

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Shri Vaishnav School of Management

## Choice Based Credit System (CBCS) in Light of NEP-2020 BBA+MBA - III SEMESTER (2023-2027)

#### **BBAI501 HUMAN VALUES AND PROFESSIONAL ETHICS**

				TEAC	CHINO	G & EVALU	ATIO	N SC	HE	ME	
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COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
BBAI501	AECC	Human Values and Professional Ethics	60	20	20	-	ı	4	-	ı	4

**Legends**: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical: C - Credit; AECC-Ability Enhancement Compulsory Course

### **Course Objective**

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of "right" and "good" in individual, social and professional context

### **Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### **Course Outcomes**

- 1. Help the learners to determine what action or life is best to do or live.
- 2. Right conduct and good life.
- 3. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.

#### **COURSE CONTENT**

#### **UNIT I: Human Value**

- 1. Definition, Need for Human Values, Sources of Values
- 2. Essence of Values
- 3. Classification of Values (Temporal Values, Universal Values)
- 4. Values Across Culture

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



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BBAI501	AECC	Human Values and Professional Ethics	60	20	20	-	ı	4	ı	ı	4

**Legends**: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical: C - Credit; AECC-Ability Enhancement Compulsory Course

### **UNIT II: Morality**

- 1. Morality its meaning and definition
- 2. Values Vs Ethics Vs Morality
- 3. Concept of Impression Management
- 4. Impression Management Strategies (Intimidation, Ingratiation, Self-promotion, Supplication, Exemplification)

### **UNIT III: Leadership in Indian Ethical Perspective.**

- 1. Leadership, Pre-requisites of Leadership
- 2. Approaches to Leadership, Leadership Styles
- 3. Ethical Leadership
- 4. Values in Leadership

#### **UNIT IV: Business Ethics**

- 1. Business Ethics its meaning and definition
- 2. Relevance of Ethics in Business organizations.
- 3. Theories of Ethics (Teleological, Deontological)
- 4. Code of Ethics

#### **UNIT V: Globalization and Ethics**

- 1. Globalization and Business Changes
- 2. Values for Global Managers
- 3. Corporate Social Responsibility
- 4. Benefits of Managing Ethics in Work Place.

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BBAI50	1 AECC	Human Values and Professional Ethics	60	20	20	-	-	4	-	-	4

**Legends**: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical: C - Credit; AECC-Ability Enhancement Compulsory Course

### Suggested Readings:

- 1. Kaur, T. (2004). Values and Ethics in Management. Galgotia Publishing Company: New Delhi
- 2. Kaushal, S.L. (2006). *Business Ethics. Concepts, Crisis and Solutions*. Deep & Deep Publications Pvt. Ltd.: New Delhi
- 3. Beteille, Andre (1991). Society and Politics in India. AthlonePress: New Jersey.
- 4. Chakraborty, S. K. (1999). Values and Ethics for Organizations. Oxford University Press
- 5. Fernando, A.C. (2009). *Business Ethics An Indian Perspective*. India: Pearson Education: India
- 6. Fleddermann, C. D. (2012). Engineering Ethics. New Jersey: Pearson Education / Prentice Hall.
- 7. Boatright, J.R. (2012). Ethics and the Conduct of Business. Pearson. Education: New Delhi.
- 8. Crane, A. and Matten, D. (2015). Business Ethics. Oxford University Press Inc: New York.
- 9. Murthy, C.S.V. (2016). Business *Ethics Text and Cases*. Himalaya Publishing House Pvt. Ltd:Mumbai
- 10. Naagrajan, R.R (2016). *Professional Ethics and Human Values*. New Age International Publications: New Delhi.

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# Shri Vaishnav Institute of Textile Technology

Choice Based Credit System (CBCS) in Light of NEP-2020

**B.Sc.** (Fashion Design) (2021-2024)

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SUBJECT CODE	CATEGORY	SUBJECT NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
BSFD501	DCC	GARMENT CARE AND FINISHING	60	20	20	0	0	3	0	0	3

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

### Course Educational Objectives (CEOs):

The students will be

- Knowledgeable about the requirement of water and different chemicals in garment chemical processing at different steps.
- Provided knowledge about the concept of garment laundering, stain removal chemicals and laundering equipment's used in industries.
- Provided knowledge about the garment finishing, garment care labelling and garment finishing equipment's.

