

# **Syllabus and Course Scheme**

**Academic year 2020-21**



**M.A.- G.P.E.M.**

**Exam.-2021**

**UNIVERSITY OF KOTA**

**MBS Marg, Swami Vivekanand Nagar,  
Kota - 324 005, Rajasthan, India**

**Website: [uok.ac.in](http://uok.ac.in)**

## **M.A. GARMENT PRODUCTION AND EXPORT MANAGEMENT (G.P.E.M.) SESSION – 2020-21**

**(To be offered to the Women candidates in girls Colleges Only)**

**Note:- This syllabus is applicable from this academic year -2018-19**

### **SCHEME OF EXAMINATION:**

<b>Each Theory Paper.</b>	<b>Duration 3 hrs</b>	<b>Marks 100</b>
<b>Dissertation/Thesis/Survey Report/Field work, if any</b>		<b>Marks 100</b>

1. The number of papers and the maximum marks for each paper/practical shall be shown in the syllabus for the subject concerned. It will be necessary for a candidate to pass the theory as well as the practical (wherever prescribed) of a subject/paper separately.

2. A candidate to pass in each of the Previous and the Final Examination must need to obtain (i) at least 36% marks in the aggregate of all the papers prescribed for the examination and (ii) at least 36% marks in practical (s) wherever prescribed at the examination, provided that if a candidate fails to secure at least 25% marks in each individual paper work, at the examination and also in the dissertation/report/field work. Wherever prescribed, he shall be deemed to have failed at the examination if he is not able to obtain the minimum percentage of marks required in the aggregate for that examination. No division will be awarded for the Previous Examination. Division will be awarded at the end of the Final Examination on the basis of the combined marks obtained in the Previous and the Final Examination taken together, 3. Division will be according the following format:

First Division 60%

Second Division 48%

(To calculate the percentage of the student the aggregate marks taken together of the Previous and Final Examination will be considered.) All the rest of the candidates will be declared to have passed the examinations.

1- If a candidate clears any Paper(s) Practical(s)/Dissertation prescribed at the Previous and/or Final Examination after a continuous period of three years, then for the purpose of working out his division the minimum pass marks only viz. 25% (36% in the case of practical) shall be taken into account in respect of such paper(s)/Practical(s)/Dissertation are cleared after the expiry of the aforesaid period of three years provided that in case where a candidate requires more than 25% marks in order to reach the minimum aggregate as many mark out of those actually secured by him will be taken into account as would enable him to make up the deficiency in the requisite minimum aggregate.

2- The Thesis/Dissertation/Survey Report/Field Work shall be typed and written and submitted in triplicate so as to reach the office of the Registrar at least 3 weeks before the commencement of the theory examinations. Only those candidates shall be permitted to offer Dissertation/ Field work/Survey Report/ Thesis (if provided in the scheme of examination) in lieu of a paper as have secured at least 55% marks in the aggregate of all the papers prescribed for the previous examination in the case of annual scheme irrespective of the number of papers in which a candidate actually appeared at the examination.

3- A candidate failing at M.A. Previous examination may be provisionally admitted to the

M.A. Final Class, provided that he passes in at least 50% papers as per Provisions of 0.235 (i)

4- A candidate may be allowed grace marks in only one theory papers up to the extent of 1% of the total marks prescribed for that examination.

**N.B.:-**

Non-collegiate candidates are not eligible to offer dissertation as per provisions of O.170-A.

