

**Evaluation Scheme for MBA [Fashion Management]
Semester -I**

Category of Paper	Code No.	Subject Name	Th/Pr	Cr	Hrs	Th/Pr	Tut	Formmative	Summative	Total
CC	15050115	Fabric Fundamentals	Th	3	3	2	1	40	60	100
CC	15050116	Global Fashion Scenario	Th	3	3	2	1	40	60	100
CC	15050117	Organizational Theory and Behavior	Th	3	3	2	1	40	60	100
AECC	15050118	Professional Ethics and Human Values	Th	2	2	2	-	20	30	50
CC	15050119	Advanced Draping Techniques	Pr	2	4	3	1	60	40	100
CC	15050120	Fashion Art & Illustration	Pr	2	4	3	1	60	40	100
CC	15050121	Computer Fundamentals	Pr	2	4	3	1	60	40	100
ANY ONE:										
DSE	15050122	Production and Operation Management								
	15050123	Textile and Fashion Economics	Th	3	3	2	1	40	60	100
		Total		20	26	19	7	360	390	750

15050115: FABRIC FUNDAMENTALS

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVES:

To gain a deep and comprehensive understand of fundamental concepts related to fabrics & blends.
To impart the knowledge of fibers sources, their identification and properties
To provide students with the knowledge of yarn science and their properties
To understand different wet processing techniques

COURSE DETAILS:

UNIT-I

FIBER OVERVIEW

Morphology of textile fibers: Monomer, Polymer, Degree of Polymerization, Crystalline and Amorphous Regions, Orientation

Fiber classification

Natural fibers: Cotton, Flax, Silk and Wool

Man-made fibers: Rayon, Nylon, Polyester, Acrylic, Olefins (Polyethylene and Polypropylene) and Elastomeric fibres

Primary and secondary properties

UNIT-II

YARN OVERVIEW:

Yarn classification, single, ply, cord, simple, complex/fancy, bulk

Yarn numbering system-direct, indirect

Yarn properties-fineness, type, twist direction, strength

Yarn production stages, opening, cleaning, blending, carding, combing, roving, drawing

Spinning methods (Natural-ring, rotor, friction, open end; chemical-wet, dry, melt) Texture

UNIT-III

BLENDS

Blends: Types of blends and purpose of blending

Major Blends: Cotton-polyester, wool-acrylic, cotton-silk, cotton-viscose

UNIT-IV

BASICS OF WET PROCESSING

Dyeing: Fundamental of dyeing, Stages of dyeing

Printing: Fundamental of printing, Difference between dyeing and printing, Methods of printing: Block, Screen,

Styles of printing: Direct, Resist, Discharge, Transfer, Digital

Finishes: Classification of finishes

REFERENCES:

J.E.Booth. (1996), Principles of Textile Testing. (3RD Edition), CBS Publisher

Joseph, M. L. (1988). Essentials of Textiles. (6th Edition). Florida: Holt, Rinehart and Winston Inc. Chapters 6-14, Pages 45-127

Rastogi, D. & Chopra, S. (Eds.) (2017). Textile Science. New Delhi, India: Orient Black Swan Publishing Limited. Chapter 2, 3 Pages 20-56

Sekhri S. (2013). Textbook of Fabric Science: Fundamentals to Finishing. Delhi, India: PHI Learning. Chapters 5, 6, 7, 8 Pages 41-119

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050116: GLOBAL FASHION SCENARIO

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVES:

To learn about origin, theories of Fashion, Fashion Cycle
To know about National & International Fashion Centers, Trade Fairs
To know about different councils in the field of Fashion
To develop skills in identifying and analyzing fashion trends and consumer preferences

COURSE DETAILS:

UNIT I

GLOBAL FASHION SCENARIO

Liberalization, Privatization & Globalization & its impact on Indian economy.
Development before & after phasing out of Quota system
The Indian fashion scenario- structure of fashion industry and future prospects.
Fashion Cycle, Theories and Principles of Fashion, Origin of Fashion
Fashion Terminologies: Style, fashion, high fashion, mass fashion, design, classic, fad, trend, haute couture, couturiere, knockoffs and prêt-a-porter etc.

UNIT II

GLOBAL DESIGNER PRACTICES:

Global designer practices- vendor as designer, private label designer, brand label designer, free-lance designer, designer as manufacturer, costume designer, consumer as a designer
National & International designers and fashion centers.
Fashion Leaders and Followers

UNIT III

FASHION EVENTS:

Fashion Fairs & Trade fairs, Fashion Exhibitions, Fashion Shows and Runaway Shows, Garment Technology trade fair, Buyer-seller meets.
Introduction to intellectual property rights: Trademarks, Geographical indications, trade secrets & unfair competition

UNIT IV

E-COMMERCE IN FASHION SECTOR

E- Commerce for fashion sector, new technologies.
Counterfeit product
Study of Apparel parks
Apparel Export Promotion Council, Textile Craft Council, Textile Research Association

REFERENCES:

Dorothy S. Lyle & Jeanne Brinkley, Contemporary Clothing, Bennet & Mc Knigh Publishing Company, Peoria, Illinois, 1983

Ulla VAd Lane-Rowley, Using design protection in the Fashion & Textile Industry, Jhon Wiley & Sons, Ist Edition 1997

Venkatesan. R, &Katti, V.Indian Textile policy for 21st Century, B R Publishing Corporation

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050117: ORGANIZATIONAL THEORY AND BEHAVIOR

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTVES:

- To introduce students with current scenario of organizations
- To impart knowledge about Decision making in an organization
- To understand the organizational culture, perception and attitude
- To gain a comprehensive knowledge about organizational structure & design

COURSE DETAILS:

UNIT-I

INTRODUCTION TO ORGANIZATIONAL BEHAVIOR

- Organizational theory vs. organizational behavior
- Background: Classical organization
- Modern organization, systems view and contingency approach
- Organizational concept in current scenario- global environment, technological advancements, quality demand

UNIT-II

ORGANIZATIONAL DESIGN

- Needs, components, organizational structure
- Contingency factors of organizational design
- Forms of organizational design

UNIT-III

ORGANIZATIONAL MANAGEMENT

- Group dynamics, Groups in organization, Stages of group development, group cohesiveness, Self-managed teams
- Power & Politics: Concepts, Sources, approaches
- Conflicts in organizations, Stress in organizations, managing conflicts and stress situations
- Management of organizational change, Organizational Culture
- Contemporary issues in organizational behavior and management

UNIT-IV

INDIVIDUALS IN ORGANISATION

- Personality, perception, attitudes
- Values, leadership & motivation

REFERENCES:

Udai Pareek, (2018), Understanding Organizational Behavior, Oxford University Press
 McShane. L, Glinow. M, (2022) Organizational Behaviour Emerging Knowledge: Global Reality, McGraw Hill Publication
 Maund. L, (1997), Understanding People and Organizations: Introduction to Organisational Behaviour, Nelson Thorne Ltd.