### Course Outcomes (COs): The student will be able

- To select the water, dyes, and chemicals according to fiber type at different garment chemical processing stage.
- To select the required cleaning agent, stain removal solvent and equipment as per the need of laundry without damaging the fabric.
- 3. To choose and suggest the finishing equipment for a particular garment.
- 4. To visualize the effect of wash on a garment/denim.

#### **SYLLABUS**

### **Unit I: Garment Chemical Processing**

Concept of garment chemical processing. Concept of soft and hard water, methods of water softening. Garment dyeing; dye selection, machinery. Garment finishing: optical brightener, mercerisation, 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 II: Garment Laundering

Principle and requirement of laundry, soaps, detergents, study of modern and industrial cleaning agents. Stain removal and various solvents for stain removal of blood, tea, rust, oil/grease, color matters, chemicals etc.

Unit III: Garment Washing

Different methods of washing, application of friction by hand rubbing- scrubbing- tumble wash.

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Choice Based Credit System (CBCS) in Light of NEP-2020

**B.Sc.** (Fashion Design) (2021-2024)

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SUBJECT CODE	CATEGORY	SUBJECT NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
BSFD501	DCC	GARMENT CARE	60	20	20	0	0	3	0	0	3

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

Garment laundry equipment's and study of different types of household/industrial washing machines. Different garment drying methods.

**Unit IV: Garment Finishing Equipments** 

Garment finishing equipment's, steam iron, steam busters, vacuum ironing tables. Form finishing equipment's for trouser topper, shirt press, collar/cuff press, jacket and coats. Study of boiler and related equipment for garment finishing room. Fusing machines for interlinings. Use of care labels and their norms.

Unit V: Denim Washing and Visual Effects

Concept of denim wash and its visual effects. Different methods of washing, stone wash, acid wash, enzyme wash, laser fading, ozone wash, micro sanding, Green washing.

### Textbooks:

- 1. Household Textiles and Laundry Work by D. Deulkar, Atma Ram & Sons, New Delhi, 1993.
- Garment Dyeing: Ready to wear fashion from the dyehouse, Edited by P. Harrison, The Textile Institute, 1988.
- 3. Fabric Care by Noemia D' Souza, New Age International (P) Ltd. Publisher, Chennai, 1998.
- Care and Maintenance of Textile Products Including Apparel and Protective Clothing, R. Nayak and S. Ratnapandian, CRC Press, 2018.
- 5. An Introduction to Textile Finishing by J. T. Marsh, Chapman and Hall Ltd, London, 1979.

#### References:

- Garment Manufacturing Technology, Edited by R. Nayak & R. Padhye, The Textile Institute, 2015.
- Sustainability in Denim, Edited by S. S. Muthu, The Textile Institute, 2017.
- 3. Chemical finishing of textiles, W. D. Schindler & P. J. Hauser, The Textile Institute, 2004.
- 4. Fundamentals of Textiles and their care by S. Dantyagi, Oriental Longmans Ltd, New Delhi, 2006 (Fifth edition).
- 5. Technology of Textile Finishing by V.A. Shenai, Sevak Publications, Bombay, 1995.

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# Shri Vaishnav Institute of Textile Technology

Choice Based Credit System (CBCS) in Light of NEP-2020

**B.Sc.** (Fashion Design) (2021-2024)

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SUBJECT CODE	CATEGOR	SUBJECT NAME	END SEM University Exam	Two Term Exam	Teachers	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
BSFD502	DCC	FASHION EVENT MANAGEMENT	60	20	20	0	0	3	0	0	3

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

### Course Educational Objectives (CEOs):

 To create an understanding of the different types of fashion events and the planning required for their successful organization.

To familiarize the students with the various practical steps required for successful
organization of fashion events and impart knowledge about the ways in which all the
relevant activities could be effectively coordinated.

