

**SANDIP UNIVERSITY**

# **Courses of Study**

**2019-20**

**Fashion Design**



**School of Fashion Design and Beauty Cosmetology**  
**Department of Fashion Design**

**Chairman,**  
**Board of Studies, Department of Fashion Designing**

**School of Fashion Designing & Beauty Cosmetology**  
 Third Year B.Sc. (Fashion Designing)

**Year: Third Year**  
**Course: Apparel Quality Management**

**Semester: V**  
**Course Code: XFD 501**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Total	Theory	Lab	
3	0	-	3	10	20	10	10	50	100	-	100
<b>Max. Time, End Semester Exam (Theory) - 3Hrs.</b>											

**Course Objectives**

- 1 To understand the role of entrepreneur and in the Indian economy.
- 2 To understand the business process.
- 3 To understand the role of government in the development of entrepreneurship.
- 4 To understand the role of various institutions in the development of entrepreneurship.

Course Content			
Unit No.	Module No.	Content	Hours
1	I	Meaning of quality, testing and standard and their importance in apparel industry – Quality terminologies – Sources of international standards. Quality Parameters of yarn: Yarn evenness & hairiness and their effect on fabric quality. Quality parameters of fabric: Brief study of fabric pilling resistance, bursting strength, colour fastness and dimensional stability. Testing of sewing threads, zippers, fusible interlinings, buttons and fasteners.	10
2	I	Inspection: Incoming and raw material inspection: Fabric inspection – 4-point system. In process/ on-line inspection: Advantages – On line inspection during spreading, pattern making, cutting, sewing and ironing. Final inspection: Sampling plans and AQL charts – Level of final inspection. Packing & packaging quality tests. Care labelling and international care symbols.	10

3	I	Principles of TQM – Deming’s PDCA Cycle - KAIZAN concepts – 5, S “ applications in apparel industry. Application of seven QC tools in apparel industry.	8
4	I	Understanding of ISO 9001:2000 standards: QMS, management responsibility, resource management, product realization and measurement analysis & improvement – Various documents required for ISO 9001:2000 implementation and its contents – Development of quality system manual for garment industry.	10
5	I	Documented procedures required for ISO 9001:2000 implementation – Procedures for internal quality audit – Management review meeting – Certification process – Surveillance audit.	6
<b>Total No. of Hrs</b>			<b>44</b>

### Beyond the Syllabus

### Course Outcome

#### Students should able to

- CO1** Student will able to understand the importance and role of entrepreneurship.
- CO2** Student will able to make a business plan for their own venture.
- CO3** Student will be having knowledge about the various govt. Subsidies.
- CO4** Student will be having a knowledge of various govt. Agencies which help in entrepreneurship development.

### Recommended Resources

- Text Books**
1. Paula J. Myers-Mc Devitt, Apparel Production Management and the Technical Package
  2. Ruth E. Glock & Grace I. Kunz, Apparel Manufacturing: Sewn Product Analysis, 4th
- Reference Books**
1. Paula J. Myers-Mc Devitt, Apparel Production Management and the Technical Package
  2. Ruth E. Glock & Grace I. Kunz, Apparel Manufacturing: Sewn Product Analysis, 4th

### E-Resources

**School of Fashion Designing & Beauty Cosmetology**  
**Third Year B.Sc. (Fashion Designing)**

**Year: Third Year**  
**Course: Visual Merchandising (Th)**

**Semester: V**  
**Course Code: XFD502**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-3	Lab	Theory	Lab	
2	0	-	2	10	20	10	10	50	-	50	100
<b>Max. Time, End Semester Exam (Theory) -3Hrs.</b>									<b>End Semester Exam (Lab) - 3Hrs.</b>		

**Course Objectives**

- 1 To enable students to gain knowledge about the basics of coral draw.
- 2 To impart knowledge on various tools used in coral draw.
- 3 To impart knowledge on various application of coral draw in fashion designing.
- 4 To impart the knowledge about application of coral draw for development of students portfolio.

**Course Content**

Unit No.	Module No.	Unit I:	Hours
1	I	Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, The common challenges, Ways to overcome the visual merchandising challenges	
2	I	The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off, Role of a merchandiser, Other Atmospherics in Merchandising, Colour scheme, Lighting	
3	I	Store Management in Merchandising: Introduction, Objectives, Types of Stores, Location of	

		a Store, Types of retail locations, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store Space Allocation, Heads of space allocation in a store, Managing Customer Navigation in a Store, General Rules of Customer Traffic in a Store, The Loop for Guiding the Shoppers through a Store	
4	I	Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Planogramming	
5	I	Store Image & Security: Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues Unit VI: Managing Communication for a Retail Store Offering: Introduction, Objectives, Marketing Communication, and Thematic Communication, Methods of Communication, Graphics, and Signage.	
			<b>Total No. of Hrs</b>

