of Preparatory Processes of Dyeing and Objectives – Meaning of Dyes and Pigments – Various Classification Methods of Dyes – Principle & Method of Dyeing of Cotton Knitted Fabric – Principle and Working of Jigger, Beam Dyeing, Winch, Soft Flow and Air Flow Machines.
8. Introduction to Printing – Brief Study on Different Styles of Printing & Different Methods of Printing - Defects in Dyed and Printed Cloths: Causes and Remedies.
9. Introduction to Finishing - Mechanical and Chemical Finishing.
10. Basics of specialty Fabrics Scope of specialty fabrics-fibers, yarns and fabrics. Structure and formation of fancy, core and colored yarns.

Recommended Books:

1. Textiles: Fiber to Fabric-Bernard P. Corbman, International student, edition, McGraw Hill International Edition book
2. Fabric science-Joseph. J. P. Et.al. Fairchild publications, New York (1990)
3. Technology of textile processing-Shenai. V.A. Vol I, II, V, VII, Sevak publications
4. Textile Science 2nd Edition, E.P.G. Gohl & L.D.Vilensky, CBS Publishers and Distributors 2006.

Semester-I-B.Voc. (Fashion Technology)
Course-III-Fashion Machinery & Equipment

Objectives: *This course aims to provide in depth knowledge for fashion machinery and equipments and its application at the different stages of production. This course is also providing modern technological innovation and its application in the field of fashion design and production.*

1. *Fabric inspection devices – manual and automatic – modes of fabric feeding, fabric tension controller and modern developments; Spreading machines – manual, semi automatic and fully automatic machines, fabric control devices in spreading machines.*
2. *Mechanism of straight knife cutting machines, rotary cutting machines, band knife cutting machines, die cutting, laser cutting, plasma cutting, water jet cutting and ultra sonic cutting; Notches, drills and thread markers; Computer interfaced cutting machines.*
3. *Sewing machines – primary and secondary components; Working principle, stitch formation and timing diagram - lock stitch and chain stitch; single needle and double needle lock stitch mechanism: needle bar, hook – rotary and feed mechanism; Needles – geometry, types and selection.*
4. *Over lock, Flat lock, Feed off arm, button fixing and button holing; Embroidery machines – mechanism and stitch formation; Sewing machines feed mechanisms; sewing machine attachments.*
5. *Molding machineries; Shrinking machineries – London shrinking, hot-water shrinking, steam sharking and compaction shrinkage; Pressing machineries – buck pressing, iron pressing, block or die pressing, form pressing, steamers and advanced pressing machineries; Pleating – principles and mechanics machineries.*
6. *Special Attachments to Sewing Machines for Embroidery – Tools and Equipments – Needles – Threads*

Recommended Books:

1. *Harold Carr & Barbara Latham-The Technology of Clothing Manufacture, Black well Sciences, 1996*
2. *Jacob Solinger--Apparel Manufacturing Handbook , Van Nostrand Reinhold Company*
3. *Ruth E. Glock and Grace I. Kunz-Apparel Manufacturing Sewn Product Analysis, Pearson Prentice Hall, 2005*

Semester-I-B.Voc. (Fashion Technology)
Course-IV-Basics of Garment Construction

Objectives: *This course provides knowledge regarding garments construction and its various parameters including its importance at the various stages of garment construction.*

1. *Elements and Functions of Clothing-Garment Analysis and Its Classification - Measurement and Size Charts for Men, Women, and Children - Requirement and Breakdown of Garments Flow Process - Torso and Bifurcated Garments – Case Study on Standard Body Measurements of Different Countries for Men, Women and Children Clothing.*
2. *Concepts of Basic Pattern and Grading – Rules for Developing Basic Patterns – Pattern Materials & Limitations – Pattern Making Tools – Introduction to Computer Aided Pattern Making and Grading.*
3. *Developing Necklines in Jewel Neck - Round Neck - 'U' Neck - Square Neck - Pentagon Neck Star Neck - Inside and Outside Scallop Bateau Neck Developing Sleeves in Plain - Loose - Puff Sleeves.*
4. *Concepts and Theories for Making Components and Parts for Fashionable Garments of Different Categories.*
5. *Drafting and Cutting the Patterns of following Styles Basic T Shirt - Polo Shirt - Singlet - Athletic Sport - 'V' Neck.*
6. *Drafting and Cutting the Patterns of following Styles High Neck - Henley Neck - T Shirt with Hood - Raglan Sleeve - Kimono Sleeve*
7. *Drafting and Cutting the Patterns of Following Styles Children's Wear - Night Wear - Brief - Shorts – Legging*
8. *Defects in Pattern, Causes and Remedies. Checking Fit of the Garments. Causes for Poor Fit.*
9. *Description of Basic Garment Sewing Machinery - Parts - Needle, Take-Up Lever, Bobbin, Bobbin Case, Presser Foot, Tension Disc, Feed Dog.*
10. *Identification and Classification of Sewing Machineries: Lock Stitch, Chain Stitch, Over Lock and Flat Lock. Machine Bed Types: Flat Bed, Cylindrical, Raised and Clamp Type. Feed Mechanisms: Drop, Needle Feed, Differential, Puller, and Clamp Feed. Various Attachments: Presser Feet - Sewing Guides - Folders, Binder, Edge-Guides.*
11. *Brief Study on Classification of Stitches & Seams and their Applications. Study about Flow of Processes for Sewing Various Styles of Garments. Various Sewing Defects, Causes and Remedies.*
12. *Brief Study on Trims and Accessories: Sewing Thread, Needle, Label, Zips, Lining, Interlining and Fasteners. Quality Parameters of Accessories and Trims.*

Recommended Books:

1. *Pattern making for fashion design – H G Armstrong*
2. *Metric pattern cutting - Winifred Aldrich*
3. *Pattern making made easy - Gollian Holman*
4. *Technology of clothing manufacture - Carr & Latham*
5. *Apparel manufacturers' handbook - Jacob Solinger*

Semester-I-B.Voc. (Fashion Technology)

Course-V-Project & Viva voce

Objective: *To understand basic patterns of a garment in apparel construction and drafting.*

In this course students are assigned with the practical topics by the project guide, which is based on the practical data collection, market survey and market research. This course is also increased the practical skills of the students and enhance their presentation system. Real industrial working knowledge will be understood by the students for enhancing their employability. This course is continuously monitored by the project guide with periodical assessment system with the preparation of the project report. 50 marks are assigned for the internal assessment and another 50 marks evaluation will be taken by the external examiner based on the project report as viva voce.



Semester-II-B.Voc. (Fashion Technology)

Course-VI-Fashion Illustration-I

Objectives: This course provides indepth knowledge regarding fashion illustration with its different angle of presentation. Knowledge on using different colours in different textures are also provides for better understanding of the students.