## Course Outcomes (COs): Students will be able:

- 1. To understand the basics of fashion event management.
- 2. To execute and plan for the event.
- 3. To understand the requirements of audio visual arrangements.
- 4. To categorically identify the show rehearsals and marketing the shows.

#### **SYLLABUS**

## UNIT I: Introduction of Event Management & Their Types

12 h

Anatomy of Fashion Events: Introduction to event management – Types of events such as Sports, Rallies, Wedding, Fashion and corporate events, Principles and Key roles, types. Fashion events – fashion show, fairs & trade show, product launch, Role of an event coordinator – Administration, Design, Marketing, Operations, Risk, Creating an event plan.

### **UNIT II: Event Preparation**

10 h

Initial Planning Requirements: Creating themes for the event, Targeting the audience /vendors, Timing the event, and finding a venue, Guest lists and invitations, Organizing the required, production team and preparing duty charts, Budget estimation, seeking sponsorships – writing sponsorship letters.

### **UNIT III: Audio Visual Aids for Event**

7 h

Venue requirements: Stage/ booth design, Seating patterns and plan, Lighting and allied audiovisual effects, Preparation of Program Booklet, Catering arrangements, Progress monitoring through checklists.

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# Shri Vaishnav Institute of Textile Technology

Choice Based Credit System (CBCS) in Light of NEP-2020

**B.Sc.** (Fashion Design) (2021-2024)

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SUBJECT CODE	CATEGOR Y	SUBJECT NAME	END SEM University Exam	Two Term Exam	Teachers	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
BSFD502	DCC	FASHION EVENT MANAGEMENT	60	20	20	0	0	3	0	0	3

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

## UNIT IV: Show Rehearsals and Fine Tuning

8 h

Catwalk Presentation Requirements: Merchandise selection, Models selection, Music and choreography, Final show sequence and rehearsals, fitting sessions, dressing area arrangements, Commentary requirements, Closing and striking the show.

### UNIT V: Marketing & Evaluation of the Show

8 h

Pre-Show Marketing and post-show follow up: Creating a pre and post-event promotion plan, building media relations, preparing press release and media kit, Post Show Evaluation.

### Textbooks:

- Guide to Producing a Fashion Show (3<sup>rd</sup>Edition) by Judith C. Everett, Kristen K. Swanson, Fairchild Publications, NY (2012).
- 2. Professional Event Coordination, Julia Rutherford Silvers, Wiley (2012).
- 3. How to Produce a Fashion Show, From A to Z by Taylor Paula, Pearson Prentice Hall (2012).

#### References:

- Event Management- An Introduction by Charles Bladen et al. Routledge Publications (2023).
- Event Management and Marketing- Theory, Practical Approaches and Planning by Anukrati Sharma and Shruti Arora, Bharti Publication (2018).
- 3. Guide to producing a fashion show, by Judith C. Everett et al., Fairchild Books (2018).

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# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Shri Vaishnav Institute of Textile Technology Choice Based Credit System (CBCS) in Light of NEP-2020

R.Sc. (Fashion Design) (2021-2024)

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SUBJECT	CATEGORY	SUBJECT NAME	END SEM University Exam	Two Term	Teachers	END SEM University Evam	Teachers Assessment*	L	T	P	CREDITS
BSFD503	DCC	SURFACE DESIGN	60	20	20	30	20	3	1	2	5

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

### Course Educational Objectives (CEOs):

- 1. To teach and train the students in the basics of hand and machine embroidery.
  - 2. To impart knowledge on various types of embroidery stitches.
  - 3. To impart knowledge on computerized embroidery machines.

### Course Outcomes (COs):

Students will be able to

- 1. Attain knowledge of embroidery tools and techniques.
- 2. Identify the different hand embroidery stitches and Indian traditional embroidery.
- 3. Recognize the processes involved in the machine and computerized embroidery.

#### **SYLLABUS**

### **Unit:1 Surface Ornamentation**

8H

Surface ornamentation - introduction and importance, various methods and techniques, factors influencing the selection of ornamentation. Tools and equipment required.