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050118: PROFESSIONAL ETHICS AND HUMAN VALUES

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

To understand the concept related Applied Ethics & Research Ethics
To acquaint the students with the environmental ethics
To foster an understanding of ethical issues in fashion

COURSE DETAILS UNIT I

APPLIED ETHICS

Introduction: Defining Ethics and Bioethics
Historical Evolution: Ancient civilization, Development of ethics after World War II,
Development of ethics as related to religion and culture. Theories related to Bioethics:
Utilitarian theory-Consequence based theory
Deontological theory-Duty based theory
Communication theory-Community Based theory
Universal declaration on bioethics
Nuremberg code, Principles of benefit and harm as applied to bioethics

UNIT II

HUMAN RIGHTS AND VALUES

Autonomy
Consent process (Written/Oral/Informed consent)
Right to withdraw
Equality (as related to physical/mental/gender/cast/religion)
Vulnerability and Personal Integrity
Confidentiality
 Research Ethics
IRB &its functions
Authorship
Ethical issues in clinical research
Drug trials

UNIT III

ENVIRONMENTAL ETHICS

Marshall's categories:
Ecologic extension
Conservation ethics
Libertarian ethics
Humanist theory
Anthropocentrism
Disaster ethics
Animal ethics

UNIT IV

ETHICAL ISSUES IN FASHION

Basic concepts on ethics and its importance

Ethical Fashion Design

Marketing & Forgery Markets

Advertising issues

Major Issues

Unsafe working conditions

Exploitation, Fair Trade

Sustainable Production, Environmental and Animal welfare

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
30	12	5	10	5	-	20	8

15050119: ADVANCED DRAPING TECHNIQUES

SEMESTER	-	I		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	3 Hrs./week	:	45 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

OBJECTIVES:

To understand the basic draping principles

To apply the knowledge of draping in developing patterns and designs by draping

To understand a comprehensive knowledge about design concepts in context of draping

To develop a garment using draping as medium

COURSE DETAIL

UNIT-I

BASICS OF DRAPING

Introduction to draping and dress forms.

Preparation of fabrics

Basic bodice – marking and truing

Bodice variations- surplice front, halter

Dart Manipulation in Draping: Underarm dart, French dart, Double French dart, shoulder, waist dart and variations

UNIT- II

DESIGN CONCEPT

Various design concept in bodices: Yokes, Princess line, gathers, pleats, panels etc.

Cowls – basic front and back cowl, butterfly twist.

Yokes and midriffs- bodices yoke, hip yoke, fitted midriff.

UNIT-III

DRAPING OF SKIRTS, BUSTIER AND PANTS

Basic Skirt with two darts front and back

A-line skirt with flare

Gathered skirt with yoke

Pleated skirt

Circular skirt, peg skirt.

Skirt with Frills, Flounces or Ruffles, etc.

Draping of Pants and Bustier

UNIT-IV

GARMENT CONSTRUCTION USING DRAPING

Design and construct a garment through draping.

REFERENCES:

Helen Joseph (1999), Armstrong, Draping for Apparel Design, Fairchild Books & Visual
Connie Amaden, Crawford, (1995), The Art of Fashion Draping, 2nd edition, Fairchild Books & Visual
Eddielee, Juries Reus, (1993), Draping for Fashion Design, Prentice Hall Carrer & Technology

EVALUATION SCHEME:

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

15050120: FASHION ART & ILLUSTRATION

SEMESTER	-	I		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	3 Hrs./week	:	45 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

To gain a comprehensive knowledge about Fashion Figure Proportion, Rendering, Poses and Gesture
To enable students to draw fashion figures and model figures
To understand the Fashion Drawing techniques of male/female figures
To understand the difference between Fashion Illustration and Sketching

COURSE DETAIL

UNIT-I ILLUSTRATION OF FEMALE FIGURES

Basic Block Figure- Female
Geometric Fashion model with movable ball joints
Figure Drawing in different postures by soft rendering

UNIT-II SKETCHING OF DIFFERENT FEATURES OF MALE/FEMALE

Sketching of Facial features – Eye, Ear, Nose.
Sketching of Faces & Hair Styles.
Sketching of hands, Arms, Legs, Feet.

UNIT-III ILLUSTRATION OF MALE FIGURES

Basic Block Figure –Male
Geometric Fashion model with movable ball joints
Figure Drawing in different postures by soft rendering

UNIT-IV ILLUSTRATION OF MALE/FEMALE FIGURES WITH DETAILING

The following details may be illustrated on Male /Female Figure.
To illustrate detailing of pleats, tucks, darts, yokes and godets.
Detailing of hemlines, edging, pockets, fasteners, trimmings and accessories.
To illustrate variations in skirts, dresses, trouser, coats, and jackets.

REFERENCES:

Tata Sharon Lee, (1977), Inside Fashion Design, Francisco Canfield Press
Ireland Patrick John, (1996), Fashion Design Drawing and Presentation, B.T. Batsford, London
Seaman, (1994), Fashion Drawing: The Basic Principles, B.T.Batsford, London
Drake And Nicholas, (1994), Fashion Illustrations, Thames and Hudson, London

EVALUATION SCHEME:

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

15050121: COMPUTER FUNDAMENTALS

SEMESTER	-	I		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	3 Hrs./week	:	45 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

OBJECTIVES

To study & understand implementation of Ms-word for Document preparation.
To study & understand implementation of Ms-Excel for Document Preparation.
To be able to create Impactful PPT's through Power Point Presentation.

COURSE DETAIL

UNIT I

✓ MS-WORD

Overview of the MS Word Screen, Getting started with word, character and text formatting, Paragraph formatting, Tables & Charts, Styles, Controlling Page Appearance, Sectioning Graphics, Detailed practice of Reference tab & Review tab, Document and Data Protection

UNIT II

✓ MS-POWER POINT

Power-point Fundamental Tool, working with text, Formatting Slide Background, Advance text editing, adding Graphical element, working with tables & charts, Customization of ppt Interface, Designing & Animating Slides, Kinetic Typography & motographic in ppt.

UNIT III

✓ MS -EXCEL

Microsoft excel Fundamentals, entering & editing text and formulas, working, modifying and formatting excel worksheet, Formatting cells, Basic excel functions, Inserting and creating images, shapes & charts, Shorting Data, paste special Option, Conditional Formatting, using sparklines, Text to column, Quick analysis tool.

UNIT IV

✓ PROFESSIONAL APPLICATION OF WORD, EXCEL & POWER POINT

Write professional application documents (cover letter, resume), Formatting Documents (assignment, Projects, Reports, synopsis), Tech pack, specification sheet and cost sheet formatting in Excel, create a Presentation while mentioning the following points: -
(1. Designing layout or Choosing Templates 2. Creating Introduction and Conclusion slides
3. Maintaining minimum no. of slides 4. Fonts (Size, colour & Type)
5. Required Animations/Graphics 6. Tables representation 7. Hyperlinks
8. Charts and graphs 9. Reference).

REFERENCES

- ✓ Creating, Research and Scientific Documents Using Microsoft Word, Authored by: Alexander Mamishev & Sargent Murray, Publisher: Microsoft Press US; 1st edition (25 October 2013)
- ✓ Microsoft Word for Publishing Professionals, By: Jack M Lyon (Author), Publisher: Editorium (19 July 2008)
- ✓ Microsoft Excel Data Analysis and Business Modeling, By Wayne Winston (Author), Publisher : Microsoft Press; 5th edition (19 January 2017)

EVALUATION SCHEME:

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

Discipline Specific Elective [DSE]:

Opt any One from PRODUCTION AND OPERATION MANAGEMENT or TEXTILE AND FASHION ECONOMICS

15050122: PRODUCTION AND OPERATION MANAGEMENT

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJETIVES

- To understand the basic concepts of production and operation management in the context of the fashion industry
- To explore strategies for effectively managing the production process while maintaining high quality and meeting deadlines
- To develop an understanding about production line of industry

COURSE DETAILS:

UNIT-I

INTRODUCTION TO PRODUCTION

- Study of production, production systems, elements of production systems
- Nature and scope of production and operations management
- Facility location, Types of production systems
- Principles and equipment's for layout planning

UNIT-II

PRODUCTION RELATED CONCEPT

- Functions of Production and Material Management,
- Productivity Variables, and Productivity Measurement
- Production Planning and Control in Mass Production
- Batch Production
- Product Design and Development
- Process Selection and feasible decision making
- Capacity Design
- Determination of Material Required
- Procedure for Purchasing,
- Stocking and Distribution of Materials.
- Break down production

UNIT-III

PRODUCTION ACTIVITIES

- Scheduling maintenance concepts: Maintenance Management Concepts, TPM, Work-Study, Method Study, Work Measurement, Work Sampling, Work Environment and Safety,
- Material Management.
- Sales forecasting, nature and use

Forecasting techniques, forecast errors, adaptive response system
 Scheduling methods, concept of graph theory and its applications, network and analysis, maximum flow in the shortest route, critical path method
 Work study and method study, work sampling

UNIT-IV
QUALITY CONTROL IN PRODUCTION
 Quality Assurance
 Accepting Sampling
 Statistical Process Control
 Total Quality Management (TQM)
 QMS and ISO Standards.

