SNDT Women's University, Mumbai

Bachelor Of Science
(Textile Science and Fashion Design)

B.Sc. In Textile Science and Fashion Design

As Per NEP – 2020

Semester – III & IV

Syllabus

(WEF. 2025-2026)

Structure with Course Titles

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester III					
30130711	Traditional Textiles and Embroideries of India	Major(Core)	4 (2+2)	100	50	50
30130712	Startup planning in the Textile and Apparel Industry	Major(Core)	4 (2+2)	100	50	50
30130713	Basic Fashion Illustration	Major(Core)	4 (0+4)	100	50	50
30330711	Introduction to Home furnishings	Minor Stream	2 (2+0)	50	0	50
30430711	Textile Craft of India	OEC	2 (0+2)	50	0	50
		AEC(Modern Indian Language)	2	50	50	0
31330701	Field Project	FP	2 (0+2)	50	50	0
		CC	2	50	50	0
			22	**550**	**300**	**250**

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester IV					
40130721	Basic Pattern Making and Grading (Pr)	Major(Core)	4 (0+4)	100	50	50
40130712	Fundamentals of Apparel Merchandising and Marketing	Major(Core)	4 (4+0)	100	50	50
40130713	Textile Science	Major(Core)	4 (2+2)	100	50	50
40430711	Surface ornamentation on Textile	OEC	2 (0+2)	50	0	50
40730711	Children's Wear	SEC	2 (0+2)	50	0	50
		AEC(Modern Indian Language)	2	50	0	50
41530701	Community Engagement Program	CE	2 (0 +2)	50	50	0
		CC	2	50	50	0
			22	**550**	**250**	**300**

SEMESTER III

3.1 Major (Core)

Course Title	Traditional Textiles and Embroideries of India **(Theory +Practical)**
Course Credits	4(2+2)
Course Outcomes	After going through the course, learners will be able to
	1. Acquire knowledge of different textiles produced in different states of India.
	2. Acquaint the students with the different motifs, colors, and weaving techniques used in textile along with their significance.
	3. Acquire knowledge of various embroideries done in India with the historical background of each. 4. Learn different types of stitches, motifs, colors and materials used in embroideries and their significance. 5. Acquaint the students with the work of handloom board, khadi board in India.
Module1(Credit1)	
Traditional Textiles and Embroideries of India (Theory)	
Learning Outcomes	After learning the module, learners will be able to
	• Acquire knowledge of different textiles produced in different states of India
	• Acquaint the students with the different motifs, colors, and weaving techniques used in textile along with their significance
Content Outline	1. **Introduction in brief about the Traditional Textiles and Embroideries of India** Influence of foreign countries on Indian Embroidery. 2. Textiles of the following States listed below: Fiber used colors, motifs and weaving techniques used for producing traditional textiles. Maharashtra, West Bengal, Andhra Pradesh, Gujarat, Saurashtra, Kutch, Rajasthan, Uttar Pradesh, Odhisha, Karnataka, Kerela, Madhya Pradesh, Tamil Nadu, Assam, Jammu & Kashmir, Punjab, Manipur.
Module2(Credit1)	
Learning	After learning the module, learners will be able to

Outcome	• Acquire knowledge of various embroideries done in India with the historical background of each. • Learn different types of stitches, motifs, colors and materials used in embroideries and their significance

Content Outline	1. **Embroideries of the following states listed below**
	   Embroidery of the following states regarding history, materials used, colors, stitches, motifs, stitches, their significance and descriptive terms used per motifs.
	   • Kasuti of Karnataka
	   • Embroidery of Sindh, Kutch and Kathiawar
	   • Kashida of Kashmir
	   • Kantha of Bengal
	   • Chikankari of Uttar Pradesh
	   • Manipuri embroidery
	   • Applique work of Bihar and Odhisha
	   • Phulkari of Punjab
	   • Chamba Rumal of Himachal Pradesh
	   • Gold and Silver Embroidery

Module3 (Credit1)
Traditional Textiles and Embroideries of India(Practical)