### **Unit:2 Traditional Embroidery**

8F

Traditional embroideries of India – Phulkari, Kasuti, Kashmiri embroidery, Kutch work, Chikkankari and Kantha. Tribal embroidery stitches - designs, colours and materials used for embroidery.

#### **Unit:3 Hand Stitches**

10H

Hand Embroidery - selection of needle, thread and fabric, design transferring methods. Stitch classification -temporary stitches and permanent stitches. Temporary stitches - basting even, basting uneven, diagonal and slip basting. Permanent stitches - running stitches, hemming, slip stitch, run and back stitch, over casting and whip stitch.

**Unit 4 Computerized Embroidery** 

10H

Computerized embroidery machines - principles, types, special attachments and software used. Single and multi-head embroidery machine - parts, functions and features. Production Process -

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B.Sc. (Fashion Design) (2021-2024)

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SUBJECT CODE	CATEGORY	SUBJECT NAME	END SEM University Exam	Two Term	Teachers	END SEM University Evam	Teachers Assessment*	L	Т	P	CREDITS
BSFD503	DCC	SURFACE DESIGN	60	20	20	30	20	3	-1	2	5

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

Concept of designing, punching, digitizing, special effects, networking. Selection of thread, color and stitches.

### **Unit:5 Other Ornamentation Techniques**

9H

Other surface ornamentation techniques - eyelet work, cutwork, lace work, drawn thread work, drawn fabric work, patch work, mirror work, quilting, gathering, smocking, and couching. Washing and preserving embroidered articles.

### List of Practical (Expand it if needed):

- 1. Study historical background of motifs, colours, and materials used in phulkari embroidery.
- 2. Study historical background of motifs, colours, and materials used in Kasuti embroidery.
- 3. Study historical background of motifs, colours, and materials used in Gujrat and Kutch embroidery.
- 4. Study historical background of motifs, colors, and materials used in kantha embroidery.
- 5. Study historical background of motifs, colors, and materials used in tribal embroidery.
- 6. Study historical background of motifs, colors, and materials used in Chikankari embroidery.
- 7. Study the materials and tools used for machine embroidery.8. Study computerized embroidery machine.
- 9. To study various hand embroidery knotted stitches.
- 10. To do various patch work on damaged fabric.

#### Textbooks:

 Traditional Embroideries of India by Shailaja D. Naik, API Publishing Corporation, New Delhi, 2010.

2. Surface Designing of Textile Fabrics by Shailaja D. Naik and A. Jacquie Wilson, New Age International, 2006.

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B.Sc. (Fashion Design) (2021-2024)

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SUBJECT CODE	CATEGORY	SUBJECT NAME	END SEM University Exam	Two Term	Teachers	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
BSFD503	DCC	SURFACE DESIGN	60	20	20	30	20	3	1	2	5

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3. Embroidered textiles by Sheila Paine, Thames, and Hudson Ltd., 1990.

### References:

- 1. Contemporary Embroidery Design by Joan Nicholson, Read Books, 201.
- The Complete Encyclopedia of Stitchery by Mildred Graves Ryan and Marta Cone, Sterling Publishing Company, 2005.
- Inspirational Ideas for Embroidery on Clothes and Accessories by Gail Lawther, Search Press Ltd., 1993.

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B.Sc. (Fashion Design) (2021-2024)

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SUBJECT CODE	CATEGOR	SUBJECT NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BSFD504	DCC	RETAIL MANAGEMENT AND VISUAL MERCHANDISING	60	20	20	0	0	3	0	0	3

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

### Course Educational Objectives (CEOs):

- 1. To create an understanding of the retail fashion business and the planning required for their successful retail organization.
- 2. To familiarize the students with the retail organization, their working and roles &responsibilities of the personnel in retail organization.

### Course Outcomes (COs): Students will be able:

- 1. To understand the concept of retail management.
- 2. To apply plan for retail merchandizing and role of retailers.
- 3. To deliberate the art of visual merchandising.
- 4. To understand the basics of sustainability in retailing.

### **SYLLABUS**

### **UNIT 1: Retail Management**

8 h

Functions of Retail Management, location of retail stores, the store image, basis of segmentation, targeting and positioning of store.