REFERENCES:
 Chary S. N. (1989), Production and Operation Management. New Delhi, Tata McGraw Hill
 Moore, FG and Hendrik, T.E. (1992), Productional Operations Management. Homewood Publications
 Pankaj Madan, (2010), Production and Operation Management, Global Vision Publishing, New Delhi
 William J Stevenson, (2009), Operation Management, TMH, New Delhi
 Chary SN, (2009), Production, and Operations Management- Concepts, Methods and Strategy, PHI New Delhi

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050123: - TEXTILE AND FASHION ECONOMICS

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVES

- To understand the fundamental economic principles and scope applicable to the textile and fashion industry
- To acquaint the students with the basic factors influencing fashion
- To foster an understanding of business environment
- To familiarize the students with Indian textile industries in terms of economics

COURSE DETAILS:

UNIT-I

UNDERSTANDING MANAGEMENT

Definition of management

Nature and scope of textile and fashion management, Principles of textile management Indian management thought

Functions of a manager, Ethics and social responsibility of management, Organizational Environment

UNIT-II

INTRODUCTION TO MANAGEMENT ECONOMICS

Types of business organization

Demand analysis: Estimating Current Demand, Estimating Future Demand

Consumer surplus

Production and cost analysis,

Pricing and output determination in different markets

Cost benefit analysis, Macro economic analysis, business and economic forecasting

UNIT-III

INDIAN BUSINESS ENVIRONMENT

Basic terms and concepts, economic and non-economic

Factors affecting and influencing business environment, industrial relations and labor issues, infrastructure, finance, globalization, liberalization, WTO, International economic backdrop, media and business Indian textile industry in post quota era-opportunities and limitations

Type of property ownership & Method of resources allocations and control

UNIT-IV

INDIAN TEXTILE INDUSTRY

Status and organization of Indian Textile and fashion industry-organized vs. unorganized sector, power loom vs. handloom sector

SWOT analysis of various sectors of Indian textile, garment and fashion industry; various government and promotional organizations

Indian textile industry, Cotton industry, wool industry, MMF industry, RMG industry, HT industry, handloom industry, handicraft industry

REFERENCES:

Gopalakrishnan, B. (2017), Economics and Environmental Policy Issues in Indian Textile and Apparel Industries, Springer
Kar, M. (2015), The Indian Textile and clothing Industry: An Economic Analysis, Springer
Dhiman, R. Sharma, M, (2020), The Textile Industry and Exports in Post-Liberalization India, Routledge Publication

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

**Evaluation Scheme for MBA [Fashion Management]
Semester -II**

Category of Paper	Code No.	Subject Name	Th/ Pr	Cr	Hrs	Th /Pr	Tut	Form mative	Summ ative	Total
CC	15050215	Fabric Manufacturing Technology	Th	3	3	2	1	40	60	100
CC	15050216	Entrepreneurship	Th	3	3	2	1	40	60	100
CC	15050217	Pattern Making & Construction I	Pr	2	4	3	1	60	40	100
CC	15050218	Chemical Processing& Textile Testing	Pr	2	4	3	1	60	40	100
CC	15050219	Project Seminar	Pr	2	4	4	-	60	40	100
CC	15050220	Social and Legal Business Environment	Th	3	3	2	1	40	60	100
CC	15050221	Research Methodology	Th	3	3	2	1	40	60	100
ANY ONE:										
DSE	15050222	Trade Policy	Th	3	3	2	1	40	60	100
	15050223	Marketing Management								
		Total		21	27	20	7	380	420	800

There will be Summer Industry Training of **45 Days** after the end of this semester, for which **2 credit** will be added after submission of Industry training Report to the Mentor.

15050215: FABRIC MANUFACTURING TECHNOLOGY

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVES

To create an awareness of the types of garments machinery available in the industry
To understand about knitting and weaving terminology
To develop an understanding about the production techniques
To understand the knowledge regarding innovations in fabric industry

COURSE DETAILS:

UNIT-I

FIBER STRUCTURE AND PROPERTIES

Molecular structure of textile fibers
Morphology of textile fibers, crystalline and amorphous regions
Fiber Properties
Physical properties of fibers and their effect on fabric process
Innovation in fibers: Micro fiber, hollow fiber, nano fiber

UNIT-II

SPINNING

Processing of natural fibers: cotton, wool, silk, jute and linen
Processing of Man-made fibers
Conventional Spinning methods: Ring spinning, Rotor spinning
Innovations in spinning techniques and yarns
Textured yarns- properties and usages
Yarn properties and their relation to fabric properties- yarn numbering systems, twist, crimp, hairiness, evenness.
Strength, Elongation, Friction (yarn to yarn, Yarn to metal)

UNIT-III

FABRIC CONSTRUCTION

Weaving

Types of looms, loom attachments, selvedge mechanisms, types of selvedge, thread count, GSM of fabric, wrap and weft of fabric
Types of weaves, their basic characteristics and identification
Basic weaves-plain, twill, rib, herringbone, honeycomb, dimity, satin sateen
Decorative weaves-lappet, swivel, spot, pile, jacquard, leno, damask, tapestry, dobby, double cloth
Knitting

Types of knitting needles-latch, compound, spring beard
Types of knitting machines-flat bed, circular bed
Knitting stitches, wales and course, gauge of fabric
Types of knits: basic characteristics and identification

Advantages and disadvantages of knits over woven
Non-woven fabric

Basic characteristics, advantages, limitations
Method of production: Melt blown, spun bonded
Other fabric manufacturing techniques: braids, net

UNIT- IV

SPECIAL TEXTILE

Technical textiles: Industrial textiles, medical textiles, Geo textiles, Sports
Smart/ intelligent textiles

REFERENCES:

Crobman: Fibre to Fabric, Tata McGraw Hill
Mark & Robinson: Fabric Manufacturing
E.R. Trotman: Chemical Technology of Fibrous materials, Prentice Hall.
Brackenbury Terry (2005) Knitting Clothing Technology, Blackwell Science Publishers
Spencer, David J, (2005), Knitting Technology: A Comprehensive Handbook an Practical Guide, 4th ed.
Woodhead, Cambridge.
Eric, Oxtoby (1975) Spun Yarn Technology, Butterworth Publication

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050216: ENTREPRENEURSHIP

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVES:

To create a deep understanding about business planning, costing and formalities of opening a firm
To developing a skill-based leaning regarding the entrepreneurial aptitude
To analyzing the small-scale industry & business
To develop business management skill

COURSE DETAIL

UNIT-I

INTRODUCTION TO ENTREPRENEURSHIP

Introduction to entrepreneurship, development and types of entrepreneurs, role of entrepreneurs in development of apparel and fashion industry, entrepreneurship with reference to fashion and apparel industry in India.