1. Free hand drawing of lines and strokes. Drawing Heads and faces – Hairstyles – arms, hands, legs and feet.
2. Introduction to 8 head theory and developing a stick figure into block and flesh figures. Understanding the basics of different head theories and application of 10 head theory in illustration.
3. Rendering of fabric swatches and fabric drapes using different media – colour pencils, marker pens, water colour, poster colors and drawing ink.
4. Introduction to flat sketches - different types of skirts, trousers, necklines, collars, sleeves, coats and jackets.
5. Illustrating children – Boy and girl in Front view, Back view, Side view and 3/4th view adopting the head theories.

Recommended Books:

1. Fashion Design Illustration-Patrick John.
2. Big Book of Fashion Illustration-Martin Dawver, Publisher Batsford.
3. Inside Fashion Design-Tata Sharon Lee , Publisher Canfield Press
4. Fashion Design Drawing and Presentation-John Petrick, Publisher Batsford

Semester-II-B.Voc. (Fashion Technology)

Course-VII-Theory of Fashion

Objectives: *This course provides the theoretical knowledge regarding the style of fashion. Different theory of fashion is also stabilsh for proper understanding of the students.*

1. *Introduction to the Fashion theories PA guidelines, project overview*
2. *Fashion Theories & Terminology, get to know different groups*
3. *The Body in a Cultural Context*
4. *Dress as Nonverbal Communication*
5. *Dress & Relationships Appearance & Gender*
6. *Dress in the Workplace*
7. *Dress from Infancy to Adolescence*
8. *Dressing Throughout Adulthood*
9. *Race & Ethnicity*
10. *Modesty & Immodesty*
11. *Dress & World Religions*
12. *Fashion definition and its importance.*
13. *Fashion origin, evolution of fashion.*
14. *Classifications of fashion.*
15. *Factors affecting fashion.*
16. *Fashion cycle and length of fashion cycle.*
17. *Fashion theory-trical down, trical across, bottom-up theory.*
18. *Fashion terminology – style, change, Trend, fashion cycle, fad classic, fashion trend, silhouette, texture, color, design, croquet, couture.*
19. *Terminology usage in garment, style, color and other elements.*
20. *Source of fashion Factors influencing fashion.*
21. *Forecasting fashion-fabric, trend, style, color*
22. *Brands and their influence on Forecasting*

Recommended Books:

1. *Fashion Concept to Consumer-Gini Stephens Frings, Publisher Pearson.*
2. *Dynamics of Fashion-Elaine Ellen, Publisher Fairchild.*
3. *Damhorst, M. L., Miller, K.A. & Michelman-The meanings of dress (2nd edition), New York, NY: Fairchild.*

Semester-II-B.Voc. (Fashion Technology)

*** Course-VIII-Surface Ornaments**

Objectives: *This course provides knowledge regarding surface ornamentation with its various factors. Various types of ornamentations are also taken by the students in practical course work for proper application and understanding.*

1. *Introduction to Surface Ornamentation and Embroidery—General rules for Hand and Machine Embroidery.*
2. *Hand Embroidery stitches - Running Stitch – Laced Running Stitch - Back stitch – Stem Stitch – Satin stitch – French Knot - Bullion Knot – Cross Stitch - Blanket Stitch – Button Hole Stitch – Corel Stitch – Spider Web Stitch – Fly Stitch – Feather stitch - Chain Stitch –Lazy Daisy Stitch – Rumanian Stitch – Chevron Stitch – Cretan Stitch – Faggoting Stitch –Fern Stitch – Fish Bone Stitch – Herringbone Stitch – Couching, Double knot stitch, interlacing stitch, stem stitch, French knot stitch, Kaustic embroidery; Kasida, Kathiwar; Sind; Chickankari; Zardosai; tribal embroideries.*
3. *Machine embroidery stitches using SNLS machines – running stitch, long and short stitch, cut work. A detailed study on computerized embroidery machines – Concept of designing using software – Method of punching designs – Special attachments for sequins – Cording – Boring – Chenille works.*
4. *Techniques of Crocheting, Tatting and hand knitting to produce different designs.*
5. *Special stitches - Counted thread work on canvas material – Drawn Thread Work – Cut Work – Bead Work – Mirror Work – Sequins Work. Designing and producing fabric appliquéés and placing it on children and women's apparel.*
6. *Introduction to print designs – Repeat Patterns – Block, Drop, Brick Variations. Tie and dye techniques – Spotting, Marble effect, Chevron effect using stitches and different types of folding to create new designs.*
7. *Techniques of Batik – Free hand drawing, Stitches over a design, Marble effect, splashing of wax on fabric before dyeing and other creative ideas. Fabric Painting – Outline drawing, Shading with dry and wet strokes. Stencil preparation and use of stencils to produce designs - tooth brush spraying and other creative techniques.*
8. *Garment components and trimmings – labels and motifs, linings, interlining wadding, lace, braid and elastic, seam binding and tape, shoulder pads, eyelets and laces, zip fasteners, buttons – tack buttons, snap fastener, rivets and other closures. Decorative and functional trimmings – Appliqué, sequins, beadwork, smocking, and other surface ornamentation – performance, properties, types and application techniques on fabrics and garments.*
9. *Hook and loop fastening (Velcro), Zippers – anatomy of zipper, types, function of zipper, position of slider, standards on zipper, selection of zipper, application of zipper, shortening of zipper; evaluation of quality of accessories*

Recommended Books:

1. *Encyclopedia of Embroidery Stitches Including Crewel – Dover Publications – 1974*
2. *Computerized Encyclopedia of Needle Work – Therese De Dillmont – 3rd Edition.*
3. *Decorative Painting Techniques Book – Val Holmes – 2003*
4. *Traditional Indian Motifs for Weaving and Printing*

Semester-II-B.Voc. (Fashion Technology)
Course-IX-Research Methodology & Quantitative Techniques

Objectives: *This course is providing knowledge regarding different methods of research and mathematical models. Students have to analyze different statistical data for proper understanding and presentation.*

Research Methodology

1. *Research—meaning, objective & types.*
2. *Research design—meaning, features of a good design.*
3. *Sampling & Methods of data collections.*
4. *Questionnaire Design & Attitude measurement & Scales.*
5. *Test of Hypothesis.*
6. *Parametric & Nonparametric Tests.*
7. *Interpretation & Report writing.*
8. *Introduction to Research in Media Industry, Advertising & Marketing.*

Quantitative Technique

1. *Statistics—Meaning & Definition, Scope, Limitations, Classification and Tabulation.*
2. *Measures of Central Tendency—Arithmetic Mean, Median and Mode, Geometric and Harmonic Mean.*
3. *Measures of Variations—Range, Quartiles, Mean Deviation and Standard Deviation.*
4. *Simple Correlation, Co-Efficient of Correlation, Correlation & Regression Analysis.*
5. *Time Series, Index Numbers.*
6. *Probability Distribution.*
7. *Permutations and Combinations.*
8. *Diagrammatic & Graphic Presentation of Data.*
9. *Using Excel for Quantitative Technique*

Recommended Books:

1. *Research Methodology—R. Panneerselvam*
2. *Quantitative Techniques—C. R. Kothari*
3. *Quantitative technique—C. Satyadevi*
4. *Mass Media Research—Roger D. Wimmer & Joseph R. Dominick*

Semester-II-B.Voc. (Fashion Technology)

Course-X-Project & Viva voce

Objective: To develops other components of apparel construction and working on different methods of constructions.