### **UNIT 2: Plan for Retail Merchandising**

10 h

Preparing merchandising plan, assortment planning & control. Buying –Buying plan, buying-selling cycle, shopping the market, line buying versus trend buying. Pricing in retail – Markup pricing, mark down pricing & other pricing methods. Different retail formats, shop in shop, private labels.

**UNIT 3: Organization of Retail** 

9 h

Hierarchy of retail organization, roles & responsibilities of store manager, inventory manager, sales representatives. Roles & responsibilities of Salesman, Retail manager, supply chain/inventory management and record keeping.

**UNIT 4: Visual Merchandising** 

8 h

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B.Sc. (Fashion Design) (2021-2024)

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SUBJECT CODE	CATEGOR	SUBJECT NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
BSFD504	DCC	RETAIL MANAGEMENT AND VISUAL MERCHANDISING	60	20	20	0	0	3	0	0	3

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

Concept, role of visual merchandiser, window shopping, different types of display based on theme, seasons, festivals, performance evaluation methods.

## UNIT 5: Sustainability in Retail Management

9 h

Meaning of sustainability, importance of sustainability in retail, initiatives of different national and international brands in retail. Fast fashion, slow fashion, green fashion, future of sustainability in fashion industry.

### Textbooks:

- Marketing Management by Philip Kotler, Prentice Hall, 2002.
- 2. Fashion from concept to consumer by Gini Stephens Frings. Prentice Hall, 1987.

#### References:

- 1. Handbook of Sustainable Luxury Textiles & Fashion by Miguel Gardetti and Subramanian Muthu, Springer Publication (2015).
- 2. Sustainability in Fashion & Apparels Challenges & Solution by M. Parthiban, R. Shrikrishnan, P. Kandhavadivu, WPI Publication (2017).
- 3. Store Design and Visual Merchandising: Creating Store Space That Encourages Buying by Claus Ebster and Marion Garaus, Business Expert Press (2015).
- 4. Visual Merchandising Fourth Edition: Window Displays, In-store Experience, by Tony Morgan, Laurence King Publishing (2021).
- 5. Retail Product Management: Buying and Merchandising (Third Edition) by Rosemary Varley, Routledge (2014).

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Faculty of Studies
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Vishwavidyalaya, Indore

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**B.Sc.** (Fashion Design) (2021-2024)

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BSFD515	DSE	APPAREL QUALITY CONTROL	60	20	20	0	0	3	0	0	3

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

### Course Educational Objectives (CEOs):

- 1. The course will provide knowledge of Apparel Quality Control Process.
- The course will provide knowledge of quality controlling procedure in the apparel industry.
- 3. The course will provide knowledge of QMS.

# Course Outcomes (COs): Students will be able to:

- 1. Understand the process of Apparel Quality Control.
- 2. Apply their knowledge for quality procedure in apparel industries.
- 3. Assess the quality of garment.
- 4. Understand the Quality management services.

#### **SYLLABUS**

**UNIT 1: Introduction to Quality** 

9 h

Meaning & history of quality, what is quality, definition of quality, quality perceived by consumers, quality management, how to measure & report quality, dimensions of quality, Importance, terminologies.

**UNIT 2: Quality Standards** 

8 h

Different types of standards related to apparel, Standardizing organizations, levels & benefits of apparel standards, types of standards, attributes & development of standards.

**UNIT 3: Testing & Inspection** 

9 h

Definition of testing, need of testing, reasons for testing, textile & garment testing, sources of standard test methods. Definition of inspection, fabric inspection systems & accept/reject criteria, different fabric faults, how much to inspect, AQL chart & it's use, Quality Control Order (QCO-IS), Methodology of ISI inspection, Different certification systems and standards applicable to apparel (ISO (9000/14000), BIS, & QMS).