Theories of entrepreneurship, entrepreneurship motivations, entrepreneurship and manager

Entrepreneurial support by state, central financial institutions, organizations. Government policies with reference to textile and apparel industry.

UNIT-II

BUSINESS PLANNING and Documentation

Business planning- Starting a new venture related to apparel industry, essentials of a successful center.

Formalities of opening a firm, the status of firm, Individual proprietor/partnership/ Pvt. limited company & public Ltd company, bank formalities, term loan, working capital, project financing, break even analysis, Project appraisal, preparation of project report

Documentations required to start a business.

UNIT-III

LOCATION & PLANT LAYOUT

Location & plant layout-factors influencing plant location, building, structure, lighting

Ventilation, material handling, availability of labour, material management and transportation.

Plant layout, ergonomics safety & security to be considered while planning the layout.

UNIT-IV

COSTING

Industrial sickness and remedies, tax planning, VAT, Patent Rules, Factory Act, Payment of wages, Minimum wages, knowledge of exemptions & deductions, income tax, excise duty & service tax, Custom law, costing, management of working capital

Environmental considerations and social responsibilities.

REFERENCES

Ormerod A, (1992), Textile Project Management, The Textile Institute
Sangram Keshari Mohanti, (2009), Fundamentals & Entrepreneurship, PHI learning.
Terry & Franklin, (2009), Dynamics of Entrepreneurial Development & Management: 6th edition Himalaya Publishing House

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050217: PATTERN MAKING & CONSTRUCTION I

SEMESTER	-	II		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	3 Hrs./week	:	45 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

OBJECTIVES:

To develop skills in different techniques of pattern development and construction for upper garment.
To understand the principles of grading standardized bodice and sleeve slopers to various sizes.

COURSE DETAILS:

UNIT I

PATTERN DEVELOPMENT THROUGH FLAT PATTERN

Principles of flat pattern making- dart manipulation, contouring, additional fullness
Garment components- sleeves and cuffs, necklines, collars, plackets
Developing industrial patterns with complete set of markings in fitted and semi-fitted upper garments
Preparation of muslin mock up for the pattern

UNIT II

GRADING STANDARD SIZE BODICE BLOCK

Bodice and sleeve slopers to various sizes: Male/Female

UNIT III

CONSTRUCTION OF MALE GARMENT COMPONENTS

Construction of upper garment components- necklines, collars, plackets, sleeves and cuffs, pockets and yokes

UNIT IV

CONSTRUCTION OF FEMALE GARMENT COMPONENTS

Construction of upper garment components- necklines, collars, plackets, sleeves and cuffs, pockets and yokes

REFERENCES:

Armstrong, Helen Joseph (2000) Pattern Making for Fashion Design, 4TH Edition. Pearson
Crawford Connie Amaden. (1989) The Art of Fashion Draping, 2nd Edition. New York, Education Ptc.Ltd.
Fairchild Publications.
Jaffe Hilde and Nuric Relic. (1993) Draping for Fashion Design, New Jersey, Fashion Institute of Technology

EVALUATION SCHEME:

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

15050218: CHEMICAL PROCESSING & TEXTILE TESTING

SEMESTER	-	II		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	3 Hrs./week	:	45 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

OBJECTIVES

To develop an understanding of methods and techniques used to analyze textile fibers, yarns and fabrics for end use performance

To familiarize students with the different testing equipment's, their underlying principles and the international accepted standards, test methods and the language of measurement

COURSE DETAILS:

UNIT-I

IDENTIFICATION OF FIBERS

Qualitative – Identification of fibers – cotton, polyester, viscose, polyamide, silk, wool, jute, tencel and others.

Use of burning, microscopic, chemical tests.

Quantitative analysis of binary blends

Desizing, scouring and bleaching of grey fabric using chemical and eco-friendly agents

UNIT-II

TEXTILE FINISHING

Dyeing of cotton, wool, silk with direct dye by exhaust method, dyeing of polyester with disperse dye

Printing on cotton fabric with reactive dyes and pigment, Printing on silk with acid dyes, polyester with disperse dye and cotton/polyester blend with disperse and reactive dyes.

Finishing- Application of any 2 specialty finishes on cotton, polyester and cotton polyester blend (using pad-dry cure method)

UNIT-III

FIBER, YARN AND FABRIC TESTING

Fiber

Identification and testing □ Fibre length, evenness, fineness, tensile strength, crimp, moisture regain and □ their implications on quality

Yarn

Appearance and grading □ Yarn count, tensile strength, elongation and elastic recovery □ Twist, crimp, fineness, uniformity- standards available and their implications □ on quality

Fabric

Compactness of fabric structure

Strength properties- Tensile, bursting, tear Color fastness properties- Dimensional stability

Performance properties- resistance to abrasion, pilling, wrinkling, burning.

Quality parameters for fabrics suitable for various end user-apparel, □ household textiles, industrial textiles.

UNIT-IV

QUALITY CONTROL

Quality and consistency among textile products- TQM, Target markets, Product attributes. Quality and consumer

safety.

Quality Control organizations, standards and regulations 8 AATCC, ASTM, ISO etc.

Eco-labels, silk mark, wool mark, other international labels

Regulations on Apparel Labeling- Care labels, Fiber ID labels

Regulations on Apparel Industry Practices.

REFERENCES:

Shenai, V.A. (1984), Technology of Textile Processing, Vol.- IX, Sevak Publication

Cook, J. Gordon, Hand Book of Textile Fibers, Merrow Publishing Co. Ltd, England

Trotman, E.R. (1975), Dyeing and Chemical technology of Textile Fibers, Charles Griffin Company Ltd, London

Mark H., Wooding N.S. & Atlas Smeeds, (1970), Chemicals after Treatment of Textiles, John Wiley & Sons Inc., NY.

EVALUATION SCHEME:

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

15050219: PROJECT SEMINAAR

SEMESTER	-	II		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

To implement the understanding individually.
To improve the work through experiment/ experience.

COURSE DETAIL

The students are expected to research and find suitable topics for the seminar. These will be presented to and approved by the department faculty. Only token guidance will be provided to the students to ensure that it remains primarily each student's own piece of work. The selection of topics must be guided by current trends in theory, research and application of appropriate design and technology. The student will be expected to collect the material, analyze and organize the information and present a critical review of the topic before the faculty for evaluation. The presentations will be followed by discussions. Subsequent to this, the student is expected to submit a final report on the seminar topic along with references.

EVALUATION SCHEME:

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

15050220: SOCIAL AND LEGAL BUSINESS ENVIRONMENT

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVE

To give an understanding of the major factors which must be considered in Fashion Business
To describe the national & international markets and labour relation
To study the legal environment concept in terms of Garment Industry
To understand major regulation followed in Garment Industry

COURSE DETAILS:

UNIT-I

SOCIAL CHANGE AND ITS IMPACT

Concept of social change in India and its impact on fashion and textiles business
Relationship between social and economic aspects
Social and legal framework of business in India
Factors affecting Indian business environment

UNIT-II

MANAGEMENT IN CORPORATE SECTOR

Formation and management of corporate sector in India
Indian Companies Act, Corporate Governance, Bankruptcy, Business ethics

UNIT-III

LEGAL ENVIROMENT BUSINESS

Changing legal environment, Impact on textile business
Restrictive trade practices, Unfair trade practices
Foreign Exchange management act and Capital Market
Labor relations, Intellectual property right
Consumer protection Act

UNIT-IV

REGULATIONS IN GARMENT INDUSTRY

Environment Protection-Air, water, soil protection
Specific laws in relation to textile industry
Importers specifications and emphasis on eco safe products
Azo dye ban and its effect on Indian textile industry
Child labor, employee provident fund, employee state insurance, its effect on Indian corporate sector, payment

of gravity, labor welfare fund.

