



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Textile Technology
Choice Based Credit System (CBCS) in Light of NEP-2020
Generic Elective for UG Courses
(2021-2025)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BTTX900	GE	MEDICAL TEXTILES	60	20	20	-	-	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C – Credit.

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

1. To provide the introductory knowledge about textile materials and medical textiles.
2. To impart the knowledge of various properties of Medical Textiles as per different domains of health care.
3. To expose the knowledge of biocompatibility and related characterization methods of Medical textiles.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

The students will be able to:

1. Familiarity of healthcare related problem.
2. Comprehend just requirements for a textile material to be used as medical textile.
3. Identify new scope and design of medical textile.

Syllabus:

Unit-I Introduction to Biomaterials

9 HRS

Introduction to biomaterials and definition & properties, Classification – Metals, polymers, ceramics, composites properties and application as biomaterial. Characterization of materials - Mechanical Properties, surface properties, electrical properties and visco-elasticity, Metallic implant materials – Stainless steel, Co-based alloys, Ti and Ti-based alloys.

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Unit-II Introduction to Polymers and Fibres

10 HRS

Basic concept of polymer, their classification, methods of polymerization, molecular weight and its measurement, distribution and importance. General classification of fibres. Structure, properties, uses, advantages and disadvantages of most common natural and manmade fibres.

Unit-III Introduction to Biocompatibility

8 HRS

Biocompatibility-Definition. Factors affecting biocompatibility-Carcinogenicity, mutagenicity, cytogenicity, toxicity. Blood Compatibility-Factors affecting blood compatibility. Material response: Swelling and leaching, Corrosion and Dissolution, Reaction of Biological molecules with biomaterial surfaces. Testing of implants: Methods of test for biological performance-In vitro and In vivo implant test methods. Clinical testing of implant Materials, Design and selection of implant materials-Design Process.

Unit-IV Health care domain specific Medical Textiles I: Suture, Wound Dressing

7 HRS

Medical textiles market. Classification of medical textiles. Sutures: Classification based on origin, physical configuration and absorbability, properties of sutures, Evaluation and standards. Wound dressings: Functional requirements, materials used, wound healing mechanism and factors affecting wound healing, Evaluation and standards.

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Unit-V Health Care Domain Specific Medical Textiles II: Healthcare & Hygiene

Antimicrobial Finish Based Materials

8 HRS

Healthcare and Hygiene Products: Functional requirements, materials used, design procedure, Evaluation and standards. Antimicrobial finishing of medical textiles: Need for antimicrobial finishing, antimicrobial agents and their working mechanism, Antimicrobial test methods.

Text Books:

1. Manufactured Fibre Technology, Gupta, V.B., Kothari, V.K., Springer, 1997.
2. Textile Science: An Explanation of Fibre Properties, Gohl, E. P. G., Vilensky, L. D., CBS Publisher, 1984.
3. J B. Park, Roderic S. Lakes: Biomaterials: an Introduction, Plenum Press, New York, 1992.
4. 2. Jonathan Black, Biological Performance of materials, Marcel Decker, 1981.

References:

1. Manmade Fibers – Moncrief, R.W., Halstead Press, New York, 1975.
2. Production of Synthetic Fibres – Vaidya, A. A., Prentice Hall of India, Private Limited, New Delhi, 1998.
3. Donald L. Wise...[et al.] eds. :Encyclopedic handbook of biomaterials and bioengineering (4 vols.), Marcel Dekker, New York,1995
4. 2. J. S Temenoff, A G Mikos: Biomaterials The intersection of biology and materials science, First Edition, Pearson Education
5. 3. Piskin and A S Hoffmann, Polymeric Biomaterials (Eds), Martinus Nijhoff Publishers, Dordrecht, 1986.

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Course Educational Objectives (CEOs):

1. To provide the requirements of water softness for garment processing .
2. To gain knowledge about laundry equipment used in industries.
3. To provide the knowledge of garment finishing and its machines.