**GARMENT PRODUCTION AND EXPORT MANAGEMENT  
(G.P.E.M.) – 2020-21**

**M.A. Previous**

**Scheme : Theory Paper      Time 3 Hours      Min.-36      Max. Marks 100**

**Paper I :** Textile And Garment Industry In India

**Paper II :** Apparel Design And Construction

**Practical Paper      Time 4 Hours      Min. Marks-36      Max. Marks 100**

**Paper A:** Apparel Construction & Pattern Making

**Paper B:** Surface Embellishments

**M.A. Final –**

**Scheme: Theory Paper      Time 3 Hours      Min.-36      Max. Marks 100**

**Paper III:** Fashion Retailing, Marketing and Merchandising.

**Paper IV:** Indian Textiles

**Practical Paper      Time 4 Hours      Min. Marks-36      Max. Marks 100**

**Paper C:** Commercial Pattern Development

**Paper D:** Business Communication & Computer Applications

**Paper E:** Line Development / Dissertation

**M.A. Previous – 2020-21**

**GARMENT PRODUCTION AND EXPORT MANAGEMENT**

**Paper I : TEXTILE AND GARMENT INDUSTRY IN INDIA**

**Time - 3 hours**

**Min: 36 marks**

**Max: 100 Marks**

Note: The question paper will contain three sections as under

**Section–A:** One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part.

**Total marks: 10**

**Section –B:** 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words.

**Total marks: 50**

**Section –C:** 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted.

**Total marks: 40**

**Objectives**

The importance of this paper is to acquaint the student with the multi faceted profile of the textile industry of India, the economic regime and the policy regulations within which the Industry is operating.

**UNIT –I**

Business environment of India- Overview.

History growth and present status of the Indian textile industry. Sickness revival and Up gradation.

Textile Research organizations and their functions.

Entrepreneurship - concept, nature and barriers (economic and non economic)

**UNIT-II**

Clothing industry: sectors, product types and organisation

Production, Consumption, Employment Potential, Problems and Prospects in textile industry, Handloom industry and readymade garment industry

#### **UNIT – III**

Research method and statistics: Introduction to research process

Steps of the research process, hypothesis, research design, Tools of data collections, sampling

Types of research, data management and analysis

#### **UNIT – IV**

National textile policy, 1985 and 2000. Change in focus over the year in terms of objectives, function ability, regulatory mechanisms and futuristic trends.

Foreign trade policy. The mechanism of MFA- history and current status. GATT and WTO. Implications of a free trade regime vs protectionist regime.

#### **UNIT - V**

International Marketing- Nature and functions, Problems and challenges of International marketing, Product Planning and Development

Export- import procedures, incentives, organization for promotion of exports.

Export documentation and logistics

#### **References**

1. Mishra and Puri, Indian Economy, Himlaya publishing House
2. National Textile Policy-2000
3. Journals- Clothes Line, Business India, Business today
4. New paper-Economic times, Financial express, and Apparel online
5. Industry published journals/News letters Ex Sasmira, WWEPC, HHEC etc
6. Economic Surveys, Government of India.
7. Varshney, Bhattacharya. International Marketing Management: An Indian Perspective, S. Chand & Co., New Delhi.
8. Cherunilum, Francis, International Business

#### **Books Recommended:**

1. Kothari, Jain, Mittal., International Marketing, RBD, Jaipur
2. Vasudeva, P.K., International Marketing, Excel Books, New Delhi
3. Joshi, Rakesh Mohan, International Marketing, Oxford, New Delhi
4. Kothari C.R. Research Methology.

## **Paper II : APPAREL DESIGN AND CONSTRUCTION**

**Time - 3 hours**

**Min: 36 marks**

**Max: 100 Marks**

Note: The question paper will contain three sections as under

**Section–A:** One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part.

**Total marks: 10**

**Section –B:** 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words.

**Total marks: 50**

**Section –C:** 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted.

**Total marks: 40**

### **Objectives**

1. To impart an in depth knowledge of pattern making and garment construction techniques.
2. To develop and understand the principles of pattern making.

To familiarize students with fundamentals of apparel construction

### **UNIT –I**

Taking Body Measurements for: men, women & children

Study of Indian measurement charts and Readymade garment sizes

Study the interrelationship of needles, thread, stitch length and fabric

Fabric preparation for sewing

o Fabric preparation-preshrinking, straightening, trueing

o Pattern layout and cutting-open, half fold, partial fold, matching stripes, plaids and checks

Handling special fabrics while cutting and stitching (lace, velvet, chiffon)

Supporting Fabrics: lining, underlining, interlining and interfacing.