REFERENCES:

K. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House, Mumbai
Bhattacharya.B: Going International Response Strategies for Indian Sector, Wheeler Publishing Co, New Delhi.
Black and Sundaram: International Business Environment, Prentice Hall of India, New Delhi.
V.K. Bhalla& S. Shiva Ramu: International Business Environment & Management, Anmol Publication Pvt.Ltd, New Delhi.

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050221: RESEARCH METHODOLOGY

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVES:

To demonstrate knowledge of the scientific method, purpose and approaches to research
To compare and contrast quantitative and qualitative research
To explain research design and the research cycle
To prepare key elements of a research proposal
To explain ethical principles, issues and procedures

COURSE DETAILS:

UNIT I:

PURPOSE OF RESEARCH

To understand applications of statistical techniques for analysis and interpretation
Definition, objective and significance of research
Scientific method: Induction and deduction
Research Approaches: Qualitative, Quantitively and mixed
Issues of relevance and cultural appropriates

UNIT II:

PRINCIPAL OF RESEARCH IN QUANTITVE AND QUALITIVE APPROACHES

Meaning and need of research design Components and types of research design
Issues in design construction
Sampling, methods
Concept of sampling, key differences in the two approaches □ Sampling methods, sample size and sampling error □ Selecting participants and contexts to examine social phenomenon

UNIT III:

DATA COLLECTION AND ANALYSES

Methods and measurement: Measurement in research, scales and errors in measurement, reliability and validity of measurement tools
Methods of data collection and types of data

Errors in inference – Bias and confounding, reliability and validity issue
Ensuring reliability and validity in qualitative research

UNIT IV:

THE RESEARCH CYCLE

Systematic literature review and referencing
Formulating a research problem –Developing research questions and objectives, exploring research context/phenomenon
Identifying variables, constructing hypotheses

Deciding research approach and design

Selection of sample/participants, choice of methods and analysis
Writing a research report- Styles and format.

REFERENCES:

- Bell, J. (1999). *Doing your research project: Guide for first time researchers in social sciences*. New Delhi: Viva Books.
- Bernard, H. R. (2000). *Social research methods: Qualitative and quantitative approaches*. Thousand Oaks, CA.: Sage Publication
- Blaxter, L. Hughes, C., & Tight, K. (1999). *How to research*. New Delhi: Viva Books.
- Bryman, A. (2008). *Social research method*. Oxford: Oxford University Press.
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches*. Thousand Oaks, CA: Sage Publications.
- Denscombe, M. (1999). *The good research guide for small-scale social research projects*. New Delhi: Viva Publications.
- Denzin, N. and Lincoln, Y. (Eds.) 2005. *The Sage handbook of qualitative research*. London: Sage.

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

Discipline Specific Elective [DSE]:

Opt any One from TRADE POLICY OR MARKETING MANAGEMENT

15050222: TRADE POLICY

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVES:

To gain a comprehensive knowledge about trade policy in different sectors

To understand the fundamentals of trade policy and its implications for the fashion industry

To explore the international trade agreements and organization governing the fashion sector

COURSE DETAIL

UNIT-I

INTRODUCTORY TRADE POLICY

Overview of Trade Policy

Objectives of Trade policy

The International Economy and International Economics

Foreign exchange regimes, Exchange rate

Capital flows and its nature, Import licensing

Understanding Tariffs, Recent Trade Controversies- The World Trade Organization (WTO).

UNIT-II

TRADE AGREEMENTS

Unilateral Trade Agreement

Bilateral Trade Agreement

Multilateral Trade Agreements

The Role of the WTO in Trade Agreements

Effects of Trade Agreements

UNIT-III

GENERAL ACCOUNTABILITY

Capital accounts, Current accounts

Vendor and buyer dealings

Licensing

Invokes – commercial, custom

Certificates – certificate of origin, value etc.

Compliance – Social, legal, environmental, etc

UNIT-IV

TRADE POLICY FOR DIFFERENT SECTOR

Policies for export house/ buying hours, Policy for new business

Production policy
Factors related to policy
Policy makers and policy making

REFERENCE:

Uma Kapila, (2003), Understanding the Problems of Indian Economy, Academic Foundation

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050223: MARKETING MANAGEMENT

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

To develop a basic understanding about the marketing management concepts in various managerial processes in organization.

To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

COURSE DETAILS:

UNIT-I

MARKETING AND SEGMENTATION

Define Marketing and core concepts of marketing

Scope of marketing

Role and scope in Indian textile and fashion industry

Company orientation towards the marketplace

Marketing Research

Market segmentation, STP approach

Segmenting Consumer and Business Market

Consumer behavior, Consumer needs and buyer motivation, Consumer decision process

Behavioral, cultural, social and other factors influencing buyer decision

UNIT-II

MANAGING PRODUCT LINES AND BRANDING

The product and Product mix

Pricing, price mechanism, price setting, types of pricing strategies

Market strategy planning, Product life cycle strategy, new product and design development

Brand Decisions

Packaging and Labeling

UNIT-III

Advertising and promotions

UNIT-IV

E-COMMERCE

On-line consumers

On line retail: - Concept, Models, Major start-ups

On-line Marketing: Advantages and Disadvantages

Distribution channels, channel dynamics, physical distribution, channel selection

REFERENCES:

Jha. S. M: Services Marketing, Himalaya Publishing House, Bombay, 1994
Woodruffe: Services Marketing-Macmillan, New Delhi.

EVALUATION SCHEME:

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

**Evaluation Scheme for MBA [Fashion Management]
Semester -III**

Category of Paper	Code No.	Subject Name	Th/ Pr	Cr	Hrs	Th /Pr	Tut	Formative	Summative	Total
CC	15050315	Apparel Manufacturing Technology	Th	3	3	2	1	40	60	100
CC	15050316	Strategic Management	Th	3	3	2	1	40	60	100
CC	15050317	Project Dissertation	Pr	6	12	10	2	60	40	100
CC	15050318	Internship	Pr	2	4	4	-	60	40	100
CC	15050318	Pattern Making & Construction II	Pr	2	4	3	1	60	40	100
SEC	15050320	Computer Aided Design I	Pr	2	4	4	-	60	40	100
ANY ONE:										
DSE	15050321	Cross Cultural Management	Th	3	3	2	1	40	60	100
	15050322	Finance Management and Accounting								
		Total		21	33	27	6	360	340	700

15050315: APPAREL MANUFACTURING TECHNOLOGY

SEMESTER	-	III		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVE

To familiarize students with the functioning of the garment industry.
To understand various processes and technical parameters of garment production.
To enhance awareness of sewn product, machinery and equipment.

COURSE DETAILS:

UNIT-I

INDIAN GARMENT INDUSTRY

Indian apparel industry overview, its history and present status
Main sectors of the garment industry
Production capacity, Organizational chart/TNA

UNIT-II

PRE-PRODUCTION

Markers- planning, production, efficiency, methods of making
Spreading of fabric- requirements, methods, nature of fabric packages
Cutting – objectives, methods
Preparation before cutting-Fusing, ticketing and bundling- purposes and types
Fusing- advantages, requirements, processes, equipment, methods and quality control
Alternative methods of joining material: welding and moulding technology

UNIT-III

PRODUCTION

Sewing: Stitch types, Seam types, Feed systems, Types of sewing Needles, Types of sewing Threads, Major stitching problems and their remedies

Machinery and Equipment: Types of sewing machines-Basic lock stitch, chain stitch and over lock machines- (Parts, function and Sewing Defects),

Other machines- blind stitch, bar tack, button sewing and buttonholing

Sewing machine defects and its rectification

Sewing machine work Aids: Machine beds, Machine tables, Work chairs, Bundle clamps, Various machine attachments

UNIT-IV

POST-PRODUCTION

Garment finishing: stain removal, cleaning, dry cleaning, pressing

Warehousing: - handling equipment, storage equipment, packaging equipment, transportation issues

Packaging & Labeling

REFERENCES:

Carr & Latham, (2008), Technology of Clothing Manufacture, 4th Edition, Black well science

Gary Cocklin, (2006), Clothing manufacturing, 2nd Edition, Black well science

Gersak.J, (2022), Design of Clothing Manufacturing Processes: A systematic approach to Developing, Planning and contro, 2nd Edition, Woodhead Publishing

Sarkar.P, (2015), Garment Manufacturing: Processes, Practices and Technology, Online Clothing Study

EVALUATION SCHEME

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050316: STRATEGIC MANAGEMENT

SEMESTER	-	III		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVE

To develop necessary managing and analytical skills to carry out corporate projects in a global environment, in which the use of new technologies, creativity and innovation, together with social and environmental responsibility, are essential

To provide tools which will enable the student to identify and anticipate changes in lifestyles, consumers' preferences, as well as current and emerging trends, through creative experimentation and research.

COURSE DETAILS:

UNIT-I

INTRODUCTION

Meaning, Scope and Importance of Strategic Management

Nature and Characteristics of Strategic Management

Process, Models, Dimension and Levels of Strategy

Role of strategists in business Policy, Corporate level strategies

Tools for strategic analysis, Implementing strategy, Strategic evaluation and control

UNIT-II

STRATEGY FORMULATION

Concept and types of Planning

Corporate Planning and Strategy: growth, stability, renewal, corporate portfolio analysis

McKinsey's 7s Framework.

Strategic Planning

Strategic Decision Making

Strategic Analysis and Choice

UNIT-III

STRATEGY IMPLEMENTATION AND EVALUATION

Strategy Implementation: Structure, Systems and People, issues in implementation

Model of Strategic Implementation

Project implementation, Procedural implementation,

UNIT-IV

CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY

Social responsibilities and Ethics-Building a capable organization

Symptoms of malfunctioning of strategy: Operations Control and Strategic Control

REFERENCES:

- Kotler p (20th Edition), Marketing Management, Prentice-Hall, India
 Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson (2008), Management of Strategy-Concepts and Cases, 4/e, Cengage Learning, New Delhi.
 John. A. PearceII, Richard B. Robinson Jr, Amita Mital, (2008), Strategic Management– Formulation, Implementation and Control,1/e, Tata McGraw-Hill, New Delhi.
 Charles. W.L Hill, Gareth R Jones (2005), Strategic Management-An Integrated Approach,6/e, Biztantra, New Delhi.
 Thompson A Jr, A. J. Strickland,(2008), Strategic Management, Tata McGraw-Hill Publishing, New Delhi.
 Upendra Kachru, (2005), Strategic Management-Concepts and Case. Excel Books, New Delhi.
 Adrian Haberberg, Alison Rieple (2008). Strategic Management–Theory and Application, Oxford University Press, New Delhi.

EVALUATION SCHEME

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050317: PROJECT DISSERTATION

SEMESTER	-	III		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	10 Hrs./week	:	150 Hours
MIN. TUTORIAL	-	2 Hrs./Week	:	30 Hours
DURATION			:	15 Week / Semester
CREDITS			:	6

OBJECTIVE

To undertake an independent piece of research in the area of interest contribute to the advancement of knowledge.

COURSE DETAIL

The topic chosen should show originality in conceptualization/selection, exhibit systematic habits and regularity of work, thoroughness in methodology and statistical analysis, overall research competence and ability to put research findings in context.

The research work should contribute to the advancement of knowledge in the field. The student must be guided and supervised by a member of the teaching faculty of the department. The research culminated must reflect the student's independent work.

EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

15050318: INTERNSHIP

SEMESTER	-	III		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

OBJECTIVES:

To gain hands on experience of working in the areas related to Fashion & Design like Apparel Manufacturing, Marketing & Merchandising, Textile Testing, CAD/CAM, Pattern Making, Management, craft sector etc.

COURSE DETAILS:

The students could work with Government agencies, international agencies, NGO's and private organization associated with production, testing and marketing fashion products. The students must participate in the ongoing activities of the organization as advised by faculty/ mentor/ Industry guide, collect the required information and prepare a written report to be presented in the department.

EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

15050319: PATTERN MAKING & CONSTRUCTION II

SEMESTER	-	III		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	3 Hrs./week	:	45 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

OBJECTIVES:

To develop skills in different techniques of pattern development and construction for upper garment.
To understand the principles of grading standardized bodice and sleeve slopers to various sizes.

COURSE DETAILS:

UNIT I

SKIRTS & ITS COMPONENTS

Pattern Development through Flat Pattern making
Styles of skirts and its components
Pockets and Yokes
Waist Bands

UNIT II

TROUSER & ITS VARIATION

Developing industrial patterns with complete set of markings in fitted and semi-fitted lower garments
Preparation of Muslin mock up for garments
Construction of Male Lower garment components

UNIT III

GARDING

Grading standard size skirt block
Bodice and sleeve slopers to various sizes

UNIT IV

DRESSES & GOWNS

Construction of Female garment components
Construction of lower garment components- Waistbands, Hemlines, pockets and yokes

REFERENCES:

Armstrong, Helen Joseph (2000) Pattern Making for Fashion Design, 4TH Edition. Pearson
Crawford Connie Amaden. (1989) The Art of Fashion Draping, 2nd Edition. New York, Education Ptc.Ltd.
Fairchild Publications.
Jaffe Hilde and Nuric Relic. (1993) Draping for Fashion Design, New Jersey, Fashion Institute of Technology

EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

15050320: COMPUTER AIDED DESIGN I

SEMESTER	-	III		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

OBJECTIVE

To understand/learn about

- Fashion forecasts website
- Photoshop for collage work
- CorelDraw for Flat sketches.
- Fashion Studio for draping of garments
- Pattern making software for pattern making, grading and marker making.

COURSE DETAILS:

UNIT-I

FASHION FORECASTING WEBSITES

Introduction to fashion trend forecasting websites, how to navigate the website, sourcing the computer about fashion trend forecasting

UNIT-II

ADVERTISING BROCHURE

Creating an advertising brochure. Painting & rendering in Photoshop, creating & manipulating Fashion Model drawings, gradient 's use for rendering & 3D effects, making collage in Photoshop, Applying filters

UNIT-III

PHOTOSHOP

Introduction to Photoshop: Theme based development of Create Mood / Inspiration, client

/ Customer, color and Texture board

Introduction to Coral Draw. Learning basic tools of Coral Draw. Using Basic Shapes, Transformations, Duplicate, Cloning. Applying fill, outlines, special effects, shaping creating custom Shapes using basic shapes and other drawing tool, working with the text Effects, shaping object with envelope tool, Power Clip objects, splitting and erasing portion of objects.