Learning Outcomes	After learning the module, learners will be able to
	• Learn the stitches used in the Embroidery of different states • Acquire knowledge of different motifs and colors used in the Indian Embroidery with their significance
Content Outline	Frame and prepare sample with traditional embroidery motifs to be done on the sample (any 5 embroideries)
Module 4 (Credit 1)	Design and Prepare any one article/ garment by application of the traditional embroidery stitches

Assignment

- Collect and analyze samples of traditional embroideries of India
- Make a video on traditional embroidery of a state

Evaluation

1. Module 3and 4- Comprehensive Continuous Evaluation(CCE)=25marks
2. Total Internal Theory + Practical evaluation=50marks
3. External Theory Exam on Module1&2= 50marks
4. Internal + External=50+50=100

References-

1. Anand M.R., "Textiles & Embroideries of India "Marg Publication Bombay, 1965.
2. Bhatnagar, Parul (2014) Traditional Indian costumes & textiles - : Abhishek Publications , Chandigarh

3. Chattopadhyay K, " Indian Embroidery", Wiley Eastern Ltd., New Delhi, 1977. Lynton Linda, " The Sari", Thames &Hadson,1995.
4. Chattopadhyaya K. (1985). Handicrafts of India. (Revised Edition). New Delhi: Indian Council for Cultural Relations.
5. Chattopadhyaya K. (1969) Carpets & Floor covering of India. Taraporevala.
6. Crill, Rosemar, (1999) Indian Embroidery , New Delhi V & A Publications ,
7. Dhamija J. & Jain J. (1989) Hand woven Fabrics of India Mapin Publisher
8. Gillow J and Barnard N. (1991). Traditional Indian Textiles London: Thames and Hudson Ltd.
9. Grewal, Neelam, (1988). - The Needle Lore Delhi: Ajanta Publications
10. Naik, Shailaja,(1997)Folk embroidery and traditional handloom weaving ,NewDelhi :A.P.H.Publishing Corporation

3.2 Major core

Course Title	Startup Planning in the Textile and Apparel Industry
Course Credits	4 (2+2)
Course Outcomes	After going through the course, learners will be able to
	1. **Explore** the fashion startup ecosystem and identify key trends, challenges, and opportunities within the Indian and global fashion industry.
	2. **Apply** startup development tools such as Business Model Canvas, Lean Startup methodology, and customer persona building to fashion-related ventures.
	3. **Analyze** various startup case studies in the fashion domain to understand the strategic decisions, innovation approaches, and market positioning of emerging brands.
	4. **Evaluate** branding, digital marketing, and Go-to-Market (GTM) strategies for launching fashion startups in both online and offline environments.
	5. *Design and present* a feasible fashion startup idea with financial planning, legal compliance, and a compelling investor pitch.
Module 1 Theory(Credit 1):Understanding Fashion Startups & Ecosystem	
Learning Outcomes	After learning the module, learners will be able to
	• Understand what makes a startup different from a traditional business.
	• Analyse the components of the fashion startup ecosystem.
	• Identify market gaps and opportunity areas in fashion.
	• Generate innovative fashion startup ideas.
Content Outline	• Introduction to Startups: Definition, characteristics, types of startups, Lifecycle of a startup
	• Fashion Startup Ecosystem: Incubators, accelerators, mentors, investors, Startup trends in the Indian/global fashion industry
	• Traditional Fashion Business vs Fashion Startup: Scalability, innovation, funding models
	• Identifying Gaps in the Market:Problem-solving through entrepreneurship, Conducting opportunity analysis in fashion
Module 2Theory (Credit 1):Strategy, Business Model & Value Proposition	
Learning Outcomes	After learning the module, learners will be able to
	• Apply strategic thinking to build a sustainable fashion startup.
	• Develop a business model specific to fashion.
	• Create clear customer segments and value propositions.
	• Understand the Lean Startup approach and MVP development.

Content Outline	• Business Strategy for Startups: Vision, mission, goal setting, Strategic positioning in the fashion market • Fashion Business Models: D2C, omnichannel, rental, resale, sustainable fashion models, Revenue generation strategies • Value Proposition Design: What is the unique value offered?Matching product/service with market needs • Lean Startup Methodology: Build-Measure-Learn cycle, MVP (Minimum Viable Product) creation • Customer Segmentation & Persona Development: Identifying early adopters, Mapping customer needs and behaviours.