### **UNIT-II**

Developing paper pattern

Method of pattern making – Drafting, Flat pattern and Draping

Understanding the commercial paper pattern , spec sheet

### **UNIT – III**

Fitting- Definition & tools used in fitting room, Factors to be considered while fitting, Common Fitting problems and their remedies

Buying criteria of Readymade garments

### **UNIT – IV**

The organization of Clothing Industry

Design department – Fore- casting, designing, production of sample garment.

Marketing department- merchandising and sales

Finance department – budgeting, garment costing

Purchase department

Production department- manufacture, production and control

Operation department – company calendar, pre-production planning and control

Information technology

Industrial machine and equipment used for Spreading, Cutting, Sewing, Finishing and Embellishment

### **UNIT - V**

Post Production Machinery and Processes

• Production finishing – bar tack, button, button holes

• Garment finishing – stain removal, dry cleaning, cleaning and pressing.

- Types of packages
- Machinery used for packages
- Types of materials used for packing

**Essential Reading:-**

1. Kallal, Mary Jo., Clothing Construction, Macmillan London. 1985
2. Shaeffer, Claire., The complete book of sewing, Sterling, New York.
3. Brakenberry, Terry, Knitted Clothing Technology, Blackwell Sciences Ltd, London 1999.
4. Cooklin, Jerry., Introduction to Clothing Construction, Blackwell Sciences Ltd., London. 1991
5. Chuter, A.J., Introduction to Clothing Production Management, 2nd Edition, Blackwell Sciences, London. 1995

**Books Recommended: -**

1. Cream, Penelope., The Complete book of sewing, DK Publishing, New York
2. Jindal, Ritu., Handbook of Fashion Designing, Mittal Publications, New Delhi. 2005
3. Ashwathappa, Shridhara., Production and Operations Management, Himalaya Publishing House, Mumbai
4. Telsang, Martand., Industrial Engineering and Production Management, S. Chand & Co., New Delhi
5. Harold, Carr & Barbara, Latham., The Technology of Clothing Manufacture- Blackwell Science.
6. Tyles, D. J., Materials Management in Clothing Production, Blackwell Science London.
7. Stylios, G. (1991). Textiles objective Measurement and Automation in Garment Manufacture, Ellis Horward Ltd., New York.

## M.A. Previous Practical

### Paper A: APPAREL CONSTRUCTION & PATTERN MAKING

Periods/Week: 06

Marks: 100

#### Objectives:

1. To familiarize students with sewing skills and basics garment construction
2. Introducing the concept of drafting and basic adaptation

#### CONTENT

1. Introduction to sewing devices, measuring devices, marking devices, sewing aids, needles and threads
2. Introduction to sewing machine its parts and working of sewing machine and attachments  
Common problems and their solutions
3. Preparing the fabric for cutting
4. Preparation of following samples for basic production operations
  - Hand Sewing: Back Stitch, Even Basting, Blanket Stitch, Buttonhole Stitch, Simple Hemming, Invisible Hemming
  - Machine Seams :Plain Seam, French Seam, Run & Fell , Top Seam, Lapped Seam
  - Disposal of fullness :Dart, Pleats and Gathers
  - Placket: Center button closing, Double breasted, Asymmetrical closing
  - Band and cuffs
  - Fasteners & its applications: Hooks & bar tack, press & studs, button & buttonholes, zipper attachment
  - Pocket : Patch pocket, slashed pocket and Inseam pocket
  - Neck line finishing with facing and piping
5. Introduction to techniques in pattern making
  - Introduction to Drafting: Preparation of child basic bodice, sleeve and skirt block
  - Designing through flat pattern:  
Dart manipulation: Moving, Dividing and combining darts by pivot & slash and spread method, Development of variation in sleeves, Development of variation in collars ( Rolled and shawl collar)
  - Principles of Draping : Draping dress form for bodice and skirt.
  - Construction of one top draped in muslin to be completed through basic steps.
6. Prepare paper drafts by making adaptations in basic blocks and constructing the following
  - Children garments: Party frocks, Night wear, skirt –top, A Line dress
  - Ladies garments: reversible sleeves jacket, variation of at least 2 tops (using dart manipulation), and house coat with shawl collar
  - Gents garments: Gents shirt, trouser, gents kurta
  - One garment with self help featuresCalculate material required and cost of the garment

#### Essential Reading:

1. Relis, Nurie., & Jaffe, Hilde., Draping for fashion Design, Prentice Hall career & Technology, New Jersey.1993
2. Armstrong, J., Draping for Fashion Design, Fair child Publications ,New York.2004
3. Jindal, Ritu., Handbook of Fashion Designing, Mittal Publications, New Delhi.
4. Reader's Digest-Complete guide of sewing, The Reader's Digest Association Ltd., London
5. Thomas, Anna, Jacob., The Art of Sewing, UBSPD Publishers Distributors Ltd, New Delhi

#### Books Recommended:

1. Hanford, Jack., Professional Pattern Grading: for Women's, Men's and Children's

- Apparel, Fairchild Publications, New York. 2003.
2. Pamela, C. Stringer., (1995). Pattern Drafting for Dress Making, Augustan Publishers & Distributors, Delhi.
  3. Holman., Pattern Cutting Made Easy: A step by step Introduction, Om Publications
  4. Cream, Penelope., The Complete book of sewing, DK Publishing, New York.
  5. Kallal, Mary Jo., Clothing Construction, London: Macmillan New York.
  6. Shaeffer, Claire., The Complete Book of Sewing, Sterling , New York.
  7. Gioello and Berke. Figure Type and Size Range, Fairchild Publications, New York.
  8. Grate and Storm. Concepts in Clothing, McGraw Hill Book Co. New York.
  9. Bina Abling. Fashion Sketch Book, Fairchild Publications, New York.
  10. Claire Shaeffers. Fabric Sewing Guide, Chilton Book Company, Radnot, Pennsylvania.
  11. Harold Carr and Barbara Lathan. The Technology of Clothing Manufacture, Oxford BSP Professional Book, London.
  12. Slampler, Sharp and Donnell, Evaluating Apparel, Quality, Fairchild Publications, New York.
  13. Natalie Bray. Dress Fitting. Published by Blackwell Science Ltd.
  14. Wood, D. The practical encyclopedia of sewing, Anness Publishing Ltd, USA

## **Practical Paper B : SURFACE EMBELLISHMENTS**

**Periods/Week: 06**

**Marks: 100**

### **Objectives:**

1. To familiarize students with various techniques of surface ornamentation for value addition
2. To enable the students to use various surface enrichments for apparel and home furnishings

### **CONTENT**

#### **1. Market survey:**

- Collection of various types of fabrics
- Collection of various types of embellishments
- Types of value addition on fabric

#### **2. Process of designing**

- Motif development-geometrical, naturalized, stylized, abstract and ornamental
- Enlargement and reduction of motif
- Placement and repeats of all over patterns
- Color harmonies and color ways
- Colour Combinations-50 samples
- Develop and create design sheets using appropriate motifs in different repeats and colour schemes for apparel and textiles

#### **3. Preparing samples of:** Tie and Dye, Batik, Stencil printing, Block printing, Screen printing,

#### **4. Basic embroidery stitches:**

- Flat: Stem, chain, herringbone, back stitch, satin, button hole, cross stitch, Kantha
- Raised : Bullion, French knot, Bead work, zardozi, dori
- Couching and Smocking
- Edging: Lace, Piping, Beads, Fringes

#### **5. Multiple fabric textures:** Patch work, Applique work, Layering, Quilting, Ribbon work

#### **6. Design and prepare two made ups/ linens/ apparel using any of the above techniques**

### **Essential Reading:**

Wood, D. The practical encyclopedia of sewing, Anness Publishing Ltd, USA

### **Books Recommended:**

Readers Digest, Complete guide to needle work, The Readers Digest Association Inc, Pleasantville, New York

## M.A. Final - 2020-21

### Paper- III: FASHION RETAILING, MARKETING AND MERCHANDISING

**Time - 3 hours**

**Min: 36 marks**

**Max: 100 Marks**

Note: The question paper will contain three sections as under

**Section–A:** One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part.

**Total marks: 10**

**Section –B:** 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words.

**Total marks: 50**

**Section –C:** 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted.

**Total marks: 40**

#### Objectives

- To understand the dynamics of fashion and role of fashion designers
- To develop understanding visual merchandising and its importance in today's consumer market
- To gain knowledge about the management aspect of retailing
- To impart knowledge regarding the prevalent merchandising practices.

#### UNIT –I

##### 1. The Dynamics of Fashion

Fashion terminology, Fashion cycle, fashion forecast, and the role of designers in merchandising

Product in relation to fashion

Classification of fashion, product life cycle, the process of product development, the making of the brand, branding strategies, brand management, brand image building.

#### UNIT-II

Elements of design: Colour, Texture, Line, Form, space

Principles of Design: Rhythm, balance, Proportion, Emphasis, Unity

Theories of fashion

Design process in fashion

#### UNIT – III

The Concept of Retailing - Definitions, Role of Retailing in merchandising, the retail mix, retail environment, types of retail stores.

Interpretation for designing a retail store

Planning and Budgeting for a Retail Store

Maintenance and ordering of stocks, preparation of sales reports.

#### UNIT – IV

Visual Merchandising

Plans and schedules-season, holiday promotions, sales themes/ ideas.

Types of Displays- Window displays, Interior display.

Elements of Display-The merchandise, the backdrop walls and shelves, mannequins and forms, signage lightings, - Illuminance levels, relation to colour.

Recruitment and Management of Sales Force, Types of compensation packages for sales force, personal selling as a means of Promotion.

Marketing and Merchandising: Core concepts, marketing environment, marketing and merchandising environment of India.

## **UNIT – V**

Promotion and Distribution - Role of promotion, Methods of promotion: Advertising, Sales Promotion, Personal Selling: designing and management of different methods of promotion, and their employment in relation to cost effectiveness and product life cycle.

Different channels of distribution: Selection and management, designing and management of retail outlets.

Pricing - Principles and methods of pricing: pricing in relation to product type, product life cycle, distribution outlet etc.

### **References:**

1. Frings G.S. Fashion from Concept to Consumer. Prentice Hall Inc., Englewood Cliffs. New Jersey.
2. Chuter, A.J. Introduction to Clothing Production Management. Blackwell Science Ltd.
3. Stone, E. and Samples, J.A. Fashion Merchandising-An Introduction, McGraw Hill Book Company.
4. Mehta, Pradeep., Managing Quality in the Apparel Industry, New Age International Pvt. Limited, 2004

## Paper-IV: INDIAN TEXTILES

**Time - 3 hours**

**Min: 36 marks**

**Max: 100 Marks**

Note: The question paper will contain three sections as under

**Section–A:** One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part.

**Total marks: 10**

**Section –B:** 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words.

**Total marks: 50**

**Section –C:** 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted.

**Total marks: 40**

### Objectives:

1. To provide knowledge of Indian textiles
2. To acquaint students with various types of home textiles

### UNIT I

#### Woven Textiles

Study of following with reference to origin, construction techniques, colours and designs.

- Cottons: Bengal (Muslin and Jamdani), Rajasthan (Kota Doria),
- Silk: Brocades of Varanasi (Kimkhab, Himru and Amru), Bengal (Baluchar), Gujarat (Tanchoi), Assam (Muga), Bihar (Tussar)
- Woollens: Shawls of Kashmir and Himachal Pradesh.

### UNIT II

#### Embroidery

- Origin, material used, stitches employed, designs and colours in Kashmir (Kashida), Punjab(Phulkari), Uttar Pradesh (Chikankari & zardozi), Bengal (Kantha), Gujarat (Kutch embroidery, mirror and bead work) Karnataka (Kasuti), Orissa ( Applique work), Gujarat ( Mirror & bead work), Chamba of H.P. and Manipuri embroidery

### UNIT III

#### Dyed, Printed and Painted textiles

- Study with reference to styles employed, designs incorporated, effects achieved in dyeing.
- Resist dyeing: Bandhani of Rajasthan and Gujarat.
- Yarns resist dyeing-Gujarat, Orissa and Andhra Pradesh.
- Printing styles and methods in centers of Gujarat and Rajasthan
- Painted textiles: Kalamkari and Madhubani

### UNIT IV

#### Origin of Fashion

- Evolution of 20th century Indian fashion
- Various fashion centers :- France, Italy, England, Tokyo and US
- Strength of Indian fashion industry

#### Role of CAD /CAM in apparel industry

### UNIT V

#### Contemporary Home Textiles:

- Overview of current market performance of home textiles
- Global scenario in home textiles
- Impact of economic and other factors on home textiles: Styles, colours and fabric
- Sourcing centres – mill and decentralized centers – Panipat, Ludhiana, Delhi, Jaipur, Bangalore, Varanasi and Kolkata.

**Essential Reading:**

1. Jennifer, Harris., 5000 years of Textiles, British Museum Press, London.2005
2. Naik, Shailja D., Traditional embroideries of India, APH Publishing Corp. New Delhi.
3. Bhatnagar, Parul., Traditional Indian Costumes and Textiles, Abhishek Publications, Jaipur
4. Naik., Traditional Embroideries of India, APH Publication Corp, New Delhi.

**Books Recommended:**

1. Das, Shukla., 1992, Fabric Art –Heritage of India, Abhinav Publications, New Delhi
2. Dhamija, Jasleen. & Jain, Jyotiindra., Handwoven Fabrics of India, Mapin Publishing Pvt. Ltd.Ahmadabad.
3. Master pieces f Indian Textiles by J. Rustom Mehta

## M.A. FINAL PRACTICAL

### PAPER C: COMMERCIAL PATTERN DEVELOPMENT

Periods/Week: 06

Marks: 100

#### Objectives:

1. To acquaint students with the techniques of grading.
2. To develop and understand the principles of commercial paper patterns

#### CONTENT

1. Preliminary survey to find the recent trends in export market and design garments accordingly
2. Sketching for designing garments
  - Illustrating garment details
  - Drawing of working sketches
3. Drawing in various media and rendering
  - Media – Pencils, water colours and pens
  - Rendering of various textures using suitable medium – print, woven, knits and laces.
4. Developing theme and design concept : Style reading for various types of garments
5. Drawing of spec sheets specifying
  - Style identification, Size, Color ways
  - Sketch/ photograph
  - Fabric swatch & trim
  - Construction details : seams, stitches, stitches per inch, placement of labels, pocket etc
  - Suggested sequence of manufacturing operations
  - Additional information: care label, brand name, etc
6. Preparing paper patterns incorporating collars, sleeves, necklines, placket, pocket and yoke for following garments.
  - One piece dress
  - Skirt and top
  - One ethnic wear, incorporating complete set of marking
  - Designing and preparing pattern envelop information front and back
7. Grading bodice and sleeve block to various sizes
8. Boutique Management
  - Window designing
  - Investment and accounting

#### Essential Reading:

1. Pamela, C. Stringer., (1995), Pattern Drafting for Dressmaking, Augustan Publishers & distributors, Delhi
2. Moore, Carolyn, L., Concepts of Pattern grading, Fair Child Publication Inc, New York.2001
3. Ireland., Fashion Design Drawing and Presentation, BT Batsford, London.2000
4. Mckelvey, K., Fashion Source Book, Blackwell Science Ltd., 1996

#### Books Recommended:

1. Hill House, Marion., Dress design: Draping and Flat Pattern Making, Mifflin Company, Houghton
2. Pepin Herriet., Modern Pattern Design, Publications, New York.
3. Winfred, Aldrich.,Fabric Form and Flat Pattern Cutting,Om Books Service,New Delhi
4. Ireland, Patrick John., Fashion Design Illustration: Men, BT Batsford, London.1996
5. Abling. Bina., Advance Fashion Sketch Book, Fairchild Publications, New York.2005
6. Tate, S.L., (1987). The Complete Book of Fashion Illustration, Harper R. Row, New York.
7. Seama., Julian, Professional Fashion Illustration, B.T. Batsford Ltd., London.

## Practical

### Paper D: BUSINESS COMMUNICATION & COMPUTER APPLICATIONS

Periods/Week: 06

Marks: 100

Distribution of marks for assessment is as follows

Internal assessment:	50
External assessment:	35
Viva voce:	15
Total :	100

The examination will be held in the department and report will not be required to be mailed to the external examiner.

#### Objectives:

1. To familiarize students with various methods of business communication.
2. To impart knowledge and skill in presentations.
3. To familiarize students with computer applications.

#### CONTENT

1. **Oral Communication** : Interviews, Group discussions, Presentations, Meetings, Seminars, Conferences
2. **Written Communication:** Agenda, Notice, Minutes, Memorandums, Circulars, Report Writing
3. **Introduction to MS-Windows:** features, Installing windows.
4. **Exploring the Windows** : Windows explorer, Control panel, Setting wallpaper, screen saver, background.
5. **Managing Files & Folders** : Creating a folder, Scandisk, Checking & Formatting disk space, Compressing/ Zipping files (WinZip), Virus & Antivirus.
6. **Introduction to MS word** : Introduction to Word processing, Features of Word processors, working with word documents, Shortcut keys.
7. **Formatting Word document** : Formatting documents, page setting and paragraph formatting. Table and table formatting, header and footer.
8. **Editing Text** : Finding & replacing text, Mail merge, use of clip art.
9. **MS Excel Basics** : Introduction, spreadsheet, workbooks, saving a file, opening an existing worksheet, Rows and columns
10. **Various tools and functions** : Filling series, fill with drag, data sort, Formatting worksheet, Functions and its parts  
Some useful Functions in excel (SUM, AVERAGE, COUNT, MAX, MIN,IF,MEAN)
11. **MS Power Point:**
  - **Power Point Basics:** Introduction, Use of power point, starting power point, Presentation tips, components of slide, power point templates and wizards, using template.
  - **Tools in Power point:** Creating presentation using blank presentation, adding slides, changing colour scheme, changing background and shading, adding header and footer, adding clip arts and autoshapes. animations to slide show, inserting music or sound on a slide, set and rehearse slide timings, viewing slide show ,Printing slides.
12. **Use of Internet**
13. **Case Studies** : Project Submission including Power Point Presentation
  - **Summer internship**
  - **Project report**

**Essential Reading:**

1. Bhatia , Leena & Jain, Bindu., Elementary Computer Application , Swati Publications, Jaipur.
2. Lall, Shubhi., Elementary Computer Application, National Publishing house ,New Delhi.
3. Mohan, Krishna. and Banerjee, Meera., Developing Communication Skills, Macmillan Press
4. Pal Rajender and Korlahalli J.J., Essentials of Business Communications, Sultan chand and sons.
5. Gupta C.V., Business Communication and Customer Relations, Sultan Chand and Sons.
6. Pettit, Lesikarm Business communication, AITBS publishers, New Delhi.

**Books Recommended:**

1. Robert & Cowart., Mastering Windows 98 ,BPB Publication, New Delhi.
2. Mansfield & Olsen., Mastering Word 2000 ,BPB Publication, New Delhi.
3. Martin, Hansen., Klingher & Beth, Mastering Excel 2000 ,BPB Publication, New Delhi.
4. Murray., Mastering Power Point 2000 BPB Publication, New Delhi.
5. Chaturvedi, P.D., Business Communication, Pearson Publication
6. Mathew, M.J., Business Communication , RBSA Publication, Jaipur
7. Taylor, Shirley., Communication of Business, Pearson Publication

**SUMMER INTERNSHIP**

**Each student has to submit a consolidated report on the visit made in an organisation.**

**The assessment will be made only by the internal examiner.**

**Objectives:**

1. To create awareness regarding current trends, issues and researches related to various aspects of Clothing & Textiles.
2. To gain practical experience in different units of clothing and textile industry.

In the end of MA previous, students will undergo internship training of 45 days in a textile designing unit/ apparel manufacturing unit/ textile dyeing and printing unit/ apparel export unit/ boutiques/ fashion houses etc., so that they get to understand the existing working practices, conditions and acquire an in-depth technical knowhow of the unit.