Course Outcomes (COs):

Students will be able:

1. To select the water according to its softness at different processing.
2. To supervise the requirement and need of laundry.
3. To install and suggest the finishing machines for garments.
4. To remove the various types of stains from the garment without damaging it.

UNIT I Garment Processing & Visual Effects

10HRS

Water –soft water –hard water – methods of softening water. Garment dyeing, dye selection, garment-dyeing machinery, Washing: Stone washing, acid washing, enzyme washing, bio polishing, mercerization, bleaching, laser fading and ozone fading.

UNIT II Processing Chemicals Study and Types of Finishing

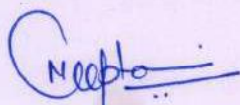
8 HRS

Study of laundry equipment and reagents , soaps , detergents, cleaning action of soaps, study of modern and industrial cleaning agents. Finishing; Optical brightening, mercerization, liquid ammonia treatment, stiffening, softening, crease resistant and crease retentive finish, anti-static finish, anti-bacterial finish, water proofing, flame proofing, soil release finish, mildew and moth Proofing.

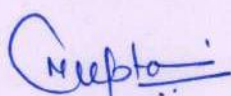
UNIT III Garment finishing Equipments

7HRS

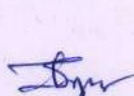
Study of garment finishing room equipments, steam iron, steam busters , vacuum ironing tables ,form finishing equipments , trouser topper, shirt press, collar/cuff press, form finisher for jackets and coats, study of boiler and related equipment for finishing room. Fusing machines for interlinings.



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UNIT-IV Stain Removal Methods

10HRS

Principles of laundering stain removal various solvents for stain removing blood, tea, rust, oil/grease etc. Different methods of washing-application of friction by hand rubbing-scrubbing-tumble wash.

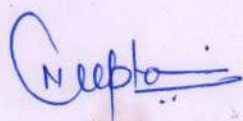
UNIT V Garment Washing & Drying Methods

10HRS

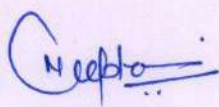
Stain removal - Oil, colour matter, chemicals. Use of care labels and standards/ norms for care labels. Garment laundering equipments and procedures. Study of different types of household/ industrial washing machines-rotary-swirling-pressure-tumble washes etc

References:

1. Fundamentals of Textile and their care by Dantyagi S., Oriental long mans Ltd, New Delhi, 1980.
2. House hold Textiles & laundry work by Denlkar, Atma Ram & Sons, Delhi, 1993.
3. Garment Dyeing: Ready to wear fashion from the dye house by Harrison. P (Editor), The Textile Institute, U.K. 1988.
4. Fabric Care by Noemia D'Souza. , New Age International(P) Ltd. Publisher, Chennai, 1998.
5. An Introduction to Textile Finishing by Marsh, J.T., Chapman and Hall Ltd., London, 1979.
6. Technology of Textile Finishing by Shenai, V.A., Sevak Publications, Bombay, 1995.
7. Textile Finishing by Hall, A. J., Elsevier Publishing Co. Ltd., 1986.



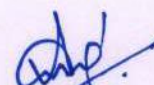
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BTTX902	GE	INDIAN TRADITIONAL TEXTILES AND EMBROIDERY	60	20	20	-	-	3	0	0	3

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Course Educational Objectives (CEOs):

1. To study the different traditional textiles and their origin.
2. To study costumes through the ages in relation to art, fabric, footwear, headdress & other accessories during different periods.

Course Outcomes (COs):

Students will be able:

1. To understand history of Indian Traditional textiles across the country.
2. To utilize traditional textiles designs into their new costume design development.

Syllabus:

Unit-I History of Indian Textile Production

9 HRS

Techniques of textile decoration, Brief study on traditional woven fabrics, dyed fabrics, printed fabrics and embroidered fabrics.

