

Hemchandracharya

North Gujarat University

Patan

Syllabus

for

Bachelor of Vocation

Fashion Design and Management

Enforced from June-2014

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR B. Voc. (Fashion Design and Management)
(Enforced from June - 2014)

Preface

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of university education, leading to setting up of Bachelor of Vocation (B. Voc.) to serve multiple needs, including (i) career oriented education and skills to students interested in directly entering the workforce; (ii) contracted training and education programmes for local employers; (iii) high-touch remedial education for secondary school graduates not ready to enroll in traditional colleges, giving them a path to transfer to three or four year institutions; and (iv) general interest courses to the community for personal development and interest. Bachelor of vocation will have with multiple exits such as Diploma and Advanced Diploma under the NSQF (National Skills Qualifications Framework).

The Bachelor of vocation model, by and large, will be accessible to a large number of individuals of the community, offer low cost and high quality education locally, that encompasses both vocation skills development as well as traditional coursework, there by providing opportunities to the learners to move directly to the employment sector or move into the higher education sector. It offers a flexible and open education system which also caters to community – based life – long learning needs.

BVFDR1: Eligibility Criteria (EC) for Admission

1. The eligibility condition to the program will be 10+2 or equivalent.
2. If the candidate has attained the specific level 4 of NOS of Fashion Industry sector (by decision of equivalence committee of the college) can get admitted in B.Voc. for the programme
3. There is no age bar for admission to Bachelor Vocation
4. The student can take exit from this course at any point of time and get re -entry in this programme.

Such students will get priority in admission than to a fresher student. (multi entry multi exit scheme)

BVFDR2: Admission Procedure

1. For admission to the programmes offered, preference should be given to the learners living in the local community. Reservation to SC,ST, OBC and PWD categories will be available as per the extant national / State policy.

2. Admission may be done on a rolling basis depending on the duration of the programmes to facilitate a steady stream of learners joining the college and moving out as trained work force to the job market, round the year and not just once in a year.
3. The applicants seeking re-entry into the college should get preference in admission over the new applicants.
4. Candidates are selected on the basis of Merit.

BVFDR3 : Fees and Scholarship

1. Student fee should be decided as per the prevalent practice for fee fixation for aided courses.
2. Attempt should be made to recover part of the operating expenditure from the student fees.

BVFDR4 : Registration / Enrollment :

1. Every student admitted to the college for the programme must get enrolled to university within a month from the date of admission.

BVFDR5 : Semester Examinations

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
2. No candidate will be admitted to any Semester examination unless the Designated Authority i.e. the Head of the Department or Principal of the College certifies that :
 - (i) The candidate attended the course of study to the satisfaction of the designated authority.
 - (ii) The candidate maintained a good conduct and character during the studies.
 - (iii) The candidate maintained minimum 80% attendance in each semester.

BVFDR6 : Evaluation

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.

2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
3. The college should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever required. They should also involve the SSCs in the assessment process, wherever required. It applies to colleges, both Autonomous and non-autonomous and university to maintain Occupational Standards and the fitness for the job.
4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which, 50 marks shall be for Continuous evaluation (Exams) and 50 marks for the end semester examination shall be of 2 hours duration.
5. Practical as a combined form each core paper will be evaluated for a Maximum of 700 marks out of which, 500 marks shall be continuous internal evaluation and 200 marks for the end semester practical examination.
6. Each Elective paper is evaluated for a maximum of 50 marks which will be evaluated internally by continuous evaluation.

BVFDR7 : Rules for grading

1. One Credit mean Equivalent of 14-15 periods of 60 minutes each, for theory, workshops / labs and tutorials per semester.
2. For internship / field work, the credit weightage for equivalent hours shall be 50% of that for lectures / workshops.
3. For self- learning, based on e-content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures / workshops.
4. To pass a subject in any semester, a candidate must obtain a minimum of 40% marks in each paper.
5. If a candidate fails in any subject, he has to reappear for that particular paper and pass. (That is, for example if candidate fails in midterm exam of a subject, he has to reappear for midterm of that subject.)
6. The performance of each candidate in all the subjects will be evaluated on 7- point scale in term of grades as follow:

BVFDR9 : Semester passing scheme

1. For each semester examination, a candidate will be considered as pass if he / she has secured “B”- or above grade in all the subject (s) and overall grade point 5.00 or above.
2. For each semester examination, a candidate will be considered as fail if he / she has secured “F” grade in any or all the subject (S).
3. If the candidate does not fulfill the subject requirement including requisite attendance percentage, he / she will be given I grade and the candidate will have to complete the course requirement before the commencement of the next End Semester examination. If the candidate does not clear I grade in any subject before the commencement of the next End semester examination, he / she will be considered fail – F grade.
4. Candidate has to clear his / her ‘F’ grade, or ‘I’ grade, if any by the next End Semester examination.

BVFDR10 : Semester promotion scheme

A candidate will be promoted to the subsequent Semester according to the following scheme:

1. A candidate would be granted admission to the Second Semester if and only if he / she has been granted Term for First Semester and has applied for the university examination.
2. A candidate would be granted admission to the Third Semester if and only if he / she has been granted Term for First Semester and has applied for the university examination.
3. A candidate would be granted admission to the Fourth Semester if and only if he / she has cleared all the subject of First Semester. He /she will be permitted to pursue his/her study of Fourth Semester, provided his/her term for II & III Semesters is granted and has applied for the university examination.

Promotion Criteria

Semester	Conditions for Promotion
II	Grant of Term for Semester-I
III	Grant of Term for Semester I and Semester II
IV	Clearing of Semesters I completely and Grant of Term for Semester II and Semester III
V	Clearing of Semesters II completely and Grant of Term for Semester III & Semester IV
VI	Clearing of Semesters III completely and Grant of Term for Semester IV & Semester V

BVFDR11 : Award of Grading / Division

No class/ division will be awarded to the student in the first 5 semesters. Divisions shall Be awarded only at the end of Final Examination on successful completion of all the Semesters. For awarding the degree at the end of the course, as per the other course of university.

Sr. No.	CPI	Division
1	7.50 to 10.00	FIRST Division with Distinction
2	6.50 to 7.49	FIRST Division
3	6.00 to 6.49	SECOND Division

BVFDR12 : Award of degree

1. Award of Certificate, Advanced certificate, Diploma or Advanced Diploma, as the case may be, would depend on acquisition of requisite credits as prescribed by the certification body and not on the calendar time spent in pursuing the course.
2. The certificate shall mention the credits earned course duration (in hours), and the curriculum covered. If the course is aligned with NVEQF / NSQF , the corresponding NVEQF / NSQF Level should also be mentioned on the certificate.
3. Award of degree will be as follows.

NVEQF Level	Skill Component Credits	General Education Credits	Normal Calendar Duration (Post meeting the entry criterion)	Awards
7			Six Semester	Bachelor of vocation
6	72	48	Four Semester	Advanced Diploma
5	36	24	Two Semester	Diploma
	18	12	One Semester	Advanced Certificate
	9	6	Three Months	Certificate

Bachelor of Vocation - Fashion Design and Management

Semester- 1

Sr. No.	Subject	Credit	Hours	Internal Examination	External Examination		Total
					Theory	Practical	
1	Introduction to Fashion Industry	04	60	30	70	---	100
2	Elements and Principles of Design	04	60	30	---	70	100
3	Fundamentals of Textiles	04	60	30	70	---	100
4	Fashion Art and Design-I	04	60	30	---	70	100
5	IT Tools and its Application	04	60	30	35	35	100
6	Environmental Studies	04	60	30	70	---	100
7	Business Mathematics-I	04	60	30	70	---	100
8	Communication Skill-I	02	30	30	35	35	100

Detailed Syllabus

1. INTRODUCTION TO FASHION INDUSTRY

OBJECTIVES:

- To understand the nature of fashion business, elements and challenges associated with Fashion Industry.
- To understand the five areas of Fashion Business with its comprehensive study of Fashion terminologies to create awareness about overall nature of fashion.
- To acquire the knowledge regarding environment and movement of fashion so that to understand the various aspects of Fashion.

CONTENT:

Unit-I	Business of Fashion-	25%
-	Importance of Fashion	
-	Economic importance of Fashion Business	
-	Four levels of Fashion (Primary, Secondary, the Retail & Auxiliary level)	
Unit-II	Nature of Fashion-	25%
-	Definition of Fashion	
-	Evolution of Fashion	
-	Terminology of Fashion	
-	Principles of Fashion movement	
-	Theory of Clothing Origin	
-	Fashion cycle	
-	Theories of fashion adoption	
-	Principles of Fashion	
-	International Fashion centers	
Unit-III	Environment of Fashion-	25%
-	Market segmentation (Demographics, Geographic, and Psychographics & Behavioral)	
-	Economic Environment	
-	Social Environment	
Unit-IV	Fashion Categories-	25%
-	Men's wear	
-	Women's Wear	
-	Kid's wear	

ASSIGNMENTS:

1) Submission on study of any 5 International/ National level fashion designers and brands.

Students will include following contents in the submission.

- Introduction of the Designer
- Education
- Specialty
- Brand / label
- Contribution to Fashion
- Product range
- Outlets
- Collection Showcase

2) Submission on Fashion changes during past 3 decades. (2 Women's and 2 Men's)

Students will include following contents in the submission.

- Political influence
- Social influence
- Environmental influence
- Geographical influence
- Cultural influence

REFERANCE BOOKS:

- 1 Fashion from Concept to consumer by Gini Stephens Pearson ,2005
- 2 Clothing technology by H.eberly Berger Verlag Europa LeherMittel, 2010
- 3 The Dynamics of Fashion by Elaine Stone Fairchild Publication, 2008
- 4 The Business of Fashion by Leslie Davis Burns and Nancy O. Bryant Fairchild Publication, 2002

2 ELEMENTS & PRINCIPLES OF DESIGN -

OBJECTIVES

The foundation of Design skills is the vital part of the Fashion Design process, which develops the better understanding & skill to make a foundation for a design which is aesthetically good and expresses the specific meaning.

- Students will acquire the understanding of Design elements like Lines, Shapes, Texture & Color that covers the psychological & visual association.
- Students will also study its expressive & symbolic qualities of each element that helps in creating a meaningful design.
- Introduces Principles of Design that includes the use & application of design elements to create a good design.

CONTENTS-

- | | |
|--|------------|
| 1. Study of lines | 25% |
| · Types of lines | |
| · Psychological & visual association | |
| Study of shapes | |
| · Types of lines | |
| · Psychological & visual association | |
|
 | |
| 2. Study of colour | 25% |
| · Color wheel | |
| · Color schemes | |
| · Color psychology & visual effects | |
| Study of texture | |
| · Types of textures | |
| · Categories of texture | |
| · Psychological & visual association | |
|
 | |
| 3. Aesthetic qualities of Design Elements | 25% |
| · Formal qualities | |
| · Expressive qualities | |
| · Symbolic qualities | |
|
 | |
| 4. Study & Understanding of Principles of Design. | 25% |
| · Rhythm | |
| · Harmony | |
| · Emphasis | |
| · Balance | |
| · Repetition | |
| · Gradation | |

· Radiation

ASSIGNMENTS-

1. Students are expected to make a Word document on each element. (Line, Shape, Texture & Colour)

(Based on the Theory inputs given by the concerned Faculty.)

Students will include following contents in the submission.

- Introduction of the element
- Types
- Psychological effect of the element
- Visual effect of the element
- Application in creating Designs
- Application in Fashion

2. Students are expected to make a Power Point Presentation on each of the Principle based on their use and application on garments.

(Rhythm, Harmony, Emphasis, Balance, Repetition, Gradation, Radiation)

(Based on the Theory inputs given by the concerned Faculty.)

Students will include following contents in the submission .

- Introduction of the Principle
- Application to Design
- Various ways of using Principles in Fashion (Functional/ Decorative)
- Application to Fashion

(NOTE- all the assignments will carry 10 marks each and will be converted out of 15 for the Internal Assessments.)

REFERENCE BOOKS

- 1 Visual Design in Dress by Marian L. Devis Prentice Hall, 1980
- 2 Fashion Design Manual Pamela Steckes Palgrave Macmillon, 1996
- 3 Fashion Design Sue Jenkyn Jones Laurence King, 2005
- 4 Fashion Design Felicity Everlett EDC publishing, 1987
- 5 Fashion Forecasting by Kathryn Mckelvey Jennie Munslow, 2008
- 6 Beyond Design by Sandra J.Keiser & Myrna B.Garner Fairchild publication,2008

3 FUNDAMENTALS OF TEXTILES (THEORY)

OBJECTIVE:

The course imparts the knowledge about the fabric characteristics due to its components fiber, yarn and construction that develops the foundation for fabric application in fashion.

The course gives inputs in two major categories of fiber -natural and manmade, yarn types its properties, spinning and two major types of fabric -woven's and knits which are majorly used in the fashion field.

CONTENTS:

Unit-I		25%
1.	The Textile Industry	
2.	Fibers: classification,	
	i. Introduction, properties and end uses of natural and man -made fibers	
Unit-2	Yarns: Introduction	25%
	i. Types-ply yarns, novelty yarn, textured yarn.	
	ii. Manufacturing process-spinning systems	
	iii. Properties-yarn twist, yarn numbering.	
Unit-3		25%
1.	Fabric forming methods	
	i. Weaving, knitting and non-woven	
2.	Introduction to basic weaves: plain, twill and satin	
	i. Classification, introduction, advantages and disadvantages.	
Unit-4	Comparison between knits and woven	25%
	Introduction to basic knits: warp and weft knitted	
	i. Classification, introduction, advantages and disadvantages.	

ASSIGNMENT DETAILS:

- 1 Identification of 10 fabric swatches of 3”X3” by burning test for natural and manmade Fibers.
- 2 Identification of woven fabrics (3”X3”)for
 - fabric count-10 Samples
 - yarn count-10 Samples
 - Weave-10 Samples
 - knitted fabric-10 Samples
- 3 Representation of the following basic weaves on graph paper, construction on handlooms and Computer.
 - Plain-plain, rib and basket
 - Twill-2X2,3X1, waved, curved and herringbone
 - Satin-satin and sateen

REFERENCE BOOKS:

- 1 Textile from fiber to fabric-Sixth edition Berard Cobman Mc grew -hill international edition 1983
- 2 Understanding Textiles- Sixth Edition Bellie .J. Collier, Phyllis Toratora Prentice -Hall,Inc. 2001
- 3 J.J. Pizzuto's Fabric Science-Seventh Edition Arthur Price, Allen C -Cohen, Ingrid Johnson Fairchild Publications 1999
- 4 Clothing Technology H.Eberle, M.Hornberger, D.Men zer, H.Hermling, R.Kilgus, W.Ring Europa Lehrmittal 2002
- 5 Understanding Fabrics: from fiber to finished cloth Debbie Ann Gioello Fairchild Publication, New York 1996
- 6 Fabric reference-Fourth Edition Mary Humphries Pearson Prantice Hall 2009
- 7 Fabric for fashion Clive hallett and Amanda Johnston Laurence King Publishing 2010
- 8 Textiles-Tenth Edition Sara.J.Kadolph Pearson Prantice Hall 2007
- 9 Text book of clothing textiles and laundry Sushma Gupta, Neeru Garg, Renu Saini Kalyani Publishers, Ludhiana 2005
- 10 Clothing Technology Sheila Jefferson Abhishek Publications 2005

4 FASHION ART & DESIGN- I (PRACTICAL)

OBJECTIVES

An integral part of Fashion Design is acquiring rendering skills that makes the Design to present ideas in the most appropriate and effective way through the foundation of Drawing & Sketching.

- Students will develop drawing skills required for designing through line & shading exercises.
- In this subject student will acquire the knowledge of Nature study and will develop an eye to extract forms, prints & textures from Nature to create a base for understanding design.
- Student will gain the skills of different dimensions and the feeling of actually existing object in space through Perspective.
- Students will gain the knowledge of various dimensions of basic Technical Drawing that gives them an understanding of 2D & 3D forms through Orthographic & Isometric projections.
- Students will also obtain the understanding & skill of objects drawing.
- Students will also develop an understanding of a “Human Figure” with various views that conveys the essential basics for “Fashion drawing”.

CONTENTS-

1. Basic line & shading exercise - 25%

- Lines & Shading exercises using various pencil & color mediums. Such as,
- Grade pencils
- Color pencils
- Poster color/ water color
- Charcoal

Nature study (Nature in form, Nature in print, Nature in texture) -

- Sketching of natural forms from nature like flowers, leaves, branches, plants etc.
- Conversion of natural forms into design forms.
- Copying various textures from nature.

2. Introduction to Perspective- 25%

- 1 Point Perspective
- 2 Point Perspective
- 3 Point Perspective

3. Object Drawing- 25%

- Drawing of 3-D geometrical shapes in different angles. Such as Cube, Pyramid, Cuboids, Cylindrical forms.
- Drawing manmade objects in different angles. Such as Bottles, Sharpener, Glass, Pencil, Pen etc.

Technical drawing-

- Study of various Geometrical constructions. Such as,
- Drawing of 2D & 3D forms by Orthographic & Isometric projections.
- Inter conversion of 3D & 2D views of the object.

- 4. Human figure study - 25%**
- Basic drawing of Male & Female figure with appropriate proportions.
 - Various views of the Male & Female figure (front, back, side and 3/4th)

ASSIGNMENTS-

- 1) Line exercise with Grade pencil (HB, 2B, 3B, 4B, 5B, 6B)**
 - Students will practice lines on A3 size pages using Horizontal, Vertical, Diagonal, Light to Dark, Dark to Light.
- 2) Drawing of different Natural forms and converting them to make different Design forms.**
 - Students will draw 20 Natural forms from the surroundings and will convert these into Design forms by selecting best 5 forms.
- 3) Perspective drawing of geometrical shapes like Cube, Cuboids, Pyramid or combination of these three.**
- 4) Drawing manmade objects in different angles.**
 - Students will draw objects like Bottles, Sharpener, Glass, Pencil, Pen etc. in specific angles. (total number of objects - 3)
- 5) Draw different types of line using Technical Drawing instruments.**
 - (Outlines, Margin Lines, Dimension lines, Extension or Projection Lines, Construction Lines, Hatching or Section Lines, Leader or Pointer Lines, Border Lines, Hidden or Dotted Lines, Center Lines.
- 6) Conversion of 3D into 2D (Front view, Top View and Side View of a given object.)
Conversion of 2D into 3D (Construct 3 D Image from 3 views of a given object)**
- 7) Drawing basic Human figure with the help of Stick figure, Block figure & fleshing of the figure with different positions with reference and use of Mannequin.**
 - Students will draw 20 figures.

REFERENCE BOOKS

- 1** Grade Examination - Drawing Made Easy Subodh Narvekar Avdhut Narvekar Navneet Publication (India) Ltd.
- 2** Sketching and Drawing Vasudev Kamath – Jyotsna Prakashan Pune ,2nd Edition,2006
- 3** Still Life Sanjay Shelar Jyotsna Prakashan Pune ,1st Edition,2007
- 4** Perspective Milind Mulik Jyotsna Prakashan Pune ,1st Edition,2006
- 5** Colour Pencil Rahul Deshpande, Gopal Nandurkar Jyotsna Prakashan Pune ,1st Edition,2004
- 6** Draw and Paint Pundalik Vaze – Jyotsna Prakashan Pune ,1st Edition,2002
- 7** Figure study made easy Aditya Chaari Grace Publication, Mumbai 2005
- 8** Anatomy and Drawing Vicotor Perard Grace Publication, Mumbai 2000
- 9** The Complete Book Of Drawing Human Body Keshav Kumar Adarsh Books New Delhi -2 , Publication Year – 2004
- 10** Figure Drawing Made easy Shankar Modgekar Grace Prakashan Bombay. Publication Year - 2000

5 IT Tools and Applications

Introduction to Computers, Operating System, Windows & its Utilities

Computer system components, Input devices, Output devices, storage, devices, computer storage elements, types of computer, Applications of computers, advantages of using computer. Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating Systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows Internet and Outlook : Internet and intranet , Most popular internet services, Functions of Internet like email, WWW, FTP, Usenet, IRC, instant, messaging, Internet Telephony Managing emails, Using address book, Working with task list, Scheduling appointments. **25%**

MS Word

MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with columns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords. **25%**

MS Excel

Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel , Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet.

Functions and formulas:

1. Mathematical: Round, ceil floor, fact, subtotal, sum , sum if
2. Logical : AND, OR, NOT, if
3. Statistical: Min, max, avg, count if
4. Text: Concatenate, Exact, find, left, right, lower, upper, trim
6. Date and Time: Date, day, days360, hours, minute, now, second, time, today, year, datediff
7. Financial Functions: FV, IPMT, NPER, NPV, PMT, PV, Rate Data analysis : Standard deviation, Variance correlation, z-test, Chi-square).

MS PowerPoint

25%

Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing videos, Slide show, Custom Show

University Examination Scheme (70 -Marks) :

Theory Examination: 35 Marks

Practical Examination: 35 Marks

Reference Books:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications.
3. O-level- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication.
4. Office 2003 in simple steps- Dreamtech Press.
5. Jain, V.K.; *Computers and Beginners*.

6 ENVIRONMENTAL STUDIES

OBJECTIVES:

- Students will be aware about physical environment and its components.
- Students will acquire Knowledge of natural resources and their types.
- Students will develop the concept of ecology and its components.
- Students will understand the impact of human activities on ecology and need to conserve the resources

CONTENTS:

1. The Multidisciplinary Nature of Environmental Studies 25%

Definition, Scope and Importance, Need for public awareness

Natural Resources

Renewable and Non- Renewable Resources

Natural Resources and Associated Problems -

- a) Forest Resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water Resources: Use and Over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems
- c) Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilization-pesticide problems, water logging, salinity, case studies
- e) Energy Resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies
- f) Land Resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of individual in conservation of natural resources

Equitable use of resources for sustainable lifestyles

2. Ecosystems 25%

Concept of ecosystem, Structure and function of ecosystem, Producers, consumers and Decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Introduction, types, characteristics features, structure and function of the following ecosystem- a) Forest ecosystem b) Grassland Ecosystem c) Desert ecosystem d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

3. Biodiversity and its conservation 25%

Introduction- Definition: genetic, species and ecosystem diversity, Bio-geographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical,

aesthetic and option values, India as a mega-diversity nation, Hot-spots of biodiversity, Threats to bio-diversity: habitat loss, poaching of wildlife, man-wildlife, conflicts, Endangered and endemic species of India, Conservation of bio-diversity: In-Situ and Ex-situ conservation of biodiversity

4. Environmental Pollution

25%

Definition, Causes, effects and control measures of – a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards, Solid waste management: Causes, effects and control measures of urban and industrial waste, Role of individual in prevention of pollution, Pollution case studies, Disaster Management: floods, earthquake, cyclone and landslides

REFERENCE BOOKS:

- 1 The Biodiversity of India Bharucha Erach Mapin Publishing Pvt. Ltd, Ahmedabad - 380013, India, Email: mapin@icenet.net
- 2 Environmental Biology Agarwal, K.C Nidi Publi.Ltd.Bikaner2001
- 3 Hazardous Waste Incineration Brunner R.C McGraw Hill Inc.480p, 1989
- 4 Marine Pollution Clark R.S Clanderson Press Oxford (TP)
- 5 Environmental Encyclopedia Cunningham, W.P. Cooper, Jaico Publ. House, Mumbai, 1196p M.T.2001
- 6 Environmental Chemistry De A.K Wileely Eastem Ltd.
- 7 Down to Earth, Center for Science and Environment ®
- 8 Water in crisis, Gleick, H.P Pacifics Institute for Studies in Dev., Environment & Security. Stockholm Env. InSTITUTE. Oxford Univ. Pre ss.473p.1993

7 Business Mathematics-I

I SET THEORY 25%

Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, difference of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.

II FUNCTION :

Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economic theory (demand, supply, consumption, revenue and cost function) equilibrium price.

III DETERMINANT AND MATRIX 25%

Meaning of matrix and types of matrices- Null matrix, square matrix. Identity matrix, symmetric matrix and skew symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties (without proof), singular and non singular matrices, inverse of a matrix, adjoint of a matrix, solution of simultaneous equations (for two and three variables only) using inverse of matrix.

IV LIMIT 25%

Limit as a function, limit of sum, product and quotient of two functions and their uses in evaluating limits, use of the standard forms (without proof)

Reference Books:

1. Business Mathematics, V. K. Kapoor, Sultan chand and sons, New Delhi.
2. Business Mathematics, Allen R. G. D., Pitamber publication house.
3. Quantitative Techniques in Management, Vohra N. D., Tata MacGraw –Hill Publishing Company, New Delhi.
4. Elements of Business Mathematics by Soni, Sharma and Saxena (Pitamber Publication)
5. Mathematics for Management and Computer Applications, Sharma J. K. , Galgotia Private Limited, New Delhi.

8 Business Communication – I

I	Grammar : Tense, Voice and Modals	15%
	Vocabulary : Phrasal Verbs, Synonyms, Antonyms, Idioms, Commercial Terms (Business jargons).	
II	Communication Theory : Process of Communication Characteristics of Business Communication Importance of Business Communication	15%
III	Business Communications : a. Format and Layouts of business letters b. Letter writings for followings; Enquiries and Replies, Placing of orders, Execution of orders, denying of orders/ offers.	20%
IV	Practical Examination: - Listening Comprehension (25%) - Group discussion and individual speaking (25%) - Listening (25%) - Journal Writing (Review of at least one short story/Biography of business leaders and two articles form the leading business news papers). (25%)	50%

Reference Books:

1. Business Communication by M.K. Sehgal, Excel Books, New Delhi
2. Practice English Grammar By A. J. Thomson & A. V. Matrinet
3. Modern Business Letters By L. Gartside (ELBS)
4. Principles and Practice of Business Communication By Phoda A. Doctor & Aspi H. Doctor. (A. R. Shetha & Co. Bombay)
5. Business Communication By U. S. Rai & M. S. Rai, (Himalaya Publishing House, Bombay)
6. Business Communication- By R. K. Madhukar, (Vikas Publishing House Pvt. Ltd., Noida)

Semester - 2

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|--|-------------------------------------|
| 1. Environmental Studies of Fashion & Management | 1. Surface Ornamentation Techniques |
| 2. Sewing Techniques-I | 2. Sewing Techniques I |
| 3. Computer Application | |

Semester-3

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|---------------------------------------|------------------------------|
| 1. Design Understanding and Overview | 1. Fashion Art and Design II |
| 2. Application of Textiles in Fashion | 2. Draping Fundamentals |
| 3. History of Fashion | |

Semester-4

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|-----------------------------|---------------------------|
| 1. Personality Development | 1. Garment Construction I |
| 2. Basic Mathematics | 2. Pattern Making I |
| 3. Principles of Management | 3. Digital Design Studio |
| 4. Craft Project | |

Semester-5

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| 1. Introduction to Fashion Marketing and Merchandising | 1. Fashion Art and Design III |
| 2. Textile Coloring and Finishing Fundamentals | 2. Garment Construction II |
| | 3. Pattern Making II |

Semester-6

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|----------------------------------|--|
| 1. Business Statistics | 1. Advance Draping |
| 2. Marketing Management | 2. Digital Design for Apparel Categories |
| 3. Cost and Operation Management | 3. Internship |

CLASS WORK-

- The Internal 30 marks are for annual Internal Assignments & Class Tests for all Theory Subjects.
- The Internal 50 marks are for annual Internal Assignments for all Practical Subjects.

4

Semester – II

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Pattern Making	4	60	---	----	100	100
2	Fashion Merchandising	3	45	30	70	----	100
3	Fashion Art Illustration	4	60	----	----	100	100
4	Embroidery & Surface	4	90	30	35	35	100
5	History of Fashion	3	45	30	70	---	100
6	Foreign Language (French)	3	45	30	35	35	100
7	Managerial Economics	3	45	30	70	---	100
8	Survey Based Project	4	60	---	---	100	100

1. Pattern Making

- Draping
- Shirt
- Trouser
- Dress
- Kid's wear
- T-shirt
- Women's blouse
- Grading
- Marker Making

2 Fashion Merchandising

- Introduction to Merchandising
- Place of Marketing & Merchandising in Fashion Industry
- Role & Responsibilities of a Merchandiser
- Merchandising Terminology
- Fashion cycle & Fashion Adoption Theories
- Sample approvals
- Merchandising Planning Tools & Techniques
- Merchandising Calendar
- Fashion Forecasting
- Planning the Line
- Time & Action Plan
- Fashion Retail Business:
 - Concept of Retailing
 - Structure of Indian Retail Industry
 - Drivers of Growth
- Types of Retail Operations
- Garment Costing
- International Marketing
 - Importance
 - Marketing mix
 - Market Identification, Segmentation, Targeting & Positioning
 - Marketing environment

- -Marketing Channels and Communication-Sales Promotion and Channels of Distribution
- -Consumer Buying Behaviour

Export Documentation

- Importance
- Classification
- -Uses
- -Inco Terms
- -Payment Terms

3. Fashion Art Illustration

- 1) Line exercise with Grade pencil (HB, 2B, 3B, 4B, 5B, 6B)**
- Students will practice lines on A3 size pages using Horizontal, Vertical, Diagonal, Light to Dark, Dark to Light.
- 2) Drawing of different Natural forms and converting them to make different Design forms.**
- Students will draw 20 Natural forms from the surroundings and will convert these into Design forms by selecting best 5 forms.
- 3) Perspective drawing of geometrical shapes like Cube, Cuboids, Pyramid or combination of these three.**
- 4) Drawing manmade objects in different angles.**
- Students will draw objects like Bottles, Sharpener, Glass, Pencil, Pen etc. In specific angles. (total number of objects - 3)
- 5) Draw different types of line using Technical Drawing instruments.**
- (Outlines, Margin Lines, Dimension lines, Extension or Projection Lines, Construction Lines, Hatching or Section Lines, Leader or Pointer Lines, Border Lines, Hidden or Dotted Lines, Center Lines.
- 6) Conversion of 3D into 2D (Front view, Top View and Side View of a given object.) Conversion of 2D into 3D (Construct 3 D Image from 3 views of a given object)**
- 7) Drawing basic Human figure with the help of Stick figure, Block figure & fleshing of the figure with different positions with reference and use of Mannequin.**
- Students will draw 20 figures.

4 Embroidary & Surface

Unit-1	Introduction, Transferring and tracing designs
Unit -2	Applique work, Quilting
Unit-3	Mirror work, Bead Work, Metal Thread Embroidery
Unit-4	Lace Work, White Work, Smocking
Unit-5	Batik, Stencil, Screen and Block Printing

5. History of Fashion

- Development of Costume With reference to historical background, social organization, influence of culture, art, costume components for men and women

- Costumes in ancient civilization- Egyptain, Greek, Roman & Byzantine
- Indian Costume – Indus Valley Period, Mauryan Period, Sunga period, kusan period, Gupta period, Mughal period
- Triditional Indian costumes of – Jammu & Kashmir, Punjab, Himachalpradesh, Rajasthan, Gujarat, Madhya pradesh, Uttar pradesh & Maharashtra
- European costumes-12th to 21st century

6 **Foreign Language – French**

Bachelor's Degree programme specially customized for the Tourism sector with Tourism terminologies, Conversation and less of Literature and understanding of language in terms of speaking, listening and writing.

7 **Macro Economics**

NATURE AND SCOPE OF ECONOMICS : Nature of Economics and subject matter of Economics – Micro and macro economics, Robbins definition.

Basic concepts: Good, Utility, Price & value, Wealth and welfare, Equilibrium, Consumption, production, Consumer's surplus, Std. of living, Capital Entrepreneur (Mgt).

DEMAND & SUPPLY Meaning of demand - Demand Determinants, the law of demand-change in demand - meaning of supply, Determination of supply- the law of supplychange in Supply, Equilibrium price interaction of demand and supply. Time element in the theory of price.

COST & REVENUES, FACTOR PRICING: Basic cost concepts – Total cost, fixed cost, variable cost, average cost, and marginal cost in short run and long run, theory behaviour, and relationship Economies and diseconomies of scale – Concept of factors of production, The Marginal Productivity theory of Distribution under perfect competition and imperfect competition.

8 **Project on based on Survey**

- Detailed study on the given topic, data collection, evaluation & conclusion.
- The student will be required to complete their study and submit a comprehensive report.