In this course students are assigned with the practical topics by the project guide, which is based on the practical data collection, market survey and market research. This course is also increased the practical skills of the students and enhance their presentation system. Real industrial working knowledge will be understood by the students for enhancing their employability. This course is continuously monitored by the project guide with periodical assessment system with the preparation of the project report. 50 marks are assigned for the internal assessment and another 50 marks evaluation will be taken by the external examiner based on the project report as viva voce.



Semester-III-B.Voc. (Fashion Technology)

Course-XI-Fashion CAD-I

Objectives: *This course provides hands on practice on Computer Aided Design applicable in the Fashion Industry. Application of design in the manufacturing is also to be discussed for proper understanding of the students.*

1. *Basics of Computer Hardware and Software & Operating System.*
2. *Computer basics – computer specification – input/output device- concept of Internet, Web & their application in garment industry. CAA – Computer Aided Administration, CAD- Computer Aided Designing, CAM- Computer Aided Manufacturing, CIM Computer Integrated Manufacturing.*
3. *Pattern making and grading using apparel software and digitizer marker efficiency. Concept of Computer application in fabric defect checking – computerized fabric laying – cutting – sorting & labeling machines*
4. *Computer application in sewing embroidery and garment design computer aided color matching – computer controlled overhead transport & warehouse storage systems. Computerized unit production systems used in apparel industry.*
5. *Current use of fashion designing software in industry & designing field, creating a basic pattern motif, editing a basic motif, creating a toss repeat, color selection, working with color, color edition, rendering textures & lighting, 3D-Simulation – story board & cataloging.*
6. *Detail study of Corel draw tools. Drawing the details of Corel draw and applying various textures. Draw a fashion figure using different tools. Knowledge of export/save graphics. Create textures, prints design in Corel.*
7. *Introduction to Photoshop Importance of Photoshop Tools of Photoshop Creating logos, collage, brochures, fliers, story board, mood board, labels, visiting cards.*

Recommended Books:

1. *Fundamentals of Computer Graphics-Peter Shirley.*
2. *Adobe Photoshop and Textile Design-Frederich L Chipkin.*
3. *Winfred Aidrich,-CAD in Clothing and Textiles-Blackwell Science Ltd., 1994.*
4. *Patric Taylor-Computer in the Fashion Technology-Om Book Service, 1997.*
5. *Introduction to Corel draw and tools, Uses of Corel Draw for Designers*

Semester-III-B.Voc. (Fashion Technology)
Course-XII-Traditional Art & Fashion History

Objectives: *This course provides through knowledge regarding traditional fashion and its historical perspectives. The origin of fashion and the concepts is also taken care of by this course for onlooks in the fashion design, pattern, colour etc.*

1. *Batik- raw materials, equipments required, design and patterns, color used preparation and process.*
2. *Block printing- equipments required, design and patterns, color used, preparation and process.*
3. *Sanganeri Prints- raw materials, design and patterns, color uses, Preparation and process.*
4. *Woven textiles of India- Jamewar of Bengal, Patola of Gujarat, Brocade of Banaras , Chamba rumal of Himachal*
5. *Basic embroidery stitches- Running, stem, chain, feather, herring bone, lazy daisy, French knot and satin.*
6. *Traditional embroideries of different region of India with emphasis on texture, motifs, design and colors of the following- Phulkari of Punjab, Kantha of Bangal, Chikankari of Lucknow, Sindhi of Gujrat, Kasuti of Karnataka and Kashida of Kashmir.*
7. *History of fashion – Elements of Fashion. Fashion cycles – length of cycles. The psychology of clothing – factors influencing fashion. Adoption of fashion – traditional-modern, Fashion categories Indian garments from ancient to modern times. Traditional Indian textiles – Motifs, colour combinations, designs. Accessories and embellishments.*
8. *Ancient Indian civilization: Indus valley, Vedic period, Gupta period,*
9. *Mughal period: Costumes of Pre-Mughal, and Post-Mughal period.*
10. *British period: Costumes of Pre-independence and Post-independence period. Evolution of Khadi movement.*
11. *Traditional costumes of India: Costumes of Jammu & Kashmir, Costumes of Punjab, Costumes of Haryana, Costumes of Rajasthan, Costumes of Madhya-Pradesh, Costumes of West Bengal, Costumes of Assam, Costumes of Maharashtra, Costumes of Tamil Nadu, Costumes of Kerala and Costumes of Karnataka*
12. *History of western costumes. Greek and Persian influence on fashion. English, American and French costumes. Silhouette, Headgears, Clothing styles and embellishments. Introduction of traditional costumes colour combination, designs, motifs and accessories of Asian African, European countries.*

Recommended Books:

1. *Creative Art of Embroidery-Snoop Barbara, Publisher Numbliy*
2. *Techniques of Indian Embroidery-Marel A, Publisher Batsford*
3. *Indian Crafts-Saraf D.N., Publisher Vikas*
4. *Vandana Bhenderi, Costume, Textiles and Jewellery of India – Traditions in Rajasthan, Prakash Books, New Delhi, 2004*
5. *Fillow J and Bernard N Thomas and Hudson-Traditional Indian Textiles, Prentice Hall, India, 1993*

Semester-III-B.Voc. (Fashion Technology)
Course-XIII-Communication & Soft Skill Developments

Objective: *Communication skill is extremely important for proper understanding as well as expression regarding fashion and its application. This course provides this knowledge in theoretical and practical manner, so that proper grooming of the students is possible.*

1. **Speaking Skills** *Conversational skills (formal and informal contexts) - telephonic communication, attending job interviews (responding to FAQs) - taking part in GDs - making presentations.*
2. **Writing Skills** *Job applications - cover letter - resume - applying online - writing proposals - emails - letters -report - memos - minutes - blogging - tweeting - writing recommendations and instructions -writing for publications.*
3. **Reading Skills** *Vocabulary building - speed reading (skimming - scanning) - reading different genres of texts from newspapers to philosophical treatises - critical reading - effective reading strategies such as reading 'beyond the lines', summarizing, graphic organizers and distinguishing facts from opinion*
4. **Listening/Viewing Skills** *Speeches of different nationalities with focus on American and British accent (TED talks, podcasts) - listening to lyrics - lectures - instructions - dialogues - news casting - talk shows -interviews (Hard talk, Devil's Advocate)*
5. **Soft skills** *Motivation - persuasive skills - negotiations - time management - emotional intelligence - stress management - creative and critical thinking.*

Recommended books:

1. *Business communication-H.C Gupta and S.G Telang*
2. *Business Communication-R.K Madhukar*
3. *Soft Skill-Dr K .Alex*
4. *Personality Development and Career Management-R.M Onkar*

Semester-III-B.Voc. (Fashion Technology)

Course-XIV-Fashion Illustration-II

Objectives: This course provides stress over the hands sketches in paper by using of pensil and other material for concept development and integration of character with the fashion trends.