**Course Outcome**
**Students should able to**

- |            |   |
|------------|---|
| <b>CO1</b> | Students will be able to understand the basics of coral draw.                     |
| <b>CO2</b> | Students will be able to use the various tools and effects in the coral draw.     |
| <b>CO3</b> | Students will be able to design and develop the various types of fashion details. |
| <b>CO4</b> | Students will be able to develop their own digital portfolio.                     |

**Recommended Resources**

**Text Books**

1. Swati Bhalla & AnuraagSingha , Visual Merchandising
2. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
3. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

**Reference Books****E-Resources**

## School of Fashion Designing & Beauty Cosmetology

Third Year B.Sc. (Fashion Designing)

Year: Third Year

Course: Open Elective - I

Semester: V

Course Code: XFD503

### Course Objective

1
2
3
4

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Theory	Lab	
3	-	-	3	10	20	10	10		100		100
Max. Time, End Semester Exam (Theory) -3Hrs.											

1	Intellectual Property Rights (IPR)
2	Emotional Intelligence
3	Computer Network
4	Sustainable Energy Sources
5	Cyber Law (Information Technology Law)
6	Leadership Skills
7	Cloud Computing and Virtualization
8	Energy Audit & Management

### Course Outcome

Students should able to

CO1

CO2

CO3



CO4

**Recommended Resources**

**Text Books** Retail Management by [Chetan Bajaj](#), [Nidhi V. Srivastava](#)  
Oxford University Press, 2004  
Luxury Fashion Retail Management: An Introduction  
Pages 3-9  
Choi, Tsan-Ming (et al.)

**Reference Books** “Fashion Retailing: From Managing to Merchandising (Basics Fashion Management)” by Dimitri Koumbis  
“Retail Fashion Merchandise Assortment Planning and Trading: It Is All About Choices” by Charles Nesbitt

**E-Resources**



## School of Fashion Designing & Beauty Cosmetology

Third Year B.Sc. (Fashion Designing)

Year: Third Year

Semester: V

Course: Pattern Grading (Pr)

Course Code: XFD 511

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Total	Theory	Lab	
2	-	-	3	10	20	10	10	50	100		100
<b>Max. Time, End Semester Exam (Theory) -3Hrs.</b>											

### Course Objectives

- 1 To impart the knowledge about the grading.
- 2 To impart creative and technical skills for designing various patterns with the help of various methods of grading.
- 3 To impart the knowledge regarding the basic and advanced methods of Pattern grading.
- 4 To develop the students skills in the garment designing process.

### Course Content

Unit No.	Module No.	Content	Hours
1	I	<b>Introduction to Grading:</b> <ul style="list-style-type: none"> <li>• Definition of grading</li> <li>• Concept of Grading</li> <li>• Basic Terminology</li> <li>• Principles of Grading</li> <li>• Types and Importance of grading</li> <li>• Difference between Pattern grading &amp; Pattern Making</li> </ul>	10
2	I	<b>Grading and Anthropometry:</b> Relative Points of Grade in the Human Body	4
3	I	<b>Methods of Grading:</b> <ul style="list-style-type: none"> <li>• Track Grading,</li> <li>• Nested Grading,</li> <li>• Block Grading,</li> <li>• Zero Points and</li> </ul>	10

		<ul style="list-style-type: none"> <li>• Cardinal Points</li> </ul>	
4	I	<b>Sizing:</b> <ul style="list-style-type: none"> <li>• Size Table: Men's, Women's &amp; Children</li> <li>• Grading Table</li> <li>• Grading Menu</li> <li>• Grading Specifications</li> </ul>	10
5	I	<b>Grading Procedure for:</b> <ul style="list-style-type: none"> <li>• Basic bodice and sleeve block</li> <li>• Basic skirt</li> <li>• Trousers</li> </ul> <b>Computerized grading:</b> <ul style="list-style-type: none"> <li>• Procedure</li> <li>• Grade Library</li> <li>• Merits and Demerits</li> <li>• Software used for grading</li> </ul>	12
<b>Total No. of Hrs</b>			44

<b>Course Outcome</b>	
<b>Students should able to</b>	
<b>CO1</b>	Students will be able to develop a grading pattern.
<b>CO2</b>	Students will be able to determine the difference between pattern grading and pattern making.
<b>CO3</b>	Students will be able to determine the use and application of the various grading methods.
<b>CO4</b>	Students will be able to develop the various grading samples of any fashion details.

### Recommended Resources

**Text Books**

1. Metric Pattern cutting & Grading by Winfred Aldrich.
2. Grading for the fashion Industry – Patrick.J.Taylor & Martin Shobhen, Neson Thomas
3. Goulbourn Margartha “Introducing Pattern Cutting, Grading and Modelling”, Batsford Pub. UK.

**Reference Books**

1. Shoben Martin, “Grading”, Batsford Pub. UK.
2. Price Jeanne and Zamkoff Bernard”, Grading techniques for Modern Design”, Fairchild Pub.

**E-Resources**

## School of Fashion Designing & Cosmetic Science

### Second Year B.Sc. (Fashion Designing)

**Year: Second Year**

**Semester: IV**

**Course: Advanced Draping ( Pr)**

**Course Code: XFD512**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Theory	Lab	
-	-	4	2	-	-	-	-	50	-	50	100
<b>Max. Time, End Semester Exam - 3Hrs.</b>											

#### Course Objectives

- 1 To learn basic fundamentals of draping which will include blocks and basic styles.
- 2 To develop skills and knowledge regarding dart manipulation.
- 3 To acquire knowledge and skills to develop interpretation of the design sketch into draping for style lines.
- 4 To understand and make origami design.

Course Content			
Unit No.	Module No.	Content	Hours
1	I	<b>Experiment No. 1</b> Draping of following on a body form using muslin cloth and later creating a pattern of the same on the drafting paper. Bodice Yokes Asymmetrical Darts Flanges	10
2	I	<b>Experiment No. 2</b> Draping of following on a body form using muslin cloth and later creating a pattern of the same on the drafting paper. Types of Sleeves Types of Collars	10
3	I	<b>Experiment No. 3</b> Origami Design 1	8
4	I	<b>Experiment No. 4</b> Origami Design 2	8
5	I	<b>Experiment No. 5</b> Origami Design 3	8
<b>Total No. of Hrs</b>			44

**Course Outcome****Students should able to**

- |            |  |
|------------|--|
| <b>CO1</b> | Student will able to learn basic fundamentals of draping which will include blocks and basic styles.                   |
| <b>CO2</b> | Student will able to develop skills and knowledge regarding dart manipulation.   |
| <b>CO3</b> | Student will acquire knowledge and skills to develop interpretation of the design sketch into draping for style lines. |
| <b>CO4</b> | Student will understand and able to make the origami design.   |

**Recommended Resources****Text Books**

1. Draping Drafting and Drawing, Bina Abling, Kathlech, Fairchild Publications.  
Draping Basics, Sally Dimarco, Fairchild Books.

**Reference Books**

1. Draping for Apparel Design, Fairchild Publications, Helen Joseph & Armstrong
2. The Art of Fashion Draping, Connie Amaden- Crawford, Fairchild Publications.
3. Draping for Fashion Design, Hilde Jaffe, Nurie Relis

## School of Fashion Designing & Beauty Cosmetology

Third Year B.Sc. (Fashion Designing)

**Year: Third Year**

**Course: Advanced Pattern Making II (Pr)**

**Semester: V**

**Course Code: XFD513**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-3	Lab	Theory	Lab	
4	0	-	4	10	20	10	10	50	-	50	100
<b>Max. Time, End Semester Exam (Theory) -3Hrs.</b>									<b>End Semester Exam (Lab) - 3Hrs.</b>		

### Course Objectives

- 1 To develop the students knowledge about the pattern development.
- 2 To impart creative skills for designing various womens wear.
- 3 To develop advanced garments like Corset and Womens Jacket.
- 4 To design and implement any garment with proper research of trends

Unit No.			
<b>1</b>	<b>I</b>	<b>Design &amp; Development of Upper Garment:</b> <ul style="list-style-type: none"> <li>• Experiment No. 1 Sari Blouse</li> <li>• Experiment No. 2 Simple Blouse</li> <li>• Experiment No. 3 Piece Blouse</li> <li>• Experiment No. 4 Princess Line (Padded &amp; Without Padded)</li> </ul>	<b>12</b>
<b>2</b>	<b>I</b>	<b>Design &amp; Development of Lower Garment:</b> <ul style="list-style-type: none"> <li>• Experiment No. 1 Patiyala Salwar ( Internal &amp; External Cowl)</li> <li>• Experiment No. 2 Designer Chudiddar (Shirring /Strip cut etc.)</li> <li>• Experiment No. 3 Palazzo (Regular)</li> <li>• Experiment No. 4 Pencil Skirt</li> </ul>	<b>12</b>
<b>3</b>	<b>I</b>	<b>Corset Designing</b>	<b>6</b>
<b>4</b>	<b>I</b>	<b>Ladies Jacket (Sleeveless)</b>	<b>5</b>
<b>5</b>	<b>I</b>	<b>Project Work:</b> Submission of Project on Women's garments (1 Stitched Garment ) on following given Themes : <ul style="list-style-type: none"> <li>• <b>Party Wear</b></li> </ul>	<b>10</b>

		<ul style="list-style-type: none"> <li>• <b>Casual Wear and</b></li> <li>• <b>Bridal Wear</b></li> </ul> <p>Students Can study the various latest trends of Market for development of women's collection for above mentioned themes and implement those in the Project.</p>	
		<b>Total No. of Hrs</b>	<b>45</b>

<b>Course Outcome</b>	
<b>Students should able to</b>	
<b>CO1</b>	Students will be able to design and Stitched Upper garments.
<b>CO2</b>	Students will be able to design and Stitched Lower garments.
<b>CO3</b>	Students will be able to Design and Stitched Corset.
<b>CO4</b>	Students will be able to Design and Stitched Ladies Jacket and its Manipulation.
<b>CO4</b>	Students will be able to study various market trends and design women's garments as designer as per the need of market.

<b>Recommended Resources</b>	
<b>Text Books</b>	1. Peg Couch, Garment Construction: A Complete Course on Designing and Making Clothing for Fit and Fashion (Illustrated Guide to Sewing) 2. Alison Smith, The Sewing Book (Dk)
<b>Reference Books</b>	1. Sarah Veblen, The Complete Photo Guide to Perfect Fitting
<b>E-Resources</b>	



**School of Fashion Designing & Beauty Cosmetology**  
**Third Year B.Sc. (Fashion Designing)**

**Year: Third Year**  
**Course: Portfolio Development with CAD (Pr)**

**Semester: V**  
**Course Code: XFD514**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-3	Lab	Theory	Lab	
-	-	4	2	-	-	-	-	50	-	50	100
<b>Max. Time, End Semester Exam (Theory) -3Hrs.</b>								<b>End Semester Exam (Lab) - 3Hrs.</b>			

**Course Objectives**

- 1 To enable students to gain knowledge about the basics of coral draw.
- 2 To impart knowledge on various tools used in coral draw.
- 3 To impart knowledge on various application of coral draw in fashion designing.
- 4 To impart the knowledge about application of coral draw for development of students portfolio.

**Course Content**

Unit No.	Module No.	Content	Hours
1	I	<b>Introduction:</b> <b>Corel Draw learning tools</b> <input type="checkbox"/> Interactive blend tools <input type="checkbox"/> Interactive contour tool <input type="checkbox"/> Interactive distortion tool <input type="checkbox"/> Interactive drop shadow tool <input type="checkbox"/> CorelDraw shapes <input type="checkbox"/> Star tool <input type="checkbox"/> Crop tool <input type="checkbox"/> Eraser tool <input type="checkbox"/> Knife tool <input type="checkbox"/> Interactive fill tool <input type="checkbox"/> Complex star tool <input type="checkbox"/> Spiral tool <input type="checkbox"/> Graph paper tool <input type="checkbox"/> Interactive transparency tool <input type="checkbox"/> Interactive extrude tool <input type="checkbox"/> Interactive envelope tool	4
2	I	<b>Corel Basics</b> <input type="checkbox"/> Pick tool - Move <input type="checkbox"/> Pick tool - Skew <input type="checkbox"/> Pick tool - Resize <input type="checkbox"/> Corel text basics <input type="checkbox"/> Simple wireframe <input type="checkbox"/> Wireframe <input type="checkbox"/> Behind / in front of <input type="checkbox"/> Preview selected preview <input type="checkbox"/> Zoom selected <input type="checkbox"/> Fit in window <input type="checkbox"/> Zoom all <input type="checkbox"/> Basics graphics terms - ungroup <input type="checkbox"/> Guidelines details <input type="checkbox"/> Guidelines Outline <input type="checkbox"/> Fill color <input type="checkbox"/> Fountain fill <input type="checkbox"/> Corel fill types <input type="checkbox"/> Angle & edge pad - Fountain fill <input type="checkbox"/> Duplicate <input type="checkbox"/> Select within group <input type="checkbox"/> Corel text fill <input type="checkbox"/> Import <input type="checkbox"/> Draft Combine <input type="checkbox"/> Group <input type="checkbox"/> Combine & group <input type="checkbox"/> Oder / Forward / Black one	10
3	I	<b>Artistic effects</b> <input type="checkbox"/> Sunset <input type="checkbox"/> Chess board <input type="checkbox"/> Explode <input type="checkbox"/> Making	10

		precious stones <input type="checkbox"/> Making rings <input type="checkbox"/> Fashion designing <input type="checkbox"/> Extrude project <input type="checkbox"/> Pendant <input type="checkbox"/> Simple web buttons <input type="checkbox"/> Page curl Corel Draw text effects <input type="checkbox"/> Cracked text effect <input type="checkbox"/> Combine effect <input type="checkbox"/> Shadows <input type="checkbox"/> Big text <input type="checkbox"/> Ray effect <input type="checkbox"/> Drop shadow <input type="checkbox"/> Line text <input type="checkbox"/> Sliced text <input type="checkbox"/> Contour effect <input type="checkbox"/> Grid effect <input type="checkbox"/> Adding effect Design, Layout and photos <input type="checkbox"/> Create beautiful bevels <input type="checkbox"/> Tips for designing newsletter layouts <input type="checkbox"/> How to create a newsletter <input type="checkbox"/> Create perfect photo composites with the cut-out lab <input type="checkbox"/> Top 5 photo fixes using Corel photo-paint <input type="checkbox"/> Tracing with Corel trace	
4	I	<b>Creating a logo</b> Introduction to tech pack types of sheet used in Tech Pack Flat Drawing and Detailing, Grading of measurement, Detailing, Colour pantone, Trim and accessories, packaging	10
5	I	Trim and Packaging design, packaging types, placement of logo and packaging details Flat drawing project Packaging design project trim design project	8
<b>Total No. of Hrs</b>			42

### Course Outcome

#### Students should be able to

- CO1** Students will be able to understand the basics of coral draw.
- CO2** Students will be able to use the various tools and effects in the coral draw.
- CO3** Students will be able to design and develop the various types of fashion details.
- CO4** Students will be able to develop their own digital portfolio.
- CO5**

### Recommended Resources

#### Text Books

#### Reference Books

#### E-Resources

## School of Fashion Designing & Beauty Cosmetology

Third Year B.Sc. (Fashion Designing)

**Year: Third Year**  
**Course: Internship**

**Semester: V**  
**Course Code: XFD515**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-3	Lab	Theory	Lab	
0	0	0	2	0	0	0	0	0	-	0	
<b>Max. Time, End Semester Exam (Theory) -3Hrs.</b>									<b>End Semester Exam (Lab) - 3Hrs.</b>		

### Course Objectives

- 1 To impart knowledge regarding the Various aspects of Industry.
- 2 To make the students aware about the various departments and it's functioning in the Industry.
- 3 To make the students understand the various machineries, used in the apparel industry.
- 4 To impart the knowledge of industry and make students Industry ready.

### Course Content

Unit No.	Module No.	Content	Hours
1		<p>Students will be asked to go for 30 days internship training during V semester Students will be given a case study during the internship and they have to submit a report thereon at the end of the semester, on dates announced by the institute/department.</p> <p><b>Internship Protocol</b></p> <p>-Students are required to take up Internship/hands - on training for a minimum of 30 days after Semester-IV examinations (during summer break) on either of the following textile/ fashion apparel related industries.</p> <ul style="list-style-type: none"> <li>• Government/ Private Textile Testing and Research Laboratories</li> <li>• GO/NGO for Textile related activities</li> <li>• Textile Industry - Export or Domestic</li> <li>• Fashion Industry- Export or Domestic- Boutique or Fashion houses</li> <li>• Apparel Industry- Export or Domestic</li> <li>• Fashion Photography/ Fashion Journalism</li> <li>• Retail Industry</li> <li>• Textile Craft centres</li> </ul>	

	<ul style="list-style-type: none"> <li>• Any other related Industries</li> <li>- At the end of internship students are required to submit a soft copy and hard-bound report to the college and have to make a presentation.</li> <li>- Internship will be graded by the supervisor at the place of internship on completion of the internship.</li> <li>- The guidelines for training will be provided by the institute/department. A team consisting of Internal &amp; External experts will evaluate the Record and conduct the Viva Voce at the end of the Final Semester.</li> </ul>	
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<b>Course Outcome</b>	
<b>Students should able to</b>	
<b>CO1</b>	Students will be able to understand the various departments of the industry.
<b>CO2</b>	Students will be able to gain the knowledge of the various latest machineries used in apparel industry.
<b>CO3</b>	Students will be able to understand the hierarchy and functioning of the industry.
<b>CO4</b>	Students will be industry ready.

## School of Fashion Designing & Beauty Cosmetology

Third Year B.Sc. (Fashion Designing)

**Year: Third Year**

**Semester: V**

**Course: Audit Course- I (Fashion Accessories)**

**Course Code: XFD516**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-3	Lab	Theory	Lab	
0	0	0	2	10	10	10	10	50	-		50
<b>Max. Time, End Semester Exam (Theory) -3Hrs.</b>									<b>End Semester Exam (Lab) - 3Hrs.</b>		

### Course Objectives

- 1 To introduce various departments of an apparel industry.
- 2 To impart skills in apparel production in an Industrial set-up.
- 3 To introduce various machineries used in apparel industry in different departments.
- 4 To impart knowledge about garment technology.

### Course Content

Unit No.	Module No.	Content	Hours
1	I	<b>Introduction to Accessory :</b> Definition, history and classification. 2. Accessory types. Head gears, footwear. bows, ties and belts, hand bags, and gloves and Mitts, Scarves, stoles and stacking, Sun glasses, Umbrellas etc.	8
2	I	<b>Materials and processes.</b> Materials required material sourcing, design Development and production, Eco-standards followed during the process.	8
3	I	<b>Fashion trends and Merchandising:</b> Trends of accessories, Economic importance, Study of Accessory Designers, Major Brand players.	8
4	I	<b>Jewellery design and production:</b> Types of Jewellery- Traditional Jewellery, Earrings, necklaces and bangles, Rings, pendants, bracelets	8

		and anklets. Textures and finishes given for the jewellery.	
<b>5</b>	<b>I</b>	<b>Travel accessories :</b> Kits, bags, trolley, suitcase Seasons and fashion accessories	<b>8</b>
<b>Total No. of Hrs</b>			<b>40</b>

### Beyond the Syllabus

### Course Outcome

#### Students should be able to

- |            |  |
|------------|--|
| <b>CO1</b> | Student will be able to understand basics involved in garment industry.        |
| <b>CO2</b> | Student will be able to differentiate various departments of apparel industry. |
| <b>CO3</b> | Student will be able to understand the working of different departments.       |
| <b>CO4</b> | Student will be able to understand production process.                         |

### Recommended Resources

- Text Books**
- John Peacock, " The complete 20th Century Source Book", Thames and Hurlson, London, 2000
  - John Peacock, " Fashion Accessories- Men", Thames and Hudson, London, 1996
  - Claire Billcocks, " Century of Gavin Bags", Chartwell Books, New Jersey 1997
  - Malolow Blahnik- Co Collin Mac dolw, " Shoes -Fashion and Fantasies", Thames and Hudson, 1989
  - Gavin Waddell, "How fashion works" , Blackwell Publishing
  - Phyllis Tortora "The Fair child Encyclopedia of Fashion Accessories", OM publishers

- Reference Books**
- Gini Stephens Frings, "Fashion from concept to consumer", Seventh edition
  - Dr. M.S. Sheshadri, "Apparel Marketing and Merchandising

### E-Resources

## School of Fashion Designing & Beauty Cosmetology

Third Year B.Sc. (Fashion Designing)

**Year: Third Year**  
**Course: Audit Course- I (Boutique Management)**

**Semester: V**  
**Course Code: XFD516**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-3	Lab	Theory	Lab	
3	0	0	3	10	10	10	10	50	-		50
<b>Max. Time, End Semester Exam (Theory) -3Hrs.</b>									<b>End Semester Exam (Lab) - 3Hrs.</b>		

### Course Objectives

- 1 To impart knowledge about how to plan a garment unit project.
- 2 To be able to calculate man, machinery and material requirement.
- 3 To be able to plan the layout of the industry as per production system requirement.
- 4 To be able to decide the site and civil constructions for the factory.
- 5 To get the idea of cost of project and various factors influencing overhead charges.

### Course Content

Unit No.	Module No.	Content	Hours
1	I	<b>Introduction to Boutique management:</b> Introduction to BM and terminologies. Fashion Retailing – History, Scope, Importance. Types of retailing (Domestic & International), techniques. Boutique market place and its role.	10
2	I	<b>Visual Merchandising:</b> Business options and plans for boutique. Costing and funding agencies. Boutique display, Exterior of Boutique, Illumination, Masking and Proscenia Mannequins and 3D Dressing. Props & promotions on floor. Visual merchandising and colour pallets.	10
3	I	<b>Boutique interior planning :</b> Boutique interiors and display locations, fixture & dressings, purchase display systems. Boutique management – types of Boutique, planning, layout and storing	8
4	I	<b>Inventory control :</b> Definition, types, importance, remedies. Buying for boutique, Pricing merchandise and hiring.	6



<b>5</b>	<b>I</b>	<b>Selling &amp; Marketing:</b> Effective Sales techniques, Boutique operations, Brand Building, Competitive strategies and survey, market research, trade shows, Exhibitions, Fashion shows, Trade organizations.	8
<b>Total No. of Hrs</b>			42

<b>Course Outcome</b>	
<b>Students should able to</b>	
<b>CO1</b>	Students will be able make business plan for boutique.
<b>CO2</b>	Students will be able to understand the important aspects of project development.
<b>CO3</b>	Students will be able to determine the important factors in site selection.
<b>CO4</b>	Students will be able to implement the structural aspects of garment unit building.
<b>CO5</b>	Students will be able to estimate the cost of production.





**Recommended Resources****Text Books**

1. LAURA I BLISS, Guide Visual Merchanding and Disblay III Edition, 1995  
Fairchild Publications.
2. Gastelino. M. Fashion Kaleidoscope, Rupa & Co. 1994.
3. Gibson. G. Vedomani, Retail Management, jaico Publishing house, Bangalore
4. Elaine Stone, The Dynamies of Fashion, Fairchild Publication
5. Brenda Sternquist international Retailing, Fairchild Publication, New York
6. Martin. M. Pegler, Store Window No.14, No 12, Visual reference Publishers,  
Newyork.
7. Jonny Tuckers, "Retail Desire" Rotovision SA UK..

**Reference Books**

1. Fashion marketing and merchandizing Manmeet sodhia 81-272-1184-2

**E-Resources**

## School of Fashion Designing & Beauty Cosmetology

Third Year B.Sc. (Fashion Designing)

Year: Third Year

Semester: V

Course: Audit Course- I (Consumer Behaviour)

Course Code: XFD516

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-3	Lab	Theory	Lab	
3	0	0	3	10	10	10	10	50	-		50
<b>Max. Time, End Semester Exam (Theory) -3Hrs.</b>									<b>End Semester Exam (Lab) - 3Hrs.</b>		

### Course Objectives

- 1 To impart knowledge about the meaning and concept of Consumer behaviours.
- 2 To analyze and identify the various influence on consumer behaviour.
- 3 To understand individual consumer dynamics Motivation and Values.
- 4 To impart knowledge about Demographic Subcultures Age, Race, Ethnicity, Income and Social Class with and consumer decision Making process.

### Course Content

Unit No.	Module No.	Content	Hours
1	I	<p><b>Introduction to Fashion Concepts, Fashion theories, and Consumer Behavior:</b> The Nature and Meaning &amp; Fashion, Fashion Terminologies, Sizing &amp; Pricing.</p> <p><b>Fashion Leadership Theories:</b> Collective Selection, Trickle –Down Theory, Trickle – Across Theory, Sub cultural or Trickle- Up Theory. Psychological Model of Fashion &amp; Economic Model of Fashion.</p> <p><b>What is Consumer Behavior?</b> Consumer Behavior is a process; Consumers are actors on the Marketplace Stage. Consumers Behavior involves many different Actors. Consumers impact on Marketing.</p>	12
2	I	<p><b>Cultural influences on Consumer Behavior:</b></p> <p><b>Consumer Behavior and Culture:</b> A Two – way Street, Cultural Categories, Aspects of Culture, Myths and Rituals.</p> <p><b>The Creation and Diffusion of Fashion Consumer culture:</b> Cultural Selection, Cultural Production Systems , Components of CPS,</p> <p><b>The Diffusion of Innovations:</b> Adapting Innovations, Types of Adopters, Types of innovations, Behavioral demands of Innovations, Prerequisites for successful Adoption.</p>	4



3	I	<b>Individual consumer dynamics Motivation and Values:</b> Introduction, Theories of Motivation for wearing clothes, Consumer involvement, Levels of involvement, The many faces of Involvement. <b>Individual consumer dynamics The Self:</b> Perspective on the Self, Self, Identity, and clothing, Self Concept, Consumption and Self Concept, Body Image, Body Cathexis.	8
4	I	<b>Demographic Subcultures Age, Race, Ethnicity:</b> Age and Consumer Identity, The Teen Market. Meaning of Acculturation <b>Demographic Subcultures Income and Social Class:</b> Consumer Spending and Economic Behaviour, Social Class, Social Stratification, Components of Social Class.	10
5	I	<b>Individual and Household Decision Making:</b> Fashion decision Making, Perspectives on Decision Making, Types of Consumer Decisions, Problem Recognition, Identifying Alternatives , Product Choice: Selecting among alternatives. Responsibilities. Family Decision Making, Sex Roles and decision –making.	10
<b>Total No. of Hrs</b>			42

<b>Course Outcome</b>	
<b>Students should able to</b>	
<b>CO1</b>	Students will be able to understand the importance of study of consumer behaviour.
<b>CO2</b>	Students will be able to identify the various influence on consumer behaviour
<b>CO3</b>	Students will be able to determine individual consumer dynamics Motivation and Values.
<b>CO4</b>	Students will able to acquire the knowledge about Demographic Subcultures Age, Race, Ethnicity, Income and Social Class with and consumer decision Making process.



**Recommended Resources**

- Text Books**
1. Jessica Mac Clintock , “The Fundamentals of Fashion - (Part Four)
  2. 2. Forecasting by Rita Perna
  3. 3. Consumer Behavior – Buying, having and being by Michel R. Solomen, Nancy J Rabolt.

- Reference Books**
1. Advertising and Promotion : An integrated marketing communications Perspective by George E. Belch.

**E-Resources**

## School of Fashion Designing & Beauty Cosmetology

Third Year B.Sc. (Fashion Designing)

**Year: Third Year**  
**Course: Audit Course- I (Fashion Accessories)**

**Semester: V**  
**Course Code: XFD516**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-3	Lab	Theory	Lab	
0	0	0	2	10	10	10	10	50	-		50
<b>Max. Time, End Semester Exam (Theory) -3Hrs.</b>									<b>End Semester Exam (Lab) - 3Hrs.</b>		

### Course Objectives

- 1 To introduce various departments of an apparel industry.
- 2 To impart skills in apparel production in an Industrial set-up.
- 3 To introduce various machineries used in apparel industry in different departments.
- 4 To impart knowledge about garment technology.

### Course Content

Unit No.	Module No.	Content	Hours
1	I	<b>Introduction to Accessory :</b> Definition, history and classification. 2. Accessory types. Head gears, footwear. bows, ties and belts, hand bags, and gloves and Mitts, Scarves, stoles and stacking, Sun glasses, Umbrellas etc.	8
2	I	<b>Materials and processes.</b> Materials required material sourcing, design Development and production, Eco-standards followed during the process.	8
3	I	<b>Fashion trends and Merchandising:</b> Trends of accessories, Economic importance, Study of Accessory Designers, Major Brand players.	8
4	I	<b>Jewellery design and production:</b> Types of Jewellery- Traditional Jewellery, Earrings, necklaces and bangles, Rings, pendants, bracelets	8

		and anklets. Textures and finishes given for the jewellery.	
5	I	<b>Travel accessories :</b> Kits, bags, trolley, suitcase Seasons and fashion accessories	8
<b>Total No. of Hrs</b>			40

### Beyond the Syllabus

### Course Outcome

#### Students should be able to

- |            |  |
|------------|--|
| <b>CO1</b> | Student will be able to understand basics involved in garment industry.        |
| <b>CO2</b> | Student will be able to differentiate various departments of apparel industry. |
| <b>CO3</b> | Student will be able to understand the working of different departments.       |
| <b>CO4</b> | Student will be able to understand production process.                         |

### Recommended Resources

<b>Text Books</b>	John Peacock, " The complete 20th Century Source Book", Thames and Hurlson, London, 2000 John Peacock, " Fashion Accessories- Men", Thames and Hudson, London, 1996 Claire Billcocks," Century of Gavin Bags", Chartwell Books, New Jersey 1997 Malolow Blahnik- Co Collin Mac dolw, " Shoes -Fashion and Fantasies", Thames and Hudson, 1989 Gavin Waddell, "How fashion works" , Blackwell Publishing Phyllis Tortora "The Fair child Encyclopedia of Fashion Accessories", OM publishers
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<b>E-Resources</b>	

## School of Fashion Designing & Beauty Cosmetology

Third Year B.Sc. (Fashion Designing)

**Year: Third Year**  
**Course: Audit Course- I (Boutique Management)**

**Semester: V**  
**Course Code: XFD516**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-3	Lab	Theory	Lab	
3	0	0	3	10	10	10	10	50	-		50
<b>Max. Time, End Semester Exam (Theory) -3Hrs.</b>									<b>End Semester Exam (Lab) - 3Hrs.</b>		

### Course Objectives

- 1 To impart knowledge about how to plan a garment unit project.
- 2 To be able to calculate man, machinery and material requirement.
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4	I	<b>Inventory control :</b> Definition, types, importance, remedies. Buying for boutique, Pricing merchandise and hiring.	6



5	I	<b>Selling &amp; Marketing:</b>	8
		Effective Sales techniques, Boutique operations, Brand Building, Competitive strategies and survey, market research, trade shows, Exhibitions, Fashion shows, Trade organizations.	
<b>Total No. of Hrs</b>			42

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## School of Fashion Designing & Beauty Cosmetology

Third Year B.Sc. (Fashion Designing)

Year: Third Year

Semester: V

Course: Audit Course- I (Consumer Behaviour)

Course Code: XFD516

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA)					End Semester Examination		Total
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Unit No.	Module No.	Content	Hours
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3	I	<b>Individual consumer dynamics Motivation and Values:</b> Introduction, Theories of Motivation for wearing clothes, Consumer involvement, Levels of involvement, The many faces of Involvement. <b>Individual consumer dynamics The Self:</b> Perspective on the Self, Self, Identity, and clothing, Self Concept, Consumption and Self Concept, Body Image, Body Cathexis.	8
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