The students shall prepare a report on the visit made by the organization. The student will submit the report and will be required to make the presentation of the work followed by viva voce. The student will be required to get the certificate regarding successful training.

**Evaluation:** Panel of examiners consisting of Head of the department, and examiners appointed by the Principal shall conduct a vice-voce and evaluate the reports. The students will be given marks out of 100

## **PRACTICAL PAPER E: LINE DEVELOPMENT**

**Periods/Week:06**

**Marks: 100**

### **Objectives:**

1. To enhance the creative skills in developing a line of garments for export industry.
2. To expose students to experiment practical aspect of finished product and converting style ideas into products.

### **CONTENT**

1. Preparation of portfolio of innovative garment designs according to research done for countries where Indian garments are exported. (Sources like newsletters, magazines, internet, visit to garment manufacturing units or export house can be used for research)
2. Select a style, embroidered/ painted/ printed/ woven/ dyed fabric and develops lines of garments for various countries
3. Theme garments- 6 (six): Developing line of garment based on a theme, Sketching, layout, paper pattern of garments as per the specifications of an export house Designing, Sizing and Stitching. Theme will be any one of the following
  - Indo-western
  - Traditional Indian
  - Western
  - Bridal-wear
  - Children's garments
  - Evening wear
  - Nightwear
  - Casual wear
4. Amongst the lines developed the student will present line to an export house and prepare a sample of each garment after working with the details on
  - Forecasting
  - Creating a design concept
  - Market survey
  - Developing a line
  - Balancing the line
  - Sketching
  - Pattern making
  - Standardization
  - Specification – tech spec, costing
  - Material sourcing
  - Label
  - Garment fit

### **References:**

1. Armstrong, Pattern making for Fashion Design
2. Gioello and Berk: Figure Type and Size, Fair child Publication, New York
3. Beena Abling, Fashion Sketch book, Fair child Publication, New York
4. Harrold and Barbara. The Technology of Clothing Manufacture, Oxford BSP Profession book, London.
5. Natelley Brey. Dress Fitting. Published by Blackwell
6. Fiber, Fabric and Fashion- S. Srivastava, Central Publication, Allahabad
7. News letters-Apparel online, Apparel views
8. Magazines-Clothesline, Apparel CMAI
9. Internet

## **PRACTICAL PAPER E: DISSERTATION ( PROJECT)**

**Periods/Week: 06**

**Marks: 100**

**Distribution of marks for assessment is as follows**

<b>Internal assessment:</b>	<b>40</b>
<b>External assessment:</b>	<b>40</b>
<b>Viva voce:</b>	<b>20</b>
<b>Total :</b>	<b>100</b>

**The examination will be held in the department and project work will not be required to be mailed to the external examiner.**

### **Objectives:**

1. To provide students with an opportunity to conduct independent research
2. To encourage students to work in conjugation with relevant industries.

### **Content:**

#### **Guide lines for the Project**

- Meeting experts, reading relevant literature, selecting appropriate topics in ones Specialization, prioritizing the topics and checking for feasibility
- Specifying focus areas with regard to one topic, writing research questions/hypotheses/objectives, conducting a thorough literature review; presenting a clear and convincing logical argument in support of the study
- Specifying variables, selecting an appropriate research design, making sample decisions, selecting and /or constructing tools, and making a plan of analysis, collecting data
- The students shall prepare synopsis presentation and present the report.
- The students are required to carry forward their project under taken in MA Previous
- Analyzing and interpreting data; reporting data in a preliminary form; corroborate own findings with those in previous research; explaining and discussing findings with regard to each research objective.
- Writing and submitting a project report with a chapter on each of the following: Introduction, Review of literature, Scope of the Study, Methodology, Results and Discussion, Summary and Conclusion and Suggestions for further studies.
- Submission of Project Report (3 copies) orally defending the report and power point presentation followed by viva voce.

**Evaluation:** The dissertation submitted will be evaluated by a panel of examiners consisting of Head of the department and external examiner shall conduct a vice-voce and evaluate the dissertations. The students will be given marks out of 100.