Module 3Practical (Credit 1):   Branding, Digital Presence & Go-to-Market Strategy

Learning Outcomes	After learning the module, learners will be able to • Design a compelling brand identity for a fashion startup. • Develop effective digital marketing strategies using social media. • Plan the launch and distribution of fashion products. • Understand the power of storytelling and influencer marketing in fashion.
Content Outline	• Fashion Branding Essentials: Elements of a brand: name, logo, visual identity, tone, creating brand stories that connect • Digital Marketing in Fashion: Role of Instagram, Pinterest, YouTube, Content marketing, email marketing, influencer outreach • Go-to-Market Strategy: Product launch plan • Online vs offline sales strategy (e-commerce, pop-ups, exhibitions) • E-commerce & Marketplace Setup: Platforms: Shopify, Etsy, Amazon, Website basics, customer experience • Collaborations & Community Building: Influencers, stylists, micro-communities

Module 4 Practical (Credit 1):   Funding, Financials & Legal Essentials

Learning Outcomes	After learning the module, learners will be able to • Estimate startup costs and plan a basic budget. • Evaluate different sources of funding for fashion startups. • Understand the legal requirements to start and protect a fashion business. • Pitch a startup idea with financial clarity.
Content Outline	• Startup Cost & Budgeting: Capital requirements, fixed vs variable costs, Product costing & pricing strategies • Funding Options: Bootstrapping, loans, angel investors, crowdfunding, Investor expectations & startup valuation basics • Pitch Deck Preparation: Components: Problem, solution, business model, traction, team, financials • Legal Basics for Fashion Startups: Business registration (sole proprietorship, LLP, Pvt Ltd), GST, trade licenses, import/export licenses

	• Intellectual Property in Fashion: Trademark, copyright, design protection, Fashion piracy & legal safeguards

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Module 1: Understanding Fashion Startups & Ecosystem

Assignment 1: Market Gap Analysis in Fashion

- o Identify and underserved emerging market in the fashion industry (e.g., adaptive fashion, sustainable kidswear, fashion for rural India).
- o Explain why this market is a viable opportunity.
- o Back your claim with simple data (surveys, articles, trends).

Assignment 2: Fashion Startup Roleplay / Debate

- • Role-play or conduct a debate on:
  - o "Is every fashion designer an entrepreneur?"
  - o "Funding is more important than creativity in fashion startups"

Module 2: Strategy, Business Model & Value Proposition

Assignment 1: Lean Canvas Poster

Use the Lean Canvas method to visually lay out your fashion startup idea including:

- o Problem, solution, key metrics, unfair advantage, cost structure
- o A2 Poster or Digital Submission

Assignment 2: Customer Persona Development

- • Develop 2–3 detailed customer personas for your fashion brand idea. Include:
  - o Name, age, lifestyle, income, shopping behaviour, style preferences
- • Canva, PowerPoint, or hand-drawn template

Module 3: Branding, Digital Presence & GTM Strategy

Assignment 1: Social Media Campaign Challenge

- o Create a 1-week content plan for launching a new fashion product on Instagram
- o Include post captions, hashtags, creative content ideas (reels/posts/stories)

Assignment 2: Logo & Brand Story Creation

- o Design a logo and write a compelling brand story for your startup
- o Explain how your visual identity reflects your business values
- o Canva or drawing/sketch tools

Module 4: Funding, Financials & Legal Essentials

Assignment 1: Costing and Pricing Simulation

- o Choose a fashion product (e.g., kurta, handbag, denim jacket)
- o Create a detailed costing sheet: raw materials, labor, overheads
- o Set 2 pricing models: cost-based and value-based
- o Excel/Google Sheets

Assignment 2: Legal Startup Checklist

- o Research and prepare a checklist of legal formalities required to start a fashion business in India
- o Cover: business registration, GST, trademark, textile laws, e-commerce regulations

References: -

- Business of Fashion. (2024). *Startup Success in Fashion: The New Age of Direct-to-Consumer*. Retrieved from [https://www.businessoffashion.com]

- Shopify. (2023). *How to Start a Fashion Brand Online – Beginner's Guide*. Retrieved from [https://www.shopify.com/blog/fashion]

- Invest India. (2023). *Startup India – A Complete Guide for Entrepreneurs*. Retrieved from [https://www.startupindia.gov.in]

- YourStory. (2023). *Top 10 Women-led Fashion Startups in India*. Retrieved from [https://yourstory.com]

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- Clarkson, J. (2019). *The Fashion Business Manual: An Illustrated Guide to Building a Fashion Brand*. Fashionary International.