**UNIT4: Cost of Quality** 

10 h

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



Choice Based Credit System (CBCS) in Light of NEP-2020

**B.Sc.** (Fashion Design) (2021-2024)

			T	EACH	HING &	& EVALU	ATION	SC	HE	ME	
SUBJECT CODE			TH	EORY		PRACT	ICAL				
	CATEGO RY	SUBJECT NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	т	P	CREDITS
BSFD515	DSE	APPAREL QUALITY CONTROL	60	20	20	0	0	3	0	0	3

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

Definition, costs associated with quality, Rejects and its impact, external and internal failure costs, cost of quality function, reporting quality cost, quality costs in Indian apparel industry, Attributes for low cost quality companies.

**UNIT5: Care labeling** 

9 h

Care label, need, rules of care labeling, exemptions, symbols of care label, international care labeling system, customers perspective on care labels.

### Textbooks:

- 1. Garment Technology for Fashion Designers by Gerry Cooklin, Blackwell Science, 1997.
- 2. Managing quality in the Apparel industry by P.V. Mehta, New Age International Private Limited, 1998.

#### References:

- 1. Apparel Production Management and the Technical Package by Paula J. Myers-Mc Devitt, Fairchild Books, 2010.
- 2. Apparel Quality Control, Periasamy Aravin Prince, 2014.
- 3. Quality Characterization of Apparel, Edition by Subrata Das, CRC Press, 2010.

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Choice Based Credit System (CBCS) in Light of NEP-2020

B Sc. (Fashion Design) (2021-2024)

	3 E 34		TEA	CHIN	G&	EVALUA	ATION	SC	HE	ME	
SUBJECT CODE			THE	ORY		PRAC'	ПСА				
	CATEGOR V	SUBJECT NAME	END SEM University Exam	Two Term	Teachers	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BSFD525	DSE	INDIAN CONTEMPORARY COSTUME AND FASHION ERA	60	20	20	0	0	3	0	0	0

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

### Course Educational Objectives (CEOs):

- 1. To acquaint the student with the history of fashion.
- 2. To be familiar with the traditional costumes, accessories and embellishments.

# Course Outcomes (COs): After completion of this course the students will be able to

- 1. Obtain knowledge of the history of fashion.
- 2. Understand the fashion progress and design.
- 3. Understand the dynamics of fashion and the role of fashion.

### **SYLLABUS**

### Unit:1 Clothing in the Ancient World

9 h

Origin of clothing, Early civilization fashion, ancient costumes - Egyptian, Egypt, Greece, Roman and France. Selection of colours, designs, motifs, and accessories.

### **Unit:2 Costume Revolution**

9 h

England, French, American costumes - Costumes in different centuries and traditional costumes. Analysis of fabrics, necklines, collars, sleeves, silhouettes, accessories, head dress and embellishments.

### **Unit:3 Indian Cinema and Fashion**

9 h

Fashion in cinema industry. Fashion for male and female. Iconic fashion trends inspired from film industries, Role of fashion design council of India.

### **Unit:4 Indian Costumes**

9 h

Different states of India - Traditional Indian textiles, Garments for different gender and type. Analysis of textile materials, motifs, designs, fabrics, silhouettes, accessories, head gears and embellishments.

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# Shri Vaishnav Institute of Textile Technology

Choice Based Credit System (CBCS) in Light of NEP-2020

B.Sc. (Fashion Design) (2021-2024)

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SUBJECT CODE				ORY		PRACT					
	CATEGOR Y	SUBJECT NAME	END SEM University Exam	Two Term Exam	Teachers	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BSFD525	DSE	INDIAN CONTEMPORARY COSTUME AND FASHION ERA	60	20	20	0	0	3	0	0	0

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

## **Module:5 Garments from Ancient to Modern Times**

9 h

Different continents - Children's, women's, and men's costumes. Accessories, ornaments and colour combination. Introduction to 21st Century.

### Textbooks:

- India in Fashion: The Impact of Indian Dress and Textiles on the Fashionable Imagination by Hamish Bowles, Rizzoli International Publications, 2023.
- Historic Costumes: A resume of the characteristic types of costume from the most Remote times to the present day by Katherine Morris Lester, Prentice Hall, Inc., New York, 2000.
- Indian costumes and Textiles by Paral Buatnagar, Abhishek Publications, New Delhi, 2000.