1. Designing flat sketches for children – Boy and Girl - casual wears, night wear, and sportswear and occasional wear.
2. Designing flat sketches for women – Formal wear - casual wear - sportswear - night wear - lingerie - beach wear, party wear and ballroom gowns.
3. Designing flat sketches for men - Formal wear - casual wear – sportswear
4. Illustrating Women in Front view, Back view, Side view and 3/4th view adopting the head theories.
5. Illustrating Men in Front view, Back view, Side view and 3/4th view adopting the head theories. Converting photographic poses from magazines into fashion illustration – stylized figures.
6. Creation of Portfolio – Preparation of mood board – customer profile - color palette - swatch board -flat sketch and illustration.

Recommended Books:

1. Fashion Design Illustration-Patrick John.
2. Big Book of Fashion Illustration-Martin Dawver, Publisher Batsford.
3. Inside Fashion Design-Tata Sharon Lee, Publisher Canfield Press
4. Fashion Design Drawing and Presentation-John Petrick, Publisher Batsford

Semester-III-B.Voc. (Fashion Technology)

Course-XV-Project & Viva voce

Objective: To develops drafting techniques of men's wear including various components.

In this course students are assigned with the practical topics by the project guide, which is based on the practical data collection, market survey and market research. This course is also increased the practical skills of the students and enhance their presentation system. Real industrial working knowledge will be understood by the students for enhancing their employability. This course is continuously monitored by the project guide with periodical assessment system with the preparation of the project report. 50 marks are assigned for the internal assessment and another 50 marks evaluation will be taken by the external examiner based on the project report as viva voce.



Semester-IV-B.Voc. (Fashion Technology)

Course-XVI-Pattern Making

Objectives: This course provides knowledge regarding various systems of patterns with its implication in fashion design. Basic importance of pattern and its application systems in fashion is also to be discussed for proper understanding of the students.

1. **BASICS OF ANTHROPOMETRICS AND SIZING SYSTEMS**-Anthropometry measurements, Human Anatomy, Landmark terms, Perception of body appearance, its relation to clothing, clothing sizing systems, Illusions created by clothing, Body ideals-Eight head theory: body proportions, height and weight distribution.
2. **STUDY OF BODY MEASUREMENTS**-Important body measurements across all age groups, Methods of measuring body dimensions, Standard measurement chart-designation and control dimensions.
3. **RUDIMENTS TO PATTERN MAKING**-Functions of pattern making tools, Preparing and Measuring the Form, Truing, blending, pattern grain line, balance line terms, notches, seam allowance, jog seam, dart points, pleats, flares, gather and true bias.
4. **BASIC PATTERN SET**-Pattern making, Drafting and draping methods. Basic men's and women's block.
5. **PATTERN MAKING PRINCIPLES**-Dart manipulation- single dart series-slash-spread technique, pivotal transfer technique. Two dart series- slash spread and pivotal transfer technique. Graduated and radiating darts. Parallel, asymmetric and intersecting darts. Types of added fullness and Contouring
6. **PATTERNS FOR COLLARS AND SLEEVES** -Collar classification and terms, basic shirt collar, Peter Pan collar, sailor collar, mandarin collar, built-up neck lines, Cowls, Sleeve cap, sleeve cuffs, puff, petal, lantern and leg-of-mutton sleeves.
7. **PATTERNS FOR POCKET, PLACKET AND FACINGS** Pocket classification, outside pockets, inserted pocket and side-seam pocket. Pointed, Slit opening and Wing collar plackets. Facing patterns for cutout necklines and armholes.
8. **FOUNDATIONS FOR TOPS AND BOTTOM WEAR**-Basic shirt foundation-Front bodice draft, back bodice draft, sleeve draft, adding seam allowance and pattern information. Kimono, Raglan foundation. Pant foundation- front and back, waist band. Jean foundation, Pant derivatives, Pattern for princess line foundation, strapless princess bodice foundation.
9. **PATTERN FOR KNITS, ACTION WEAR AND SWIMWEAR**-Knit top foundations, Bodysuit foundations and variations. Swimwear-Maillot, bikini, little-boy and full-figure swim foundations. Pattern for Bias-cut dresses. Jacket and Coat foundations.
10. **PATTERN ALTERATIONS AND GRADING**-Pattern alteration for fit, Factors affecting the pattern making process. Grading process, grade rules, and types of grading system.

Recommended Books

1. Pattern making for Fashion Design-Armstrong & Joseph.H., Harper & Row Publications.
2. Fan J, Yu W, and Hunter L.-Clothing Appearance and Fit: Science and Technology, Woodhead Publishing Limited, 2004
3. Ashdown S. P.-Sizing in Clothing", Wood head Publishing Limited, 2007
4. Helen Joseph, Armstrong-Patternmaking for Fashion Design", Pearson Education

Semester-IV-B.Voc. (Fashion Technology)
Course-XVII-Women's & Children's Wear

Objectives: *This course exclusively discussing about the women's and children's wear with its various formats. Different trends of design are also to be discussing for keep updated knowledge in the wear and fashion.*

1. *Study of various types of kids wear and children's wear; measurements required for construction of kids & children's wear (Baba suit, Baby frock, shorts, Rompers, Pedal pushers). Selection of fabrics, trimmings, seams for Children's wear. Factors affecting selection*
2. *Pattern laid rules, common method of layout for asymmetric design, strips, checks and one way design for children's garments. Fit for children's garments.*
3. *Importance and principles of taking body measurements – measurement required for construction of women's garments – preparing basic patterns for bodice, sleeves, bifurcated garments, necklines – hood.*
4. *Step by step procedure for pattern making & construction, salwar kurties, nigh ties, blouses, midi skirts & tops – dart manipulation – dart relocation by pivot.*
5. *Method – connectivity darts into seams –fitting problems. Step by step Procedure for pattern makes and construction of salwar kameez – selection of thread, color, material – embroidery using computer – bead work and tinged work.*
6. *Step by step pattern making – construction for trousers and peach bottom – pleated trousers - skirts 'A' line – umbrella- 6 gore skirt – circular skirt.*
7. *Fashion accessories – footwear, handbags, gloves, hats, scarves, hosiery, jewelry, watches; testing of zippers, elastic waist band testing, fusible interlinings; safety issues for different accessories in women and children garment.*

Recommended Books

1. *Singer-Sewing Active Wear, Cy De Cosse Incorporated, 1986.*
2. *Singer-Sewing Pants That Fit, Cowles Creative Publishing Inc., 1989*
3. *Patric John Ireland-Fashion Design Illustration: Men, B.T Batsford Ltd., London,*
4. *Cooklin Gerry-Pattern Grading for Children's, Om Book Service, 1991.*
5. *Harold Carr & Barbara Latham-The technology of Clothing Manufacture, Blackwell Science Inc., 1994.*
6. *Gerry Cooklin-Garment technology for Fashion Designers, Blackwell Science, 1997*

Semester-III-B.Voc. (Fashion Technology)
Course-XVIII-Fashion Marketing & Merchandising

Objectives: *This course provides the knowledge regarding fashion marketing along with merchandising for understanding overall marketing systems and application of merchandising tools.*

1. *Definition of Fashion- Fashion marketing – Development of Fashion market – Size Structure – marketing requirement- Fashion Buyer – Consumer influence on market.*
2. *Fashion, Fad, style – Application – Society Fashion and individual fashion – their Coordination - wardrobe.*
3. *Applied illusions – Physical effects- Overall height- over all weight – Covering body defects by design – Visual design in Dress in Australia - Brazil – Germany - India –Japan - Nigeria.*
4. *Fashion marketing Research – Purpose of research -research design & data sources – Sampling methods – data Collection – Forecasting Fashion – Market Segmentation - Fashion marketing mix.*
5. *International apparel business pattern, basic business concepts in Indian apparel export house, business operations in China and other south Asian countries. Business patterns for Indian apparel retail and home textiles. Understanding from concept board to finished product and its sequence.*
6. *Concepts of merchandising, concepts and apparel product lines, dimensions of product change, determination and development of product line and product range. Creative and technical designing garments and accessories, new product development and seasons of sale, costing, coordination and communication with the production house and export house*
7. *Understanding the basics of sourcing, sourcing strategy and best sourcing practice in apparel and textile businesses, supply chain and demand chain understanding, sourcing negotiations, global co-ordination in sourcing, materials management and quality in sourcing, quick response and supplier partnership in sourcing, JIT technology.*
8. *Government policies a guide lines for apparel export and domestic trade, tax structures and government incentives in apparel trade. Export documents and its purposes, banking activities, Letter of credit, logistics and shipping, foreign exchange regulation, export risk management and insurance. Export finance, Special economic zones.*

Recommended Books

1. *Elian stone, Jean A samples-Fashion Merchandising, McGraw Hill Book Company, NewYork, 1985.*
2. *Shivaramu S. Export Marketing–A Practical Guide to Exporters, Wheeler Publishing, Ohio, 1996.*
3. *Mike Easey-Fashion Marketing, Blackwell Science, 2000.*
4. *Maurice J. Johnson & Evelyn C. Moore-Apparel Product Development, PHI.*
5. *Marian L. Davis-Visual Design in Dress, Prentice Hall Inc., 1976.*

Semester-IV-B.Voc. (Fashion Technology)

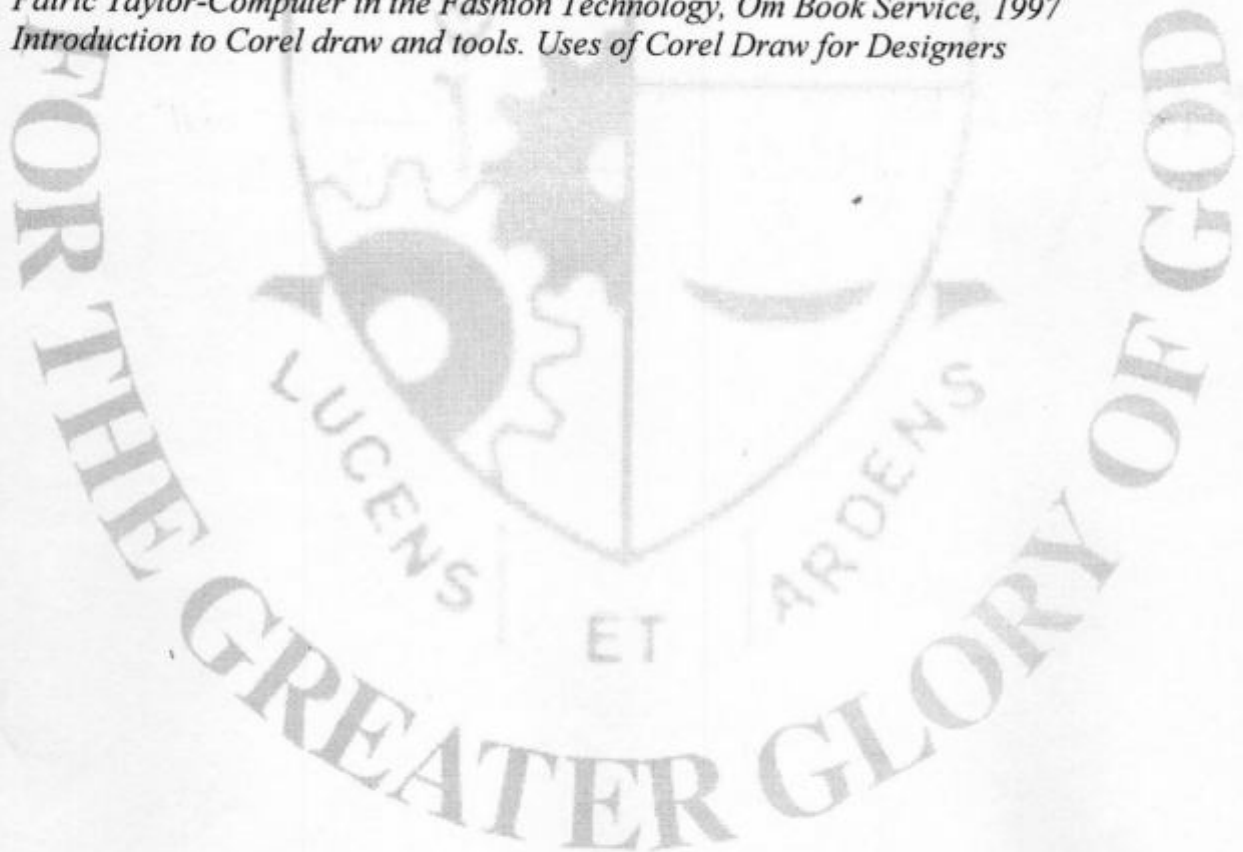
Course-XIX-Fashion CAD-II

Objectives: *This course provides advance knowledge regarding Computer Aided Design and various other softwares applicable for the fashion sector in the various stages of design and development.*

1. *Developing garment designs for men's, women's & children's fashion figures along with accessories, developing a design library of garment details.*
2. *Use of CAD, graphic designs, principles, 3D-studio max- making design portfolio & catalog.*
3. *Concept of electronic based smart garments, use of graphics for fabric and a garment designs product designs, color work on CAD system for printing*
4. *Detail study of Wilcome.*
5. *Detail study of Optitext.*

Recommended Books:

1. *Fundamentals of Computer Graphics-By Peter Shirley.*
2. *Adobe Photoshop and Textile Design-By Frederick L Chipkin.*
3. *I. Winfred Aidrich-CAD in Clothing and Textiles, Blackwell Science Ltd., 1994*
4. *Patric Taylor-Computer in the Fashion Technology, Om Book Service, 1997*
5. *Introduction to Corel draw and tools. Uses of Corel Draw for Designers*



Semester-IV-B.Voc. (Fashion Technology)

Course-XX-Project & Viva voce

Objective: *To understand the traditional clothing drafting and stitching with surface ornamentation.*

In this course students are assigned with the practical topics by the project guide, which is based on the practical data collection, market survey and market research. This course is also increased the practical skills of the students and enhance their presentation system. Real industrial working knowledge will be understood by the students for enhancing their employability. This course is continuously monitored by the project guide with periodical assessment system with the preparation of the project report. 50 marks are assigned for the internal assessment and another 50 marks evaluation will be taken by the external examiner based on the project report as viva voce.



Semester-V-B.Voc. (Fashion Technology)

Course-XXI-Men's Wear

Objectives: *This course provides knowledge regarding men's wear and its application in the various stages of development and manufacturing. The complications are also to be discussing regarding men's wear manufacturing and development.*

1. *Step by step procedure for construction and minimizing fabric consumption for men's formal and Casual shirts with regular collar, button down collar- plackets – back tucks center and side tucks – Balancing of designs – Asymmetric & symmetric designs - checks & stripes.*
2. *Step by step procedure for construction and minimizing fabric consumption for Men's formal trouser: – principles involved in fitting –step-by-step construction procedure for men's trousers. Formal trouser – pleated and flat front – Double welt and single welt back pockets- 5 pocket casual trousers.*
3. *Step by step procedure for construction and minimizing fabric consumption for Men's suits: – principles of fit- step by step construction of 2 piece and 3 piece suits – single and double breasted suits.*

Recommended Books

1. *Singer-Sewing Active Wear, Cy De Cosse Incorporated, 1986.*
2. *Singer-Sewing Pants That Fit", Cowles Creative Publishing Inc., 1989*
3. *Patric John Ireland-Fashion Design Illustration: Men, B.T Batsford Ltd., London,*

Semester-V-B.Voc. (Fashion Technology)

Course-XXII-Draping & Grading

Objectives: This course provides the knowledge regarding draping and application of grading in the apparel design and manufacturing.

1. Introduction to draping and dress forms. Preparation of fabrics.
2. Basic bob ice-marking and truing Bodice variations- surplice front, halter Princess Bodice and variation.
3. Dart manipulation – underarm dart, French dart, double French dart and variations
4. Cowls – basic front and back cowl, butterfly twist. Yokes and midriffs- bodices yoke, hip yoke, fitted midriff.
5. Basic skirt and variations – flared skirt, peg skirt. Princess dresses – joining skirt to the bodice.
6. Design and construct a final garment applying draping method.
7. Grading of: Basic bodice front and back. Basic sleeve. Basic Skirt front and back.

Recommended Books:

1. Dress Design: Draping and Flat Pattern Making-M.S. Hillhouse, E.A. Manfield, Publisher Houghton Mifflin College Division.
2. Professional Patterns Grading for Men's, Women's and Children-Jack Handford, Publisher Fairchild Books and Visual.
3. Draping for Fashion Design-Jaffe Hilde and Relis Nuire.

Semester-V-B.Voc. (Fashion Technology)
Course-XXIII-Apparel Constructions & Quality Control

Objectives: This course provides knowledge regarding various fabrics use in the apparel construction and mechanism of quality testing and control.

1. Definition – random- biased techniques for fiber, yarns and fabrics. Standard conditions - RH and temperature for testing. Moisture – measurement.
2. Twist direction – Twist multipliers. Twist testers. Tension type – Take-up -ATIRA Direct type testers, Yarn Hairiness
3. Testing - Methods – Optical – Singeing. Yarn count – Instruments – analytical balance – Knowles balance – quadrant balance – Beesley balance- electronic yarn count and yarn diameter.
4. Methods of measuring evenness – Black board – ASTM standards – 49
5. Cutting and weighing methods – Electronic capacitance – Uster evenness tester – Uster standards – Yarn faults – classification – Uster Classmate.
6. Crimp – Influence on fabric properties – Shirley crimp tester, fabric tensile strength tester – raveled strip method – grab methods. Elmendorf tear tester, Ballistic tester – Hydraulic bursting strength tester, Fabric abrasion resistance – handle- serviceability assessment, Martindale abrasion tester, Fabric pilling I.C.I Pillbox tester.
7. Fabrics drape measurement – Drape meter. Fabrics stiffness - Shirley stiffness tester, fabric crease resistance and crease recovery measurements. Fabric permeability - Shirley air permeability tester – Fabric water permeability tester – Friction measuring instruments.
8. Seam strength testing – Seam severance tests, Evaluation of interlinings quality Colour fastness testing Apparel dimensional stability testing. Objective evaluation of fabric tailors ability.
9. Introduction - Need for quality - Evolution of quality - Definitions of quality - Dimensions of product and service quality - Basic concepts of TQM - TQM Framework - Contributions of Deming, Juran and Crosby - Barriers to TQM - Quality statements - Customer focus - Customer orientation, Customer satisfaction, Customer complaints, Customer retention - Costs of quality.

Recommended Books:

1. Ruth E. Glock, Grace I. Kunz-Apparel Manufacturing, Sewn Product Analysis, Fourth Edition, Pearson Education.
2. Chuter A.J.-Introduction to Clothing Production Management, Blackwell Scientific Publications, Oxford 2001.

Semester-V-B.Voc. (Fashion Technology)
Course-XXIV-Visual Merchandizing & Fashion Photography

Objectives: This course provides knowledge regarding various visual merchandizing tools and its application in the fashion marketing. Fashion photographic aspects are also taken care for proper understanding of fashion modeling and presentation aspects.

1. Fashion Business - Nature – Environment – Segment of Fashion Industry. Merchandising –Principles, types. Product presentation – role of consumer.
2. Visual display - Fashion communication – Visual / 3D visual – Elements of visual merchandising. Visual merchandising as a communication tool, Presentations in visual merchandising, visual merchandising and enhanced customer buying decision, interiors with respect to brand, sensory elements, signs and graphics, focal point for season and type of sale.
3. Objectives of Store planning, location, design, retail image mix, and layout, the circulation plan for retail formats and a generic apparel and fashion store, buying, mark-up and mark-down in merchandise management, private apparel brands and labels. – Windows - interiors – optimizing techniques in retail space. Study on apparel franchising, franchising in India.
4. Optimize apparel assortments – retail environment defining. Comparison of Visual Merchandising with Fashion Merchandising. Assortment planning – Visual data management – Data sharing – Assortment planning – Visualization & printing.
5. General principle – Photography - camera, lens. How to use your camera – Needs and methods lighting techniques for indoor / outdoor photography – methods and equipment's – advantage and disadvantages.
6. Image capture – parts of camera- classification and types of camera – Applications and Disadvantages. Light – Natural, artificial, flash and strobe.
7. Photography techniques and equipment for different fields. Basic, studio, location portraiture,
8. Photojournalism, Fashion Photography, wedding photography – Fashion shows.
9. Exposure and processing of colour and black and white films. Different techniques in developing. Printing – definitions – Methods of printing for black & white color.
10. Photography using digital cameras – Video photography – image mixing – advertising and still life -application of computers in photography.