- Abraham, A. (2016). *Entrepreneurship Development and Management*. Pearson Education India.

- Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business.

- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley.

- McKinsey & Company & The Business of Fashion. (Annual Reports). *The State of Fashion*. Retrieved from [https://www.businessoffashion.com]

3.3   Major (Core)

Course Title	Basic Fashion Illustration
Course Credits	0+4
Course Outcomes	After going through the course, learners will be able to
	1. Enhance student's ability to draw fashion figures and clothing.
	2. Develop sketching skills with a focus on proportion, movement, and style.
	3. Impart skills to visually communicate design ideas
	4. Create visually appealing fashion compositions using design principles
	5. Apply fabric suspension laws to depict accurate draping effects
Module 1 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Apply line, shape, color, and texture to enhance fashion illustrations. 2. Demonstrate balance, contrast, and proportion in garment sketches
Content Outline	1. Basics of design • Elements of design - line, shape, color, texture, space, form, and value • Principals of design - emphasis, balance, alignment, contrast, repetition, proportion, movement, and white space (Adopt the elements and principles in fashion drawing)
Module 2 (Credit 1)	• Describe the fundamentals of human anatomy and body proportions. • Illustrate croquis with different poses and movement variations
	1. Human Anatomy • Introduction to of human anatomy and proportions 2. Croqui and movement. • Croqui and movement - showing different movements and mechanical poses (leg and hand, movement, front and 3/4 view), 8 head, 10 head and 12 head croqui for women, men and children
Module 3 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to

	• Create various Accessory illustrations as per the trend • Develop different collar & sleeve designs suited for fashion illustrations
Content Outline	1. Accessory designing Accessory details to show Indian and western look that go well with the garment (1 or 2 examples to give basic concepts) such as jewelry, bags, shoes, hats, watches, purses , umbrella, hairstyle, etc. 2 . Basic necklines, color, sleeve and variation on half croqui. • Drawing of different neckline patterns (any 10) • Drawing of different color patterns (any 10) • Drawing of different sleeve pattern any (any 10)
Module 4	• Render different fabric textures and falls on croquis effectively. • Demonstrate the use of pleats, frills, ruffles, and gathers in garment illustration
	1. Law of fabric suspension • Rendering different fabrics and fall such as cotton, chiffon, silk, pleats, frills, ruffles, gathers, denim, leather for Terry Pile effect (each fabric effect on croui)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Continuous internal evaluation of 100 marks
2. Four Modules of 25 marks each
3. No External examination
4. Total: Internal = 100 marks

References

1. Castelion, Meher, (1994), Fashion Kaleidoscope. Calcutta.Rupa Publications.
2. Drake, Nicholas, (1994), Fashion illustration today. (Revised.) London. Thames &
3. Hudson Ltd.
4. 3) Garthe, Mary, (1995), Fashion and color. Rockport.Rockport Publishers Inc.
5. Ireland, Patrick John, (1989), Encyclopedia of fashion details. London.B.T.
6. Batsford Ltd.
7. Knowles, Lori A., The practical guide to patternmaking for fashion designers:juniors, misses and women.
8. Mclimsey, Harriet T, (1963),Art in clothing selection. New York.Harper and Row Publishers.
9. McKelvey, Kathryn &Munslow, J. Anine, (2007), Illustrating fashion. (2nd
10. Ed.).Oxford, Blackwell Publishers Ltd.
11. Tate, Sharon Lee & Edwards, Mona Shafer, (1996), The Complete book of fashion illustration. (3rd Ed.) Englewood Cliffs. Prentice Hall Inc.