#### References:

- 1. Saris of India Tradition and Beyond by R. Chishti, Roli Books (P) Ltd., 2019.
- 2. Costumes and Textiles of Royal India by R Kumar, Christie's Books Ltd. 1999
- 3. Indian Fashion by H. Sengupta, Pearson Education (Singapore), 2019.
- Medieval costume and fashion by Herbelt Norris, Dover publications, Inc., 1999.
- 5. Costume, Textiles and Jewellery of India Traditions in Rajasthan by Vandana Bhenderi, Prakash Books, New Delhi, 2004.

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Choice Based Credit System (CBCS) in Light of NEP-2020

**B.Sc.** (Fashion Design) (2021-2024)

SUBJECT CODE	50 74		1	ГЕАСН	ING &	EVALUATI	ON SC	HE	ME		
	20		TI	HEORY	X.	PRACTI	CAL	-			
	CATEGORY	SUBJECT NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
BSFD535	DSE .	Technical Textiles	60	20	20	0	0	3	0	0	3

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

### Course Educational Objectives (CEOs):

- ≥ 1. To provide knowledge about technical textiles along with technical fibers, technical varns, and technical fabrics.
  - 2. To provide knowledge about the application of technical textiles in filtration, geotextiles, medical textiles, etc.

### Course Outcomes (COs):

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

- 1. To understand the requirement of technical textiles products.
- 2. To classify the technical textile products based on raw materials, processes, and applications.
- 3. To understand the role of new technical fibers, technical yarns, and technical fabrics in the applications of technical textile products.
- 4. To describe different methods of technical yarns and technical fabric formation, especially nonwoven fabric.
- 5. To explain the use of technical textile products in different application areas.

### **SYLLABUS**

### **Unit-I Technical Textiles Overview**

8 HOURS

Definition, Classification based on raw material, process and application area, Market overview, Application areas of technical textiles, Future scope to technical textile industry.

**Unit-II High-Performance Fiber** 

9 HOURS

Conventional fibers, high-performance fibers overview, properties, requirement, classification; applications and properties of carbon, Aramid, Basalt, HDPE, Glass, PTFE, Ceramics, etc.

**Unit-III Technical Yarns** 

9 HOURS

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Choice Based Credit System (CBCS) in Light of NEP-2020

**B.Sc.** (Fashion Design) (2021-2024)

SUBJECT CODE			1	EACH	ING & I	EVALUATI	ION SC	HE	VIE		
		E	TH	EORY		PRACTI	IÇAL				
	CATEGORY	EGORY SUBJECT NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	Т	P	CREDITS
			60	20	20	0	0	3	0	0	3
BSFD535	DSE	Technical Textiles	60			C Coodi					

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.

Requirements and applications of technical yarns, Types of technical yarns, their properties and applications, Modification of textile yarn structures for functional applications, Different Yarn formation methods, Hybrid yarns, and technical sewing threads.

### **Unit-IV Technical Fabric Structure**

9 HOURS

Warp Knitted, Nonwoven Fabrics, Nonwoven fabric production, Different web laying methods of nonwoven, different bonding methods of nonwoven, Application of nonwoven fabrics in technical textiles.

# **Unit-V** Applications of Technical Textiles

10 HOURS

Agro textiles, Filtration, Composite, Geotextiles, Medical Textiles, Automobiles, Protection, Sports, Environmental Protection, Packaging, Home textiles, etc.

### Textbooks:

- 1. Handbook of Technical Textiles, Edited by A. R. Horrocks and S. C. Anand, CRC Press,
- 2. Handbook of Nnonwovens, Edited by S. J. Russell, Woodhead Publishing Limited, 2007.
- 3. Technical Textile Yarns, Edited by R. Alagirusamy and A. Das, Woodhead Publishing Limited, 2010.

### References:

- 1. High Performance Fibers, Edited by JWS Hearle, Woodhead Publishing Limited, 2001.
- 2. Technical Textiles, P. A. Khatwani and S. S. Yardi, NCUTE Programme Report, 2002.
- 3. Progress in Textiles: Science & Technology (Vol. 3), Edited by V. K. Kothari, IAFL Publications, 2009.

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**Faculty of Studies** Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Controller of Examination Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore