FACULTY OF SCIENCE

SYLLABI

FOR

MASTER OF SCIENCE
IN
FASHION AND LIFESTYLE TECHNOLOGY
SESSION 2012-13

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M.Sc. Fashion and Lifestyle Technology

SEMESTER – I  (550 Marks) December, 2012

Fashion Retailing and Merchandising I – Theory
CAD Fashion Studio – I Practical
Textile Testing – Theory
Textile Testing – Practical
*Apparel Core (Kid’s Wear) – Practical
Craft Survey and Documentation – Practical

SEMESTER – II  (550 Marks) May, 2013

Fashion Retailing and Merchandising II – Theory
Quality Management – Theory
CAD Fashion Studio – II – Practical
Textile Chemistry – Theory
Textile Chemistry – Practical
*Apparel Core (Women’s Wear) – Practical

SEMESTER – III  (500 Marks) December, 2012

Research Methods – Theory
Statistics – Theory
CAD Fashion Studio-III Practical
Advanced Weaving Technology – Theory
** Apparel Core (Men’s Wear) – Practical

SEMESTER – IV  (550 Marks) May, 2013

Industrial Management – Theory
Entrepreneurship – Theory
Advanced Knitting Technology – Practical
Port Folio Development – Practical
* Design Collection/Research Project/Craft Based Project – Practical
## SEMESTER – I

<table>
<thead>
<tr>
<th>Theory Paper Code</th>
<th>Paper Title</th>
<th>Theory</th>
<th>Practical</th>
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<td>Pds/Week</td>
<td>Marks Univ. Exam</td>
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* Students will work on 3 projects under their team of mentors who will also mark their work.

* All the projects will be show cased before a jury for final assessment. (Refer to subject syllabus for details).

Experts from Fashion & Lifestyle Industry/ Institutes and related fields will be invited as guest faculty to deliver lectures and conduct workshops where ever needed. (For e.g. Apparel costing, Forecast & Range development)
## SEMESTER – II

<table>
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<tr>
<th>Theory Paper Code</th>
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<td></td>
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**SEMMESTER – III**

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<td><strong>Apparel Core (Men’s Wear) (Pr.)</strong></td>
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</table>

* Students will use Textile Designing Software to create textile designs besides working on handlooms to put together a collection. The work will comprise of file Portfolio as well as woven samples and products.

** Students will work on 5 projects under their team of mentors who will also mark their work; All the projects will be showcase before a jury for final assessment. Refer to subject syllabus for details.

* Compulsory Workshop of Weaving Technology.
Experts from Fashion & Lifestyle Industry/ Institute and related fields will be invited as guest faculty to deliver lectures and conduct workshops where ever needed.
**SEMESTER – IV**

<table>
<thead>
<tr>
<th>Theory Paper Code</th>
<th>Paper Title</th>
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<tr>
<td>ED</td>
<td>Entrepreneurship Development (Th.)</td>
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<td></td>
<td>Advanced Knitting Technology (Pr.)</td>
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<td>20</td>
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<td></td>
<td>Port Folio Development (Pr.)</td>
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<td>10</td>
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<td>*Design Collection</td>
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<tr>
<td></td>
<td>• Design Collection</td>
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<td></td>
<td>• Pattern Development</td>
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<td>• Product Development</td>
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<td></td>
<td>OR Research Project</td>
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<td></td>
<td>OR Craft Based project (Pr.)</td>
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<td>LSM X</td>
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</tbody>
</table>

Degree in M.Sc will be awarded to the student only after completion and presentation of the project.

* Compulsory Workshop of Knitting Technology.
* Students will make a design collection and showcase the same through a Fashion Show/ Exhibition. Presentation of the Research Project/ Craft based project will be through a seminar.
* Seminar on Design Collection will be assessed by a jury comprising of at least one external and 3 internal faculty members and will comprise of 50 marks.

Experts from Fashion & Lifestyle Industry/ Institute and related fields will be invited as guest faculty to deliver lectures and conduct workshops where ever needed.
SEMESTER – I

1. FASHION RETAILING & MERCHANDISING I (THEORY)

Objectives:
- To help students to comprehend the role of a Merchandiser, Buyer, Department Manager, Floor Manager, Visual Display Expert.

Theory: 3 Pds./Week  Total Marks: 50
Time for Paper: 3 Hrs  Int. 10, Exam 40

Instruction to the Examiners:
- Question paper will have four sections.
- Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- Student will attempt one question from each unit and the compulsory question.
- All questions will carry equal marks.

Unit – I
Preview of Global Apparel & Fashion Industry:
(a) Industry profile of current Indian export and Indian position in the world apparel/textile market.
(b) Main Centers of activity along with their specialization- Mumbai, Chennai, Ludhiana, Delhi, Bangalore and Tiruppur (Tamilnadu)
(c) Organizational structure of export house, buying house and domestic companies.
(d) Buyer classification and buying network in export.

Unit – II
Retail Fashion Promotion:
(a) Marketing Channels
(b) Planning and Direction
(c) Fashion Advertising, Classification of Retail Advertising: IT application for retailing, electronic data exchange, EDI
(d) Publicity
(e) Special events
(f) Visual Merchandising
(g) Personal Selling
(h) Relationship Marketing

Unit – III
Material of Fashion: Trims, fur, Leather, Buttons, Tags, Care labeling, Accessories etc.

Unit – IV
Fashion Forecasting: Trend Analysis, Merchandise planning
Range Development: Product and Range Development on the basis of Fashion calendar, Market Research, Interpretation of Trend
Books Recommended:
Essential Readings:

Further Readings:

2. CAD FASHION STUDIO – I (PRACTICAL)

Objectives:
- To familiarize the student with the new software and tools.

Practical : 4 Pds./ Week Total Marks: 75
Time for Paper: 4 Hrs. Int. Asst.15, Exam 60

Instruction to the Examiner:
Examiner will set the questions covering the whole syllabus.

Reach Fashion Studio Fashion Software.
- Detailed Study of all the tools of Reach Fashion Studio.
- Application of these tools of Reach Fashion Studio.
- Application of these tools in making pattern with various Garment Design and Details (kid’s wear).
- Formation of different themes for Layout Pages.
- Applications of kids wear range on Reach Fashion Studio in a Portfolio.

References: User’s manual.

3. TEXTILE TESTING (THEORY)

Objectives:
- To enable the students understand the relationship between fiber and yarn properties and fabric quality.

Theory : 3 Pds./ Week Total Marks: 50
Time for Paper: 3 Hrs. Int. 10, Exam 40

Instructions to the Examiners:
- Question paper will have four sections.
- Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- Student will attend one question from each unit and the compulsory question.
- All questions will carry equal marks.
Unit – I
- Sampling and Sample Size; Statistical Analysis
- FIBER: Fiber Properties, fiber length, length distribution, fiber maturity, fiber fineness, density and specific gravity, elasticity, elongation, tenacity, stiffness and resilience, thermal, electrical and optical properties.

Unit – II
- YARN: Yarn count, yarn diameter, yarn twist.
- Metallic yarn and high performance yarn.

Unit – III
- Characteristics and advantages of woven, knits and non woven fabrics; methods of production of non woven; care of fabrics.

Books Recommended:
Essential Reading:

Further Reading:

4. TEXTILE TESTING (PRACTICAL)

Objectives:
- To enable the students to measure and appreciate the importance of Fiber and Yarn properties and their effect on fabric behavior.

Practical: 3 Pds/Week Total Marks: 50
Time for Paper: 3 Hrs. Int. 10, Exam 40

Instructions to the Examiners:
1. The examiner will set questions covering entire syllabus.
2. There will be viva-voce of 5 marks

Measurement of the following properties of Yarns and Fabrics:
- FIBER and YARN: Fiber length distribution, twist (yarn), lea strength (yarn), crimp in yarn.
- FABRIC: thickness, crease recovery, drapability, stiffness, bursting and tearing strength, pilling, abrasion resistance, flammability, moisture content, moisture regain in relation to temperature and relative humidity.
Books Recommended:

Essential Reading:

Further Reading:

5. APPAREL CORE (KIDS WEAR) – PRACTICAL

Objectives:
• To enable the students to apply the knowledge of Design Process in making a collection

Practical: 4 Weeks Per Project
(18 Pds./Week) Total Marks: 250
Total Projects 3 Int. Exam: 200, Int. Asst.: 50

Instructions to Faculty:
• The teaching faculty will mark the 3 projects attempted by the students out of 200 marks.
• Stages IV, V, VI and VII will be judged by a jury of at least three faculty members from the institute itself.

Attempt three projects from the below mentioned four projects for kid’s wear collection. Each project will be allotted 4 weeks. Each student will be allotted to a faculty member who will work as a guide/mentor in making the design collection.

Sr. No 1 is compulsory. Choice of any two out of Sr. Nos. 2, 3 & 4 to be attempted.
1. Uniform (School)
2. Party Wear
3. Casual Wear
4. Sports Wear

Marks distribution of the project will be as follows:

• Research
• Finalization of Theme
• Sourcing
• Finalization of designs (5-7)
• Measurements & Specification Sheets

II. Pattern Development int. Exam: 65, Int. Asst.: 15
• Development of basic blocks (from Measurements of Dress form/chosen model)
• Pattern Making/draping according to the designs
• Muslin Development
III. Product Development

- Prototype Development on actual fabric

IV. Photo Shoot

V. Project Write up in 1000 words

VI. The Documentation of all the processes in one report to be submitted in the department.

VII. Presentation and Show Casing (Virtual & Real)

Books Recommended:

**Essential Reading:**


**Further Reading:**

16. Bina Abling Fashion Illustrations , 2008,Fairchild publication,

6. CRAFT SURVEY AND DOCUMENTATION - PRACTICAL

Objectives:

- To expose the students to the crafts and textiles of various states (craft centers) of India for data collection and documentation

**Practical: 1 Pd. /Week**

Total Marks: 75
Int. Exam: 60, Int. Asst. 15

A visit to any rich textile/ craft cluster for a duration of 10- 14 days

Students to be divided into equal groups and accompanied by two faculty members (mentors)

Survey and documentation of the selected craft situation as it exists and how it has evolved. Students to visit the chosen craft area and to study

- The textile craft and handicrafts of the area in detail
- The technicalities as well as the present status of the craft
- Role of designer to uplift the craft
- Study the consumer choice, the marketing channels and outlet
- They will make a detailed documentation of the implements, materials and process used etc.
- Submission of the document and oral presentation and display.

SEMESTER – II

1. FASHION RETAILING AND MECHANIDISING II (THEORY)

Objectives:
- To help students comprehend the jobs of a Merchandiser, Buyer, Department Manager, Floor Manager, Visual Display Expert.

Theory: 3 Pds./Week  
Time for Paper: 3 Hrs  
Total Marks: 65  
Int. 15, Exam 50

Instruction to the Examiners:
- Question paper will have four sections.
- Examiner will set a total of nine question comprising two question from each unit, and one compulsory question of short answer type covering the whole syllabus.
- Student will attempt one question from each unit and the compulsory question.
- All questions will carry equal marks.

Unit – I

- Retail Organizational Structure, Buying and Selling, Line and Staff Function, Retailing Formats, Role and Responsibility of Retail Fashion Buyer.
- Customer Identification, Customer Planning and Role of Buyer.

Unit – II

- Retail Store Chain: National (ebony, big bazaar, wills lifestyle etc.) and International (esprit, tommy etc); Store Operations, Store merchandise, Store management, Fashion Supply Chain – Store Retailing, Non-store Retailing.

Unit – III

- Time Flow Management: Order execution – Sampling production, finishing, packaging, data keeping; Time estimation at every stage of order execution, maintaining time schedule chart; Case study to understand time scheduling.
- Vendor Management: Vendor Relations, Vendor Matrix, Vendor partnership.
Unit – IV

- Brands and Labels
- Purchase terms: discount, purchase order, payment term.
- Costing: Cost price, selling price, backward costing
- Sourcing and Global Sourcing

Books Recommended:

Essential Readings:

Further Readings:

2. QUALITY MANAGEMENT – THEORY

Objectives:
- The students would be able to comprehend quality, its parameters and tools used to assure quality.
- They would be equipped to assume responsibilities in Quality Management area.

Theory : 3 Pds./Week                               Total Marks:  60
Time for Paper: 3 Hrs.                               Int. 10, Exam 50

Instructions to the Examiners:
- Question paper will have four sections.
- Examiner will set a total of nine question comprising two question from each unit, and one compulsory question of short answer type covering the whole syllabus.
- Student will attend one question from each unit and the compulsory question.
- All questions will carry equal marks.

Unit – I

- Definition of quality? Importance, role of BIS, ISO, ASTM, AATCC; BSI
- Introduction to TQM; Concept of six sigma; planning continuous improvement; effective team development; internal customer-supplier change; cost of quality; leadership; supplier relationship
- Quality Expectations of International Retailers
- Performance of Indian apparel industry on quality front
- Evolution of quality in the Indian market over last five decades

Unit – II

- Overview of global apparel industry trends and issues
- Quality Assurance procedures in the apparel manufacturing; standardization
• Overview of textile and apparel testing; apparel quality analysis; quality marks.
• Apparel fit and workmanship assessment
• Quality and productivity in apparel industry

Unit – III

• Seven tools of Quality control
• Average and range charts
• Chart for fraction defectives
• Acceptance sampling & Acceptable Quality level
• Consumer problems in Textile and Apparel Market, Consumer Protection; Organizations; compulsory informative labeling

Unit – IV

Textile Industry & Ecology
• Effect of industrial pollution by mechanical and chemical processing on health and environment
• Treatment and disposal of textile effluents and dyes
• Eco-friendly production and processing of textile effluents and dyes
• Indian and International environment legislation
• “Eco-Mark” criteria and eco-auditing

Books Recommended:

Essential Reading:

Further Reading:

3. CAD FASHION STUDIO-II (PRACTICAL)

Objectives:
To able to develop design using the tools of Reach Fashion Studio.

Theory : 4 Pds/Week .......................... Total Marks: 75
Time for Paper: 4 Hrs. ......................... Int. 15, Exam 60

Instruction to the Examiners:
The examiner will set the questions covering the whole syllabus.

Reach Fashion Studio Fashion Software
• Detailed Study of all the tools of Reach Fashion Studio.
• Application of these tools in adding design in garment collection (women’s wear).
• Formation of different themes for Layout pages.
• Presentation of the above in a portfolio.

Reference: User's manual
4. TEXTILE CHEMISTRY (THEORY)

Objectives:
To enable the students to understand the chemical structure of textile fibers and the effect of various chemicals on them.

Theory: 3 Pds./Week  Total Marks: 50
Time for Paper: 3 Hrs.  Int. 10, Exam 40

Instructions to the Examiners:
- Question paper will have four sections.
- Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- Student will attend one question from each unit and the compulsory question.
- All questions will carry equal marks.

Unit – I
- Polymers: types and degrees of polymerisation
- Physical properties of fibers, structure – crystalline and amorphous
- Chemical composition, structure and chemical properties: cotton, wool, silk, rayon, acetate rayon, polynosic, tri acetate, polyester, poly amide – 6 & 66, acrylic, mod acrylic, elastomeric-rubber and spandex, olefin, polypropylene, polyethylene and blends.

Unit – II
- Types of water; Softening of water by various methods
- Soaps and Detergents
- Types of Bleaches; Bleaching of cotton, wool, silk; optical whiteners

Unit – III
- Chemistry of dyes and pigments- dye molecule, general theory of dyeing and printing, role of water, auxiliaries and thickening agents.
- Chemical finishing of Textiles: Handle, Easy-care finish, water-proof, water-repellent and anti-static finishes.

Unit – IV
- Application of dyes and pigments – direct, acid, basic, azoic, disperse, reactive, vat on cotton wool and silk

Books Recommended:
Essential Reading:
1. Moncrief, Man made fibers, 1975, Butter worths.

Further Reading:
4. Shenai, Technology of textile processing, 1984, Sevak Publisher,
5. TEXTILE CHEMISTRY (PRACTICAL)

Objectives:
To enable the students to understand the chemical structure of textile fibers and the effect of various chemicals on them

Practical: 3 Pds./Week  Total Marks: 50
Time for Paper: 3 Hrs.     Int. 10, Exam 40

Instructions to the Examiners:
1. The examiner will set questions covering entire syllabus.
2. There will be viva-voce of 5 marks.

• Fiber Identification
• Quantitative and qualitative analysis of 5 different blends and mixtures
• Bleaching and Scouring of cotton
• Dyeing of cotton with direct, azoic, reactive vat & sulfur dyes
• Dyeing of Silk with direct, basic and acid colour in different shades.
• Dyeing of Wool with Acid, Metal Complex colour
• Dyeing of Polyester with disperse dyes using carrier
• Dyeing of Nylon with acid colour in different shades
• Application of functional finishes on cotton: crease recovery, flame retardant, water repellent
• Extraction of vegetable dyes using 3 different plant sources and its application on cotton & silk fabrics.
• Extraction of cellulosic fibers from 3 different plant sources.

Books Recommended:
Essential Reading:
1. Moncrief, Man made fibers, 1975, Butter worths.

Further Reading:
4. Shenai, Technology of textile processing, 1984.,Sevak Publisher,

6. APPAREL CORE (WOMEN’S WEAR) (PRACTICAL)

Objectives:
• To enable the students to apply the knowledge of Design Process in making a collection

Practical: 4 Weeks Per Project  Total Marks: 250
(18 Pds/Week)             Int. Exam. : 200, Int. Asst.: 50
Total Projects 3

Instructions to the Faculty:
• The teaching faculty will mark the 3 projects attempted by the students out of 200 marks
- Stages IV, V, VI and VII will be judged by a jury of at least three faculty members from the institute itself.

Attempt three projects from the below mentioned four projects for women’s wear collection. Each project will be allotted 4 weeks. Each student will be allotted to a faculty member who will work as a guide/mentor in making the design collection.

Sr. No 1 is compulsory. Choice of any two out of Sr. Nos. 2,3 & 4 to be attempted.
- 1. Lingrie
- 2. Traditional (Regional/ Fusion Wear)
- 3. Corporate Wear
- 4. Evening Wear

Marks distribution of the project will be as follows:

**I. Design Development**

- Research
- Finalization of Theme
- Sourcing
- Finalization of designs (5-7)
- Measurements & Specification Sheets

**II. Pattern Development**

- Development of basic blocks (from Measurements of Dress form/chosen model)
- Pattern Making/ draping according to the designs
- Muslin Development

**III. Product Development**

- Prototype Development on actual fabric

**IV. Photo Shoot**

**V. Project Write up in 1000 words**

**VI. The Documentation of all the processes in one report to be submitted in the department.**

**VII. Presentation and Show Casing (Virtual & Real)**

**Books Recommended:**

**Essential Reading:**

1. McCall’s Sewing in Colour, 1971, Butterick Publishing co.
10. Further Reading:

SEMESTER – III

1. RESEARCH METHODS (THEORY)

Objectives:
- To understand the frameworks for scientific inquiry, research terms, concepts and techniques.
- To understand the various methods for conducting research
- To appreciate the benefits of applied research

Theory: 3 Pds./Week
Time of Paper: 3 Hrs.

Total Marks: 50
Int. 10, Exam 40

Instructions to the Examiners:
- Question paper will have four sections.
- Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- Student will attend one question from each unit and the compulsory question.
- All questions will carry equal marks.

Unit – I
- Process of educational research: selection or research problems, statement of research problem, review of literature, formation of hypotheses, sampling and its techniques.

Unit - II
- Methods of research: Historical research, Descriptive research, Experimental research.

Unit - III
- Tools and techniques of research: psychological tests, observations, questionnaire, interviews.

Unit - IV
- Results and Discussion; Summary and Conclusion; Recommendations
- Ethical Issues: Ethical treatment of participants, Plagiarism.

Books Recommended:
Essential Reading:

2. STATISTICS (THEORY)

Objectives:
- To understand the role of statistic in research
- To apply the knowledge of statistics in the analysis of data
- To learn the presentation and interpretation of statistical data

Theory:  3 Pds./Week  Total Marks : 50
Time of Paper:  3 Hrs.     Int. 10, Exam 40

Instructions to the Examiners:
- Question paper will have four sections.
- Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- Student will attend one question from each unit and the compulsory question.
- All questions will carry equal marks.

Unit – I
- Meaning, scope and role of statistics in research
- Classification and tabulation of Data, frequency distribution, categorization of data, coding, tabulation, mean, median, mode for ungrouped and grouped data, discrete and continuous data, interval size, mid points, graphing:- histogram, frequency polygon, cumulative frequency polygon, measure of central tendency, dispersion (absolute and relative skewness and kurtosis)

Unit – II
- Definition: probability and level of significance, concept of discrete probability distributions, normal distribution, use of normal probability tables.
- Hypothesis Testing, Type I and Type II errors, Sampling Distribution, Large sample tests for proportion, difference in proportion for means and difference in means.

Unit – III
- T-test for : one group, unpaired (independent) data, paired (related) data, difference in means, one way analysis of variance
- Co-relation, coefficient of correlation and its interpretation, rank correlation, regression equations and predictions, perfect positive and negative correlation

Unit – IV
- Non para metric tests, application of chi-square tests, goodness of fit
- Presentation and Interpretation of data, tables, graphs, illustrations

Books Recommended:

Essential Reading:

Further Reading:
8. Guptha, S.P. Statistical Methods, 1972, Sultan Chand and Sons,
11. Amitage, P. Statistical Methods in Medical Research Block Well Scientific Publications, 1971.,OxfordandEdinburge,

3. CAD FASHION STUDIO- III (PRACTICAL).

Objectives:
- To creatively do assignments done in design process via- Reach Fashion Studio.
- To complete and print in a file format.

Practical: 4 Pds/Week Total Marks: 75
Time of Paper: 4 Hrs. Int.15,Ext.60

Instruction to the examiners:
- The examiner will set questions covering the whole syllabus

Reach Fashion Studio Fashion Software.
- Detailed Study of all the tools of Reach Fashion Studio.
- Application of these tools in making pattern with various Garment Design and Details.
- Formation of different Themes for Layout Pages.
- Presentation of the above written in form of colored Printouts in files of menswear.

Books Recommended:
User Guide for the software.

4. ADVANCED WEAVING TECHNOLOGY (PRACTICAL)

Practical: 6 Pds/Week Total Marks: 75
Time of Paper: 4 Hrs. Int. Asst.: 15, Int. Exam.:60

1. With the usage of any combination of the following weaves make graphical representations, samples and develop products under the categories: (1) lifestyle products, (2) accessories, and (3) apparel.
   - Plain weave
   - Twill weave: Variations
   - Satin and Sateen
   - Diamond weave
   - Honeycomb
   - Huckaback
   - Double cloth
• Hounds tooth
2. Create various effects in weaving by using various materials in the weft yarns like jute, beads, paper, ribbons, foil etc.

Books Recommended:

Essential Reading:

Further Reading:

5. APPAREL CORE (MEN’S WEAR) (PRACTICAL)

Objectives:
• To enable the students to apply the knowledge of Design Process in making a collection

Practical: 3 Weeks Per Project
(18 Pds/Week) Total Marks: 250
Total Projects 3 Int. Exam: 200, Int. Asst.: 50

Instructions of the Faculty:
• The teaching faculty will mark the 3 projects attempted by the students out of 200 marks
• Stages IV, V, VI and VII will be judged by a jury of at least three faculty members from the institute itself.

Attempt three projects from the below mentioned four projects for men’s wear collection. Each project will be allotted 4 weeks. Each student will be allotted to a faculty member who will work as a guide/mentor in making the design collection.

Sr. No 1 is compulsory. Choice of any two out of Sr. No 2, 3 & 4 to be attempted.

1. Active Sports Wear
2. Formal Wear
3. Casual Wear
4. Street Wear

Marks distribution of the project will be as follows:

I. Design Development Int. Exam: 65, Int. Asst.:15
• Research
• Finalization of Theme
• Sourcing
• Finalization of designs (5-7)
• Measurements & Specification Sheets
II. Pattern Development

Int. Exam: 65, Int. Asst.: 15

- Development of basic blocks (from Measurements of Dress form/chosen model)
- Pattern Making/draping according to the designs
- Muslin Development

III. Product Development

Int. Exam: 70, Int. Asst.: 20

- Prototype Development on actual fabric

IV. Photo Shoot

V. Project Write up in 1000 words

VI. The Documentation of all the processes in one report to be submitted in the department.

VII. Presentation and Show Casing (Virtual & Real)

Books Recommended:

Essential Reading:

1. McCall’s Sewing in Colour, 1971, Butterick Publishing co.

Further Reading:

SEMMESTER – IV

1. INDUSTRIAL MANAGEMENT (THEORY)

Objectives:
• To enable the students to understand the textile industry setup and management.

Theory: 6 Pds/Week  
Total Marks: 100
Time for Paper: 3 Hrs.  
Int. Asst.:20, Exam 80

Instructions to the Examiners:
• Question paper will have four sections.
• Examiner will set a total of nine questions comprising two question from each unit, and one compulsory question of short answer type covering the whole syllabus.
• Student will attend one question from each unit and the compulsory question.
• All questions will carry equal marks.

Unit-I

• Textile Industry and Indian Economy
• Clothing consumption in India and factors influencing the consumption
• Principles and Functions of Industrial Management; Structure of Industrial Management

Unit-II

• Production Management – Meaning, Scope, Benefits of good production management, Types of production process, Job batch, Assembly line, Mass production
• Plant layout location of a unit, layout of buildings, production standards, production control techniques, production records

Unit-III

• Marketing and Selling: Sellers and buyers markets, output and income determination in perfect and imperfect markets, budgets and pricing policies, cost element of cost
• Financial management: Project financing and project appraisal.
• Industrial relations: Trade unions, industrial disputes, workers participation in management.

Unit-IV

• Global sourcing and marketing
• Steps involved in import and export of garments; problems in export and import of textile and apparel
• Changing problem in production of apparel and textile

Books Recommended:
Essential Reading:
1. Managing Quality by S.K. Bhardwaj and P.V. Mehta, 2006, New Age Publisher, Delhi
2. Industrial Engineering and Management by T.R. Banga

Further Reading:
4. Industrial Engineering and Management by V.P. Sharma and O.P. Harkut.
5. Marketing Management by Philip Kotler,
2. ENTREPRENEURSHIP DEVELOPMENT (THEORY)

Objectives:
To help students understand the setting up of an enterprise and managing the same.

Theory: 3 Pds./Week Total Marks: 50
Time for Paper: 3 Hrs. Int. 10, Exam 40

Instructions to the Examiners:
- Question paper will have four sections.
- Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- Student will attend one question from each unit and the compulsory question.
- All questions will carry equal marks.

Unit – I

- Entrepreneurship: An Overview; Definition of an entrepreneur, characteristics, Entrepreneurship Management and Ownership, Contrast of entrepreneurship with management, Role of an entrepreneur in Industrial development, Starting a new business, Business planning/Strategic planning and Strategic Management, Site selection and layout

Unit – II

- Establishing New Venture in Textile and apparel industry: Opportunities for Entrepreneurship, Meaning and definition of SSI, Ancillary industry, importance of SSI, Government policies for SSI. Basic criteria for final selection of a business opportunity, Amount of investment, Nature of technology. Input requirement for setting up SSI, SMES, and Institutional support to SSI at State & National level. Product identification in various fields causes of industrial disputes, Machinery for settlement of disputes, idea of risk management
- Marketing Products.

Unit – III

- The Business Plan Development: concept of a Business Plan, need for a Business Plan, Structure of a business plan, critical elements of an effective business plan, Preparing a business plan: a) Forecasting Development and Charting an action plan, Identifying the product/service, Evaluating the business venture, Market research and feasibility study; Differentiate the feasibility study and the business plan and identify requirements for venture feasibility.
- Indian Entrepreneurship and Case Studies: Overview and analysis of successful entrepreneurs in textile and apparel industry.

Unit – IV

- Enterprise Management: Mechanisms of and requirements for growth of a venture, Effective organizational structures, Operational challenges for entrepreneurship, Alternative operation strategies for adapting an organization to changes in the marketplace, entrepreneurial and traditional corporate career paths, Organizational structure relevant to small organization, Procedures involved in the management of man, machine, material and methods of production and operation.
• Financing Business: Type of capital, importance of financial management in context to small scale industry, sources of debt financing, sources of Equity Financing, financial controls

Books Recommended:

Essential Reading:
1. Peggy A. Lambing (1999), Entrepreneurship, 2/e Prentice Hall.

Further Reading:
3. Donald E. Vaughn (1997), Financial planning for the entrepreneur, 1/e. Prentice Hall.

3. ADVANCED KNITTING TECHNOLOGY (PRACTICAL)

Objectives:
• To gain experience in handling knitting machines.
• Understanding stitching of knitted garments.

Practical: 6 Pds/Week
Total Marks: 100
Time of Paper: 4 Hrs.
Int. Asst.:20, Int. Exam: 80

Instructions to the examiners:
1) The examiner will set questions covering entire syllabus.
2) There will be viva-voce of 5 marks.

1. Learning to operate flat knitting machines of different gauges.
2. Yarn calculation for warp and weft knits.
3. Product development in the categories: (1) lifestyle products; (2) accessories; and (3) apparel using the following knitted structures:
   • Single jersey
   • Double jersey
   • Interlock
   • Miss
   • Tuck
   • Float
   • Cable
   • Rib
   • Lace structure
4. Develop one product using crocheting under categories: (1) lifestyle products; (2) accessories; and (3) apparel
5. Survey on knitted lifestyle products of prominent apparel brands: UCB, ESPRIT, Provogue etc. and home products of prominent brands: F&F, Maspar etc.
6. Visits to knitting units.

Books Recommended:
Essential Reading:
4. PORTFOLIO DEVELOPMENT (PRACTICAL)

Objectives:
- To develop varied portfolios for different types of audiences

Practical: 3 Pds/Week

<table>
<thead>
<tr>
<th>Total Marks</th>
<th>50</th>
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<tbody>
<tr>
<td>Int. Asst.</td>
<td>10</td>
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<tr>
<td>Int. Exam</td>
<td>40</td>
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Instructions to the Faculty:
- The faculty for portfolio development will mark the student’s portfolio out of 40 marks at the end of the session.

The art portfolio is an expression of a graduating student’s creativity, design/ability, technical expertise and illustration and presentation skills. It should exhibit the students’ inclination towards the particular segment of the industry by identifying the target customers, design requirements and pricing. It should ideally comprise of 30-35 sheets keeping the following points in mind.

1. UNIFORM FORMAT: It is important to keep all the sheets of the same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on layouts. (Too much of fragmentation of a single sheet can be distracting) The end result should look very neat and professional befitting UIFT graduates.
2. Statement of design philosophy to clarify attitude towards fashion.
3. Bio-data
4. The portfolio must include.
   - Page of contents
   - Each separate project should include inspiration sheet/story board and colour chart with appropriate swatches.
   - Client profile and indication of the market/country.
   - Give a name/theme to each projects.
   - Flat working drawings, detailed magnification and specification sheets showing technical strength are vitally important. Line planning, fabric indications, fabric consumption, detailed measurement charts etc are all essential. These are to be used in conjunction with croquls.
   - Design development sheets/design journal to show the creative process and/or commercial feasibility.
5. Stylised illustration may be included as a separate segment.
6. There should be inclusion of designs for men, women and children. However natural creative bent of mind should find expression through specific design and market orientation.
7. At least one collection should have a touch of the Indian ethos. This is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original.
8. 2 sheets each on craft documentation and internship project is absolutely mandatory. It is very important to show designs applicability for the craft.
9. Any other creative graphic work, photography done, should be included.
10. In addition to this photographs and/or slides of other creative design activities should be included so to exhibit versatility. These may include photographs of prototype development in...
the case of term garment, freelance assignments or competitive shows like Air France, Smirnoff, I.W.S etc. Leave space for the final design collection photographs, which would be included later. Any publications in newspapers or magazines may be included in original.

10. The expression of computer application is very important.

Note for References:
- The faculty should keep updating on latest techniques of Portfolio Development through interaction with people, institutions and media.

5. DESIGN COLLECTION / RESEARCH PROJECT / CRAFT BASED PROJECT (PRACTICAL)

Practical:
(12 Pds./Week)                      Total Marks: 250
Total Project 1                     Int. Asst: 50, Int. Exam: 200

The Students have a choice of taking any one of the options mentioned below:
- Design Collection (in association with a designer)  Int. Asst: 50, Int. Exam: 200
- Research Project (in association with a Industrial company/on your own)  Int. Asst: 50, Int. Exam: 200
- Craft based project (in association with an NGO)  Int. Asst: 50, Int. Exam: 200

Guidelines for Research Project:
- The Research Project will have a title page, an abstract, a table of contents, a body, and a bibliography. Other components will include an introduction, review of literature, materials and methods, results, discussion, acknowledgments, a dedication, indices and appendices, glossaries, lists of tables, images or figures, lists of abbreviations, etc.
- A member of dissertation committee will supervise a student's dissertation. He/ she will supervise the progress of the dissertation and will also act as the internal examiner at the presentation as well as oral examination of the dissertation.
- Internal presentation of the Research Project by the student will be given after the completion of the work. This will be prior to the dissertation being submitted to the university. Presentation will be given before a jury or examining committee comprised of the members of the faculty from the department of University Institute of Fashion Technology. Questions will be posed by this committee. Students from different years studying at UIFT will be expected to attend this presentation.
- Submission of the dissertation by the deadline will be the last formal requirement for the M Sc Degree. By the final deadline, the student must submit three copies of the complete dissertation to the appropriate body of the University along with the appropriate forms, bearing the signatures of the primary supervisor and the head of the department. Other required forms may include library authorizations giving the university library permission to make the thesis available as part of its collection. Failure to submit the thesis by the deadline may result in graduation and granting of the degree being delayed. Various fees may be required to be paid at the time of submission of the dissertation.
- Copies of the dissertation may be made available in one or more university libraries. Specialist abstracting services exist to publicize the content of these beyond the institutions in which they are produced.
Guidelines for Seminar:

• A seminar should be an activity which stimulates continuing intellectual curiosity and which demands reading and re-reading of material followed by a continuing discussion of ideas and concepts.

• A group of students in the course should be engaged in original research or intensive study under the guidance of a faculty member. They should meet regularly to discuss their reports and findings. The study on a topic should be continuously pursued and scheduled meetings of the group continue.

• Before coming for the seminar the group of learners should have done some preparation, including having read, thought about and written appropriate notes on a particular topic, marked the text for interesting and noteworthy passages, reviewed and organized their thoughts and noted significant questions that might arise and need to be explored.

• All members of the group should actively hear a presentation and pose questions for further discussion. These questions should be distinct so that they can be discussed at length to explore the concept/idea. It should be a time to think aloud test the concept being presented.

• The seminar should be more than a class discussion and definitely not a time for lecture from an expert. It should be a special time for a unique intellectual activity. The exchange of ideas should be focused on a source and aimed primarily at getting more deeply into the source.

• To remain focused on the presentation the following three questions should be kept in mind:
  1. WHAT DOES THE PRESENTATION SAY?
  2. WHAT DOES THE PRESENTATION MEAN?
  3. WHY IS THE PRESENTATION IMPORTANT?

• Sometimes the seminar will be focused and free-flowing.
• Sometimes it will be searching, questioning, and going deeper to understand ideas from a book, from others or from within yourself.
• Sometimes the group will come to some conclusions.
• Sometimes it will seem like a series of disconnected activities, like a popcorn popper, with ideas jumping around the table without clear connections
• The seminar should be a place to discover new ideas, to re-look at old ideas, or to develop insightful connections among ideas.
• The teacher’s role in a seminar is, at best, to be a model of an experienced learner; not to be the focus of attention, or the authority who will tell you what you should learn.
• The faculty member will not give a lecture in seminar.
• Everyone must take responsibility for co-leading and sharing ideas.
• Participants must learn to actively listen to each other and speak openly to the whole group, not just the leader.
• The group must learn to be sensitive to the needs of all.
• The natural talkers must be disciplined in order to learn how to listen better.
• The quiet people must learn to be more assertive and share their insights, even if they are not comfortable doing that.
• Everyone should speak during each seminar.
• Speak in turn and allow others to finish their thoughts.
• Do not interrupt one another.
• Silent periods are OK. Silence gives time to process thoughts, so try to become comfortable with it.
• Address an idea or argument by connecting it to what someone else has said. Summarize the point you are responding to, and then provide your own idea.
• Finally if things are not going well, it is our responsibility individually and collectively to put things right.
• Keep taking the pulse of the group and make adjustments so that everyone can have the opportunity to have a meaningful intellectual experience in seminar.
• The best question to ask is not “how am I doing,” but rather “how is our seminar going?”
• Leaving the seminar with more questions than you can deal with, or being somewhat confused and overwhelmed with new ideas, is a sign your seminar is working.