3.4   OEC

Course Title	Surface ornamentation on Textiles
Course Credits	2 (0+2)
Course Outcomes	After going through the course, learners will be able to
	1. Familiarize the student with the role of surface ornamentation on textiles.
	2. Identify various materials suitable for surface ornamentation.
	3. Acquaint with various surface ornamentation techniques.
	4. Apply various types of ornamentation techniques.
	5. Apply knowledge in developing product.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	• Adapt skills of embroidery techniques for surface ornamentation of textiles
Content Outline	1. **Surface Ornamentation by Embroidery** – a. Kantha / Kasuti Embroidery on Dupatta /Stole Or b. Satin Embroidery on Dupatta / Stole • Make one article with the given embroidery technique – **25 marks**
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	• Develop skills in various traditional paintings.
Content Outline	1. **Traditional Fabric paintings-** Madhubani, Kalamkari, Phad, Pichwai, Warli. • Make any one article with the painting technique on stole/Apparel/table cover– **25 marks**

Evaluation:

1. Continuous internal evaluation of 50 marks

2. Each module of 25 marks
3. No external examination.

References:

1. Bernard P COrbman - Textiles- fiber to fabric, Mac Graw Hill,Ine ,sixth edition
2. Bindu L Datary - Curtains and Draperies
3. Helene levenson-Creating an Interior, Hall INC/Englewood cliffs, New Jersey. 1980.
4. Isabel B. Wingate- Textile fabrics and their selection, Hall, ine, Engle wood cliffs, New Jersey, seventh edition.
5. Indeas for great window treatments - editions of sunset books- Book editor-Lynne Gilberg, Editorial director- Sunset book,Bob Doyle, fifth printing July 1995, Sunset publishing corporation
6. Kathrine Paddok Hess - Textile fibers and their use, Oxford and IBH publishing co, Sixth edition.
7. Larry Eisinger - Today's woman - small home Decorating, A Faweett, publication ine Greenwich.
8. Reader's Digest - Complete guide to sewing, Reader's digest associate, Ine 13th edition

3.5 Minor Stream

Course Title	Textile Craft of India
Course Credits	0+2
Course Outcomes	After going through the course, learners will be able to
	1. To learn various textile craft and their application.
	2. To Impart knowledge of textile craft techniques.
	3. To impart income-generating skills to learners
	4. Design Textile craft article
	5. Produce textile craft Product.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	• **Demonstrate** proficiency in basic hand knitting stitches. • **Construct** a functional or decorative item using macrame techniques

Content Outline	1. **Hand Knitting**
	     • Basic knitting stitches
	     • Garter, Stockinette, Rib Stich, Purl stich
	 2. **Macrame**
	     • Larks Head Knot, Square Knot, Alternating Square Knot, Spiral Knot
	 (Sling bag / Mobile Pouch/ Poncho/ Chandelier/ Scarf/ Wall hanging/ Dream catcher/ Potholder/ Key Chain)
	 One sampler of each craft and one article using any one technique

Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	• • **Demonstrate** proficiency in applique technique • **Design** and **construct** a functional or decorative item using hand quilting techniques

Content Outline	1. **Applique work**
	• Fusible Web Applique, Needle Turn Applique
	2. **Hand Quilting**
	(Lamp shade/ Table runner/ Cushion Covers/ Bag/ Dupatta/ Table Mats/ Storage Box) **One sampler of each craft and one article using any one technique**

Comprehensive Continuous Evaluation (CCE)

- **Continuous internal evaluation of 50 marks.**
- **Each module of 25 marks.**
- **No external examination.**

References

1. Anchor Needle and thread (2007 & 2008 series) 7. Chattopadhyaya K. (1985). Handicrafts of India. (Revised edition). New Delhi: Indian Council for Cultural Relations.
2. Creatingfashionaccessories/CyDecosseIncorporated,1993.-Minnetonka: Cowles Publishing, Inc.
3. Gillow JandBarnad. (1991)Traditional Indian Textiles London: Thames and Hudson Ltd. 10.IrwinJ.andHallM. (1971). Indian Painted and Printed Fabrics Ahmadabad: Calico Museum of Textiles.
4. Kathryn M. K. and Munslow J.(2003). Fashion Design process, innovation and practice, published by Blackwell science LTD
5. Maria di spirito (2006). Designs for beaded Jewelry, II Castello collane13.MurphyV.andGillR.(1991).Tie–dyedtextilesofLondon: Victoria and Albert Museum.