Recommended Books:

1. Marian L. Davis-Visual Design in Dress", Prentice Hall inc., 1976.
2. Elaine Stone-Fashion Merchandising", Blackwell Science Ltd., 2000.
3. Martin. M. Pegler-Visual Merchandising and Display", (fifth edition), Fair Child Publications
4. W. R. Miller-Basic Industrial Arts, Plastics, Graphics Arts, Power Mechanics, Photography

Semester-V-B.Voc. (Fashion Technology)

Course-XXV-Project & Viva voce

Objective: *To generate hands on experience in Men's wear and kids wear with industrial feedback.*

In this course students are assigned with the practical topics by the project guide, which is based on the practical data collection, market survey and market research. This course is also increased the practical skills of the students and enhance their presentation system. Real industrial working knowledge will be understood by the students for enhancing their employability. This course is continuously monitored by the project guide with periodical assessment system with the preparation of the project report. 50 marks are assigned for the internal assessment and another 50 marks evaluation will be taken by the external examiner based on the project report as viva voce.



Semester-VI-B.Voc. (Fashion Technology)
Course-XXVI- Entrepreneurship Development Programme

Objectives: This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial business.

Unit-1 Entrepreneurial Management

10 Hours

The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea generation, Identifying opportunities and Evolution, Building the Team/Leadership, Strategic planning for business, Steps in strategic planning, Forms of ownership-Sole proprietorship, partnership, limited liability partnership and corporation form of ownership, advantage/disadvantage, Franchising, advantages/disadvantages of franchising, types of franchise arrangements, franchise contracts, franchise evolution checklist, Financing entrepreneurial ventures, managing growth, Valuation of a new company, Harvesting and Exist strategies, Corporate Entrepreneurship.

Unit-2 Entrepreneurship Creativity and Innovation

5 Hours

Stimulating creativity, Organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative teams, Source of innovation business, managing organizations for innovation and positive creativity.

Unit-3 Social Entrepreneurship

10 Hours

Introduction to social entrepreneurship, Characteristics and role of social entrepreneurs, Innovation and Entrepreneurship in a social Context, Start-Up and early stage venture issues in creating and sustaining a Non-profits organization, Financing and Risks, Business Strategies and Scaling up.

Unit-4 Family Business and Entrepreneurship

10 Hours

The entrepreneur, role and personality, family business, concepts, structure and kinds of family firms, culture and innovation of family firm, managing business, family and shareholder relationships, conflict and conflict resolution in family firms, managing leadership, succession and continuity, women's issues in the family business, encouraging change in the family business system.

Unit-5 Financing the Entrepreneurial Business

10 Hours

Arrangements of funds, traditional source of financing, Loan syndicating, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

Recommended Books

1. Burns, P.-Entrepreneurship and small business. New Jersey
2. Drucker, P. F-Innovation and entrepreneurship: Practice and principles, USA; Elsevier
3. Gersick, K.E., Davis, J.A., Hampton, M. M., & Lansberg, I.-Generation to generation: Life Cycle of the family business: Boston: Harvard Business School Press
4. Hisrich, R., & Peters, M.-Entrepreneurship, New Delhi: Tata McGraw Hill
5. Holt, D. H.-Entrepreneurship new venture creation. New Delhi: PHI
6. John Kao, Creativity & Entrepreneurship
7. Kaplan, J.-Patterns of Entrepreneurship. Wiley
8. Khandwalla, P.-Corporate creativity. New Delhi: Tata McGraw Hill
9. Mullins, J.-New Business Road Test, New Delhi: PHI

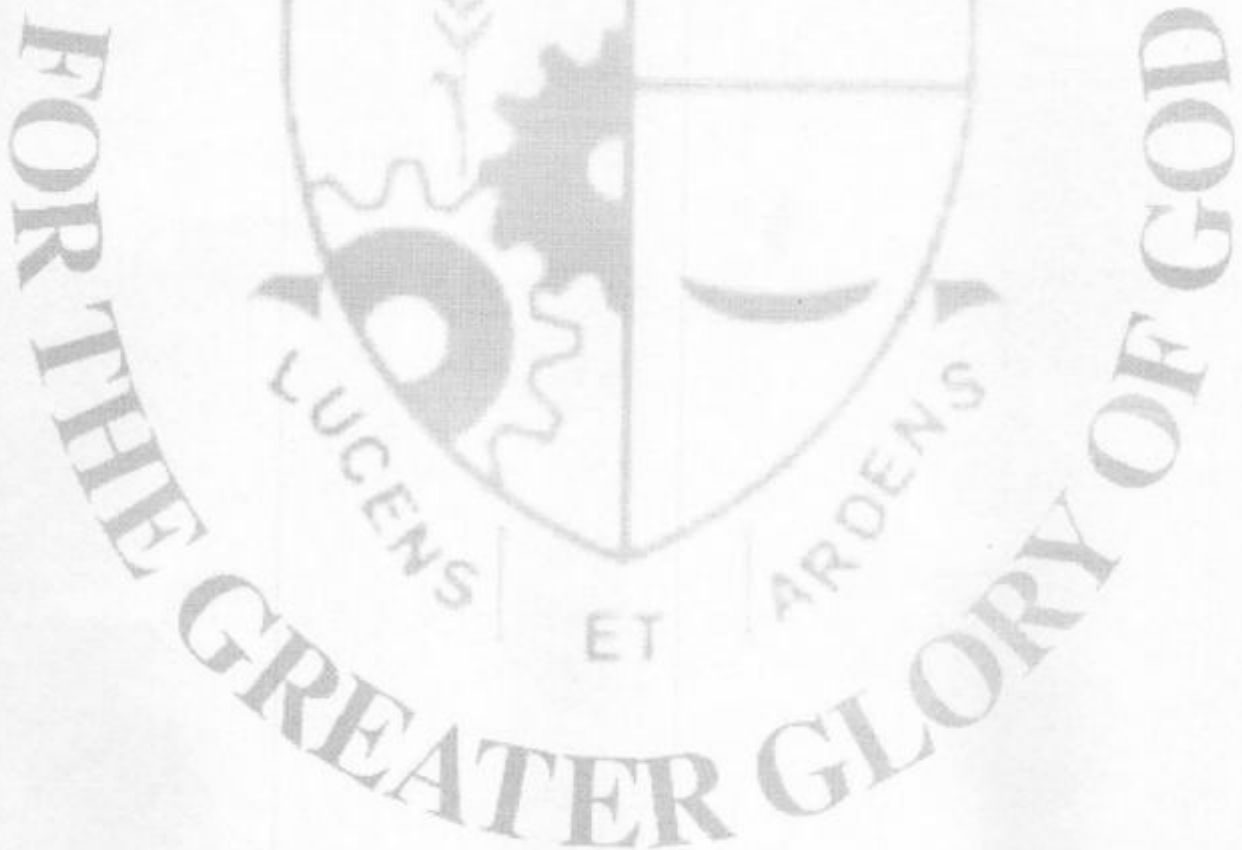
Semester-VI-B.Voc. (Fashion Technology)
Course-XXVII-Apparel Costing & Finance

Objectives: This course provides the knowledge regarding apparel costing and financial aspects during various stages of manufacturing and selling. The basic accounting knowledge is also provides to the students for proper handling of finance.