Unit-II Textiles of Western Region

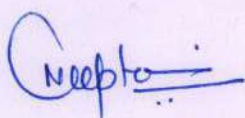
9 HRS

Brocade weave, embroidery style, Mochi, Kutchwork, appliqué, bead work, block Printing, screen Printing, Tie & Die- bhandini, laharia and patola.

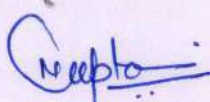
Unit-III Textiles and embroideries in northern India

9 HRS

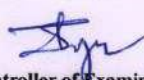
Brocades of Varanasi, phulkari, Kashmiri, Embroidery, chemba Roomals, chikan work, block Printing, Himrus, Amrus, pithani, pitabar, carpet & shawl weaving.



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Unit- IV Textiles of Southern Region

9 HRS

Ikats, Kalamkari, Kancheepuram silk, fabrics of Kerala, Karnataka, Goa and Banjara Embroidery. Textiles of Eastern Region- Dacca sarees, Baluchari buttedar, and Kanthas.

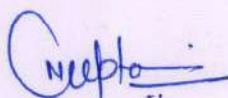
Unit-V Costumes and Accessories

9 HRS

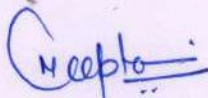
During-Indus valley, Vedic period, Mauryan & Sunga period, Satavahana period, Kushan period, Gupta period, Mughal period and British period.

References:

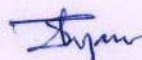
1. Indian Tie-Dyed Fabrics., Volume IV of Historic Textiles Of India, Merchant: Celunion Shop.
2. Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson.
3. Indian Costume, Coiffure and Ornament. Sachidhan and Sahay, Coronet Books.
4. Fashion Styles of Ancient India, R. O. Mohapatra, B. R. Publishing Corporation.
5. Costumes of The Rulers of Mewar, Pushpa Rani Mathur, South Asia Books.
6. Costumes and Ornaments of Chamba, K.P. Sharma/S.M. Sethi, Indus Publishing Co. Indian Costume, G. S. Ghurye, Popular Prakashan.
7. Textiles, Costumes and Ornaments of the Western Himalaya. O. C Handa, Vedamse books, New Delhi.



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BTTX903	GE	FASHION MERCHANDISING	60	20	20	-	-	3	0	0	3

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Course Educational Objectives (CEOs):

1. Students will get knowledge about the fashion merchandising process.
2. Student will gain knowledge about the trends of fashion, marketing, sourcing of garments and markets.

Course Outcomes (COs):

After completion of this course, the students will be able to:

1. Apply the knowledge in marketing of garment.
2. Prepare the plan for sales of garment.
3. Analyze the factors contributing to the trends of fashions.

Syllabus:

Unit-I Marketing Segmentation, Targeting and Positioning

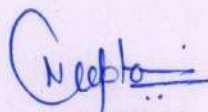
10 HRS

Marketing: Objectives and functions; Types of markets - domestic and international; Consumer behavior; Marketing mix; Market segmentation, targeting and positioning.

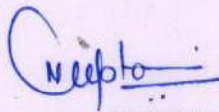
Unit-II Merchandising

10 HRS

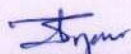
Merchandising: Definition, scope and function of merchandising; roles and responsibilities of merchandiser; merchandise planning; buying cycle, different types of samples-Fit Sample, Proto Sample, Sales man Samples, Size Set Sample, GPT, PP and TOP Sample.



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Unit-III Fashion Retailing

9 HRS

Fashion Merchandising: Principles, scope and components of Fashion; Fashion retailing: Types of retail operations; different store formats-Departmental, Specialty, Discount, Factory Outlet, Shopping mall, Online retailing; Visual merchandising: Definition and purpose, prerequisites of store layout.

Unit-IV Apparel Sourcing and Costing

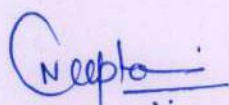
8 HRS

Pricing and Sourcing: Determining Pricing of apparel products, Factors affecting price structure in apparel; Sourcing - Definition, Need and important factors in sourcing, Methods of sourcing

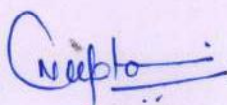
Unit-V Merchandising Functions

8 HRS

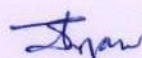
Time Management: Time management in merchandising, production scheduling, fashion forecasting, Computer applications in merchandising



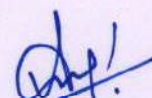
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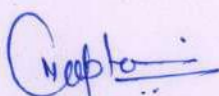
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Text Books:

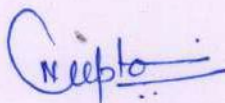
1. Marketing Management; Philip Kotler and Kevin Keller; Pearson publication; 15th Edition, 2015.
2. Fashion Merchandising; Elaine Stone; McGraw Hill publisher, 2016.
3. Fashion retailing; Dimitri Koumbis; Fairchild book's publication, 2018.
4. Visual merchandising; Tony Morgan; Laurence king publisher; 2nd Edition, 2011.

References:

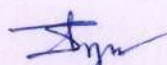
1. Fashion buying and merchandising; Miguel Hebrero; Createspace in dependent publisher, 2015.
2. Fashion buying and merchandising management; Tim Jackson; David Shaw; Palgrave Macmillan publisher, 2000.
3. Visual merchandising; Swati Bhalla; Anurag Singhal; McGraw Hill Education publisher, 2017.



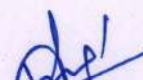
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Choice Based Credit System (CBCS) in Light of NEP-2020
Generic Elective for UG Courses
(2021-2025)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BTTX904	GE	MERCHENDISING AND EXPORT MANAGEMENT	60	20	20	-	-	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C – Credit.

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

1. To provide the knowledge about the Merchandising & export
2. To impart conceptual knowledge for the Export procedure
3. To understand marketing management for business expansion.

Course Outcomes (COs)

Student will be able:

1. To apply their knowledge on the various functions of the merchandiser
2. To make export documentation
3. To identify the suitable market situation
4. To use their knowledge for managing the export & merchant activity

Unit I

10 HRS

Definition of Marketing Management, its function and objectives, types of market, market research, classification of product, marketing mix, elements of cost.

Unit II

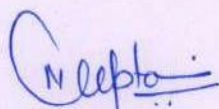
12 HRS

Merchandising, Main merchandising functions, factors affecting merchandising, visual merchandising, roles and responsibilities of a merchandiser, seasonality of marketing

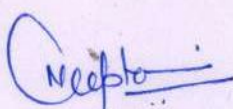
Unit III

08 HRS

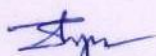
Introduction on procedure of exports & import, export - import policy of India, export procedure, Export Licence, functions of export house.



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BTTX904	GE	MERCHENDISING AND EXPORT MANAGEMENT	60	20	20	-	-	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C – Credit.

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit IV

09 HRS

International Marketing: Nature and Scope of International Marketing, Licensing/franchising, Exporting, turnkey contracts, joint venture, Mergers and acquisition, direct and indirect exporting.

Unit V

08 HRS

Export Promotion schemes and measures in India, brief intro on ECGC (Export Credit and Guarantee Corporation), EPB (Export Promotion Board), SEZ (Special Economic Zone), FEMA. Competitive position of Indian Business.

Text Books:

1. Principles of marketing - Philip Kotler.
2. Garment Exports – D.O. Koshy.
3. Fashion Merchandising, Elaine Stone, Jean and samples.
4. N Kumar, R Mittal, 'Export management', Anmol Publication Pvt Ltd, New Delhi.

References:

1. Darliekoshy, 'Effective Export marketing of apparel', Global Business Press.
2. Khurana, P.K "Export Management" Galgotia publishing house, 2001.
3. Kumar and Mittal "Export management" Anmol Publications, 2002.

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