UNIT-IV

FASHION ACCESSORIES

Creating fashion accessories like necklace, bracelet, anklets, ear ring, and head gear etc

REFERENCE

Software's: Adobe coral draw, illustrator, Photoshop

EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

Discipline Specific Elective [DSE]:

Opt any One from CROSS CULTURE MANAGEMENT or FINANCE MANAGEMENT AND ACCOUNTING

15050321: CROSS CULTURE MANAGEMENT

SEMESTER	-	III		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVE

To increase knowledge of and sensitivity to other cultures

To become aware of their own cultural strengths and weaknesses when working with people from other cultures

To carry a basic analysis of cultural differences.

To learn fundamental principles and acquire basic information on ways to build bridges between people from diverse cultures working together in some form of business or project

COURSE DETAILS:

UNIT-I

INTRODUCTION AND COURSE OVERVIEW

Define Culture and its importance

People react to cultural differences

Disciplines study culture

Culture with business

Culture as identity with respect to fashion

UNIT-II

THE HISTORICAL ORIGIN OF BELIEFS AND VALUES COMPARING CULTURES

Cross-culture research as of today

Ways of describing cultural differences

Culture dimensions relating to people, time, world

UNIT-III

CULTURE AND COMMUNICATION

What is communication & how native language is influencing our way of communication

Non-linguistic communication

UNIT-IV

ORGANIZATIONAL CULTURE

Corporate culture: Models of corporate cultures role of corporate culture

Culture and Marketing

Cultural aspects of product and services decisions, prices decisions, place decisions, promotion decisions

REFERENCES

Adler, Nancy (2007), *International Dimensions of Organizational Behavior*. Southwestern
 Branine, M. (2011), *Managing Across Cultures: Concepts, Policies and Practices* London: Sage
 Dumetz Jerome, *Cross-cultural Management textbook, Student Edition, 2012* 5
 Hall, Edward T., Mildred Reed Hall. *Hidden Differences. Studies in International Communication: How to communicate with the Germans*. Hamburg, 1983.
 Hampden-Turner, Charles M., Fons Trompenaars, (2000), *Building Cross-cultural competence*. Chichester (Wiley)
 Trompenaars, Fons and C. H. Turner (1998), *Riding the Waves of Culture*. McGrawHill, Second Edition

EVALUATION SCHEME

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050322: FINANCE MANAGEMENT AND ACCOUNTING

SEMESTER	-	III		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVE

The objective of this course is to acquaint the students regarding various accounting and financial management concepts and its applications in managerial decision making.

COURSE DETAILS:

UNIT-I

INTRODUCTION TO FINANCE MANAGEMENT AND ACCOUNTING

Financial Accounting-concept, importance and scope, accounting principles, journal, ledger, trial balance, depreciation- straight line and diminishing balance methods, preparation of final accounts with adjustments

UNIT-II

COST ACCOUNTING

Cost accounting-meaning, importance, methods, techniques

Classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity-based costing

UNIT-III

MANAGEMENT ACCOUNTING

Management Accounting: Meaning, nature, scope, objective, functions and techniques.

Financial Accounting vs. Cost Accounting vs. Management Accounting.

Management Accountant-Role- Essential qualities Budgetary Control

Managerial Control Process; Benefits; Limitations

Installation of the System

Classification of the Budgets; Preparation of different types of Budgets: Cash Budget, Sales Budget and Master Budget.

UNIT-IV

FINANCIAL MANAGEMENT

Financial management-scope finance functions and its organization, objectives of financial management; time value of money; sources of long-term finance.

Working Capital Management: Theory of Working Capital Management

Introduction, Nature of Working Capital

Concepts and Definitions of Working Capital, Need for Working Capital, Permanent and Temporary Working Capital

Changes in Working Capital, Determinants of Working Capital.

REFERENCES:

Singhal, A.K. and Ghosh Roy, H.J., Accounting for Managers, JBC Publishers
Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi
Horngren, Sundem and Stratton, Introduction to Management Accounting, Pearson Education, New Delhi.
Mittal, S.N., Management Accounting and Financial Management, Shree Mahavir Book Depot, New Delhi.
Khan, M.Y. and Jain, P.K., Management Accounting, TMH, New Delhi.
Keown, Arthur J., Martin, John D., Petty, J. William and Scott, David F, Financial Management, Pearson Education

EVALUATION SCHEME

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

**Evaluation Scheme for MBA [Fashion Management]
Semester -IV**

Category of Paper	Code No.	Subject Name	Th/ Pr	Cr	Hrs	Th /Pr	Tut	Form mative	Summ ative	Total
CC	15050415	Technological Advances in Fashion & Textile	Th	3	3	2	1	40	60	100
SEC	15050416	Computer Aided Design II	Pr	2	4	4	-	60	40	100
CC	15050417	Fashion Communication	Th	3	3	2	1	40	60	100
CC	15050418	Human Resource Management	Th	3	3	2	1	40	60	100
CC	15050419	Portfolio Development	Pr	6	12	10	2	60	40	100
DSE	15050420	ANY ONE: Retail & Brand Management	Th	3	3	2	1	40	60	100
	15050421	International Trade Management								
		Total		20	28	22	6	280	320	600

15050415: TECHNOLOGICAL ADVANCES IN FASHION & TEXTILE

SEMESTER	-	IV		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVE

UNIT I

FIBER STRUCTURE AND PROPERTIES

Molecular structure of textile fibers
Morphology of fibers, crystalline and amorphous regions.
Inter and intra-molecular forces in polymers.
Structure investigation through X-ray diffraction, FTIR, NMR
Physical properties of fibers and their effect on fabric performance- tensile properties, frictional properties, moisture absorption properties, thermal properties, optical properties, electrical properties
Innovation in fibers – Micro fibers, hollow fibers, nano fibers
Use of technology in marketing and selling of textiles and garments, RFD technology
Latest textile manufacturing and processing machines
Latest garment manufacturing machines
CAD/CAM

UNIT-II

LATEST TRENDS IN FASHION & TEXTILE

Latest trends in technological field
Advances in textile manufacturing
Latest textile manufacturing and processing machines
Nanotechnology, biotechnology, plasma technology, use of enzymes and microorganisms, phosphorescence, use of ozone in wet processing

UNIT-III

TECHNICAL TEXTILE: PROPERTIES & USE

Industrial textiles, Medical Tech, Okeo Tech, Pack Tech, ProTech, Agro Tech, Built Tech, Cloth Tech, Geo Tech, Home tech, Space textile, Automotive textile

UNIT-IV

SMART TEXTILE AND THEIR USE

Phase change material
Thermo chromic / photo chromic textiles
Electronic textiles
Fabric composites

REFERENCES:

Dr. R .Bheda: Managing productivity in apparel industry, CBS Publication
Brackenbury Terry (2005) Knitting Clothing Technology, Blackwell Science Publishers
Horrock & Anand (2000) Handbook of Technical Textiles, Woodhead Publishers
Spencer, David J, (2005) Knitting Technology: A Comprehensive Handbook an Practical Guide, 4th ed.
Woodhead, Cambridge.
Eric, Oxtoby (1975) Spun Yarn Technology, Butterworth Publication.

EVALUATION SCHEME

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050416: COMPUTER AIDED DESIGN II

SEMESTER	-	IV		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

OBJECTIVE

To develop and enhance proficiency in CAD Software

To understand draping of garment by using CAD Software

To gain knowledge about flat sketches, pattern development using Illustrator, Photoshop etc.

COURSE DETAILS:

UNIT-I

CROQUI DEVELOPMENT

Developing Croquis figures for men, women and children using Photoshop/ Corel Draw.

UNIT-II

DRAPING OF GARMENT

Draping of garments on men 's, women 's & children casual, party, night, sports, office/formal wears using Fashion Studio software / Photoshop / Corel Draw.