1. Basics of Financial Accounting. Basic idea of Journal, Ledger Trial Balance, Final Accounts with simple adjustments
2. Cost accounting, elements of cost, classification of cost elements – examples from apparel industry, methods of costing unit and bulk costing system.
3. Cost profit volume analysis, breakeven analysis; standard costing, analysis of variance.
4. Costing of fabrics and Cloth processing; costing of apparel – accounting of prime costs and overhead costs, allocation of overheads; cost sheet preparation.
5. Budget, types of budgets, budgeting and control in apparel industry.

Recommended Books:

1. Introduction to costing-Karla.
2. Introduction to Financial Accounting-S.C Gupta.



Semester-VI-B.Voc. (Fashion Technology)
Course-XXVIII-Garment Finishing, Coloring & Cloth Care

Objectives: This course provides knowledge regarding different stages of garment manufacturing by using different chemicals. The method of colouring and cloth care is also to be discussing for proper understanding of the handling of fabrics.

1. Water –soft water –hard water – methods of softening water. Garment dyeing, dye selection, garment-dyeing machinery.
2. Washing: Stone washing, acid washing, enzyme washing, bio polishing, mesmerisation, bleaching, laser fading and ozone fading.
3. Study of laundry equipment and reagents – soaps – detergents – cleaning action of soaps, study of modern and industrial cleaning agents. Finishing; Optical brightening, mercerization, liquid ammonia, treatment, stiffening, softening, crease resistant and crease retentive finish, anti-static finish, anti-bacterial finish, water proofing, flame proofing, soil release finish, mildew and moth proofing.
4. Study of garment finishing room equipments – steam iron – steam busters – vacuum ironing tables form finishing equipments – trouser topper, shirt press, collar/cuff press, form finisher for jackets and coats – study of boiler and related equipment for finishing room. Fusing machines for interlinings
5. Human Color Vision - Colour Sensation – physiological and psychological mechanism of color vision,
6. Color Order System - Description of color, various color order systems, CIE numerical system for colour definition and its components – illuminants, the versions of the standard observer, the colour scales, chromaticity diagram.
7. Numerical Color Matching - Reflectance and K/S value, relationship between dye concentrations and a) reflectance values and b) K/S values, reflectance and K/S curves of dyed samples, the CIE model for computer color matching and the calculation of colour recipes, non CIE models for colour matching, limitations of computer color matching
8. Metamerism – types and its assessment, Metamerism in textile materials; colour differences – visual assessment, standard conditions, methods and problems, assessment of colour difference, the non linearity of subjective perception of colour, the need for specific colour difference systems, setting up of objective pass/fail standards.
9. Principles of laundering – stain removal – various solvents for stain removing blood, tea, rust, oil/grease etc. – different methods of washing – application of friction by hand rubbing – scribing – tumble wash and Stain removal – Oil, colour matter, chemicals.
10. Use of care labels and standards / norms for care labels. Garment laundering equipments and procedures. Study of different types of house hold/industrial washing machines-rotary –swirling – pressure – tumble wash etc

Recommended Books:

1. Dress Design: Draping and Flat Pattern Making-M.S. Hillhouse, E.A. Manfield, Publisher Houghton Mifflin College Division.
2. Professional Patterns Grading for Men's, Women's and Children-Jack Handford, Publisher Fairchild Books and Visual.
3. Draping for Fashion Design-Jaffe Hilde and Relis Nuire.

Semester-VI-B.Voc. (Fashion Technology)
Course-XXIX-Fashion Media & Event Management

Objectives: This course provides knowledge regarding the application of different media along with management of media in the effective manner. Knowledge regarding fashion events and its importance are also to be discussing for proper understanding of the students.

Fashion Media Management

1. Use of Media in Fashion, Types of Media.
2. Selection of Media—TRP rating, Prime Time Demand, Sponsored Events Demand.
3. Print Media—Definition, Growth and Development, Functions, Impact of Mass Media,
4. Mass Media Guidelines & Press Censorship, Foreign Print Media.
5. Broadcast Media—Structure of Television Industry, Working of Television for different segments, Cable Television, Types of Sponsorship, Types of Retail Advertisers, Forms of Television Commercials with advantages and disadvantages of it, Sources of Television Revenues.
6. Radio—All India Radio, Specific Audience Broadcast, Vividh Bharti Services, FM Radio, Live Commercial for Radio, Recorded Retail Radio Commercial, Programme Rating, Advantages & Disadvantages of Radio, Functions of Commercial Communication,
7. Cinema and Film Media—Target audience analysis for Business Films, Sponsored Films, Animated Films, Animation of Puppets, Computer Animation, Feature Films. Central Board of Film Censors—Procedure, Guidelines, Powers, and Appeal.
8. Electronic Media—Facilities and modes of operation, The Printed word and Electronic Invasion, Electronic News Course, Visual Communications, Visual Aids—Factors for selection and Using Guidelines, Advantages and Disadvantages of it.

Fashion Event Management

1. Introduction to Fashion Event Management—Need, Significance, Scope, Segmentation, Targeting and Positioning.
2. Strategic Critical approach in events—PREP Model (Predatorial Strategy, Retaliatory Strategy, Enrichment Strategy, Proactive Strategy), Risk vs. Return Matrix.
3. Key elements of Events.
4. Role of Event Management in Fashion Industry.
5. Event Manager—Role, Objective and Responsibilities.
6. Event Management—Role in Publicity and Sales Promotion.
7. Resource generation and application in Event Management.
8. Evaluation of Event Performance.

Recommended Books:

1. Event Management—Lynn Van Der Wagen & Brenda R. Carlos
2. Event Marketing & Management—Sanjay Singh Gaur & Sanjay V. Saggere
3. Successful Event Management—Anton Shone & Bryn Parry
4. Media and Communication Management—C.S. Rayudu
5. Mass Communication, Journalism and Media Management—S. Chauhan & N. Chandra
6. Media & Advertising—C. D. Aggarwal
7. Electronic Media—M. M. Gaur
8. Media Management—Dr. Rakesh Kumar
9. Print Media and Electronic Media—Jitendra Kumar Sharma
10. Mass Communication—Jitendra Singh
11. Mass Media—J. R. Hakemulder, F. A. D. Jonge & P. P. Singh

Semester-VI-B.Voc. (Fashion Technology)

Course-XXX-Project & Viva voce

Objective: For displaying fashion work of the students in his/her entire academic period by organizing fashion show.

In this course students are assigned with the practical topics by the project guide, which is based on the practical data collection, market survey and market research. This course is also increased the practical skills of the students and enhance their presentation system. Real industrial working knowledge will be understood by the students for enhancing their employability. This course is continuously monitored by the project guide with periodical assessment system with the preparation of the project report. 50 marks are assigned for the internal assessment and another 50 marks evaluation will be taken by the external examiner based on the project report as viva voce.



End of Syllabus of B. Voc. (Fashion Technology)