UNIT-III

FLAT SKETCHES

Design flat sketches along with stitch specification for the following: Children – Girls (A-line & yoke frock), Boys (shirt & shorts)

Adults – Women 's (Top, Skirt, gown), Men 's (Shirt, Kurta, Trouser).

For the above create spec sheets, cost sheets for each garment using Fashion Studio software / Photoshop / Corel Draw.

UNIT-IV

PATTERN DEVELOPMENT

Prepare Patterns - A-Line Frock, Skirt, Shirt, Dress / Top, Shorts and Trousers

Introduction to grading. Grade the above patterns. Marker Making. Make marker plan for women 's Top/Skirt/ Men 's Shirt/Trouser/Kurta.

REFERENCE:

Software:

Coral draw

Photoshop

Illustrator

EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

15050417: FASHION COMMUNICATION

SEMESTER	-	IV		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVE

To enable the students, understand the fashion language & skills of communication for visualization of garment

COURSE DETAIL

UNIT-I

INTRODUCTION TO COMMUNICATION

Concept, definitions and nature of communication
Types of communication
Models of communication
Communication-strategies and techniques involved
Elements of effective communication, communication barrier
Communication Network and feedback

UNIT-II

COMMUNICATION MEDIA AND TECHNOLOGY

Classification of Media
Role and importance of media, ethical issues in promotion
Selection of appropriate Media
Writing Script for Radio Talk, Television Talk, Street Play
Organization of fashion shows and events
Publicity and promotional material, designing, layout

UNIT-III

VISUAL MERCHANDISEING

Components of a store image
Marketing strategies for visual merchandising
Outlining developing and designing display strategies, Display patterns,
Importance of backdrop presentation
Music and lighting selection, lighting pattern, types of lighting, selection of - proper lighting, advantages and disadvantages
Window designing, Art to convert creativity into profitability
Consumer services

UNIT-IV

THINKING VISUALLY

Fashion Journalism
 Fashion & Digital Culture
 Luxury and Fashion Installation
 Broadcast media & Fashion
 Media and Society

REFERENCES:

K.K. Sinha: Business communication, Galgotia
 Ron Ludloww& Fergus Panton: Effective communication, Prentice Hall

EVALUATION SCHEME

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050418: HUMAN RESOURCE MANAGEMENT

SEMESTER	-	IV		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVE

To understand the most relevant theoretical models and key concepts in Human Resources Management within organizations.

To learn the principle techniques concerning people management within organizations.

To learn about Acts related to an organizations

COURSE DETAILS:

UNIT-I

INTRODUCTION TO HUMAN RESOUC E MANAGEMENT

HRM – Definition, Concept, Scope, Models, Importance

Role of HR Executives- HRM Functions, Challenges in HRM

Organization Structure and its types.

UNIT-II

HUMAN RESOURCE PLANNING

Human Resource Planning – Need, Importance, Process. Levels and Types of HRP

Techniques for forecasting demand and supply for employees

Gap analysis between supply and demand and HRP Models

Managing ethical issues in HRM, HRD audit.

UNIT-III

RECRUITMENT POLICIES & SELECTION PROCESS

Recruitment– Definition, Process

Factors Affecting Recruitment, Sources of recruitment, Modern Techniques of recruitment.

Selection – Definition, Process, Steps involved in Selection Procedure. Various types of Test involved in Selection. Types of Interview: Methods, Process (including reference check and Medical examination).

Differences between Recruitment and Selection, Placement and induction, Competency testing systems.

UNIT-IV

POTENTIAL & PERFORMANCE APPRAISAL

Performance Appraisal- Concept, Objectives, Appraisal Process, Need, Importance

Methods - Traditional & Modern Methods of Appraisal (including MBO, 360-degree, Assessment Centre, Balanced Scorecard, etc.), Pitfalls in Performance Appraisal-Potential appraisal, Global Practices in HRM: e-HRM/HRIS

Worker’s participation in management employee empowerment

REFERENCES:

Pareek. U : Managing Transition: The HRD response, New Delhi, Tata McGraw Hill, 1992.

Rao. TV: Strategies of Developing Human Resource.

Dayal, Ishwar: Designing HRD system, New Delhi, Concept 1993.

EVALUATION SCHEME

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050419: PORTFOLIO DEVELOPMENT

SEMESTER	-	IV		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	10 Hrs./week	:	150 Hours
MIN. TUTORIAL	-	2 Hrs./Week	:	30 Hours
DURATION			:	15 Week / Semester
CREDITS			:	6

OBJECTIVE

The students document all their presentable work done through all semesters and those that portray the student's areas of interest.

The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

COURSE DETAIL

The portfolio would be done using the art software's of which the student has under gone training. Students should use computer aided backdrops and various innovative layouts.

Appropriate selection of designer display folders & different design options is possible for showcasing their creative works.

EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/ Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24

Discipline Specific Elective [DSE]:

Opt any One from RETAIL & BRAND MANGEMENT or INTERNATIONAL TRADE MANGEMENT

15050420: RETAIL & BRAND MANAGEMENT

SEMESTER	-	IV		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVE

To explore and develop students' understanding of design/ merchandising from a buyer's/ retailer's point of view

To learn about branding according to different segments and sectors in Fashion & Textile Industry

To study retailing environment, store organization, retail market strategy

COURSE DETAIL

UNIT-I

INTRODUCTION TO BRAND MANAGEMENT

Brand hierarchy, brand image, brand identity, brand loyalty

Brand positioning, brand customer relationship

Managing brand-brand creation, brand extension, brand portfolio

Brand assessment through research

UNIT-II

BRANDING IN FASHION INDUSTRY

Brand revitalization, financial aspects of brands

Branding different segments and sectors in fashion textile industry

UNIT-III

RETAILING OVERVIEW

Retailing environment in India

Classification of retailers, types of retailers, Store formats

Inventory methods

UNIT-IV

RETAILING MIX

Elements of retail mix

Store organization, retail market strategy, trade area analysis, site selection

Retail pricing and re-pricing & Mark up and its relationship to profit

REFERENCES:

Levy & Weitz: Retailing Management, Tata McGraw Hill
Michael P. Peters Advertising- Principles Tata McGraw Hill.

EVALUATION SCHEME

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

15050421: INTERNATIONAL TRADE MANAGEMENT

SEMESTER	-	IV		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

OBJECTIVE

To understand the meaning, scope and application of apparel related export management.

To develop an ability to decide export pricing, export finance, export marketing, foreign exchange or foreign markets.

COURSE DETAIL

UNIT-I

INTRODUCTION TO BUSINESS CONCEPT

International business concept-nature, importance, dimensions

International business environment

International trade theories, FDI theories

Foreign Exchange Market

Barriers to trade: Tariffs and Non-tariffs barriers

UNIT-II

AN OVERVIEW OF INTERNATIONALIZATION

Process of Internationalization, decision framework for Internationalization

Globalization, Regionalization

Regional Economic integration in Europe

Role of regional and international institutions-WTO, SAARC, IMP, UNCTAD

Cross culture variance analysis

UNIT-III

METHODS TO ENTER IN FOREIGN MARKET

Licensing, franchising, joint ventures mergers, acquisitions, BOP [Balance of Payment]- concept, Role and causes of disequilibrium position

UNIT-IV

INTERNATIONAL BUSINESS MANAGEMENT

Control in International Business- need, objectives and approaches

REFERENCES:

D.N. Dwivedi: Managerial Economics, Vikas Publishing, House Pvt. Ltd, New Delhi.

M.L.Seth: Micro Economics, Lixmi Narain Agarwal, Agra.

Ray: An introduction to microeconomics: Macmillan, New Delhi.

EVALUATION SCHEME

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