3.7 Field Project

Course Title	Field Project
Course Credits	0+2
Course Outcomes	After going through the course, learners will be able to 1. Develop an understanding about market trends 2. Gain knowledge about textures, patterns and designs
Module 1 (Credit 1)	
	After learning the module, learners will be able to • Understand the recent market trends • Analyze different fabrics available
Content Outline	**Market study:** on woven, printed, and embroidered textiles for various end- uses like apparel, accessories and home furnishings available in local market. (Prepare project of fabrics swatches, their use for different garments)
Module 2 (Credit 1)	After learning the module, learners will be able to
	• Analyze different market stores, boutiques and retail stores
	Market research on emerging fashion trends Trend analysis in textiles (fabrics, colors, patterns, finishes). (Visit to different retail store, Brand store, Boutiques to conduct survey)

Comprehensive Continuous Evaluation (CCE)

1) Continuous internal evaluation of 50 marks
2) Two Modules of 25 marks each
3) No External examination
4) Total: Internal = 50 marks

SEMESTER IV

4.1 Major (Core)

Course Title	Basic Pattern Making and Grading (Pr)
Course Credits	0+4
Course Outcomes	After going through the course, learners will be able to
	1. To recognize the importance of accurate body measurements in order to make standard garments.
	2. To understand three methods of clothing construction.
	3. To learn slash and spread method to adopt various basic patterns.
	4. To develop skills in sewing variety of patterns with accuracy, good taste by basic pattern adaptations.
	5. To understand the various types of grading.
Module 1(Credit 1)	
Learning Outcome *(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc.)*	After learning the module, learners will be able to
	1. To recognize the importance of accurate body measurements in order to make standard garments.
	2. To understand three methods of clothing construction.
Content Outline	• Tools and equipments required for pattern making and grading. • Study of standard measurement charts and various types of figures. • Introduction to flat pattern method: Slash and spread method and pivotal method **Create slash and spread method front and back bodices (25 marks)**
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	• To learn slash and spread method to adopt various basic patterns.
Content Outline	• The following adaptations with slash and spread method on half scales "Basic Bodice Blocks" • Darts, Yokes and Fullness, Sleeves, Collars. **Any six patterns of each unit to be made on half size bodice block on paper only.** **Skirts- any 4 patterns to be made on half size bodice basic block on paper only.**

Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	• To develop skills in sewing variety of patterns with accuracy, good taste by basic pattern adaptations
Content Outline	1. Any one pattern on full scale basic bodice block to be made on fabric. **Prepare pattern on full scale basic bodice block (25 marks)**
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	To understand the various types of grading.
Content Outline	• Grading • Introduction to various types of grading method- Nested Grading, Track Grading and Stock Grading • Grading with any one method: a) A-Line skirt b) Basic Front and Back Bodice c) Basic set-in-sleeves. d) Collar (any one basic) **Design any one garment using grading method (25 marks)**

Evaluation (CCE):

- Module 1 = 25 marks
- Module 2 = 25 marks
- Module 3 = 25 marks
- Module 4 = 25 marks
- No external exam.
- Total internal = 100 marks

References:

1. Alpha Latzake E.J. and Ocrks B.V. (1969), Dress & Clothing Text Book- 3rd Edition Chass A. Bewnel Co.
2. Bishop Edua B. and Arch M.S. Z. (1960), The Bishop method of Clothing Construction, Revised Edition, J.B. Lippmeof.
3. Bray Natalie, (1979), Dress Fitting (Basic Principles and Practice), Graduate Publishing.
4. Bray Natalie, (1978), Dress Pattern Designing-4th Edition, Ravada Publishing.
5. Bray Natalie, (1978), More Dress Pattern Designing, Ravada Publishing.
6. Brenda Maylar, The Technique of Dress Design.

7. Campbell, H. & Davies, M.S. (1985) Designing Patterns: A Fresh Approach to Pattern Cutting, Australasian Education Press Pvt. Ltd., A.E. Press, Melbourne.
8. Cooklin Gerry, (1990), Pattern Grading for Women's Clothes, BSP Professional books, Oxford London.
9. Dunn Bailey A. & Venisckle Wands, (1970) Steps in Clothing Skills, Chas A. Bewnel Co.
10. Ervin Mabel D. (1979), Clothing for Modern 5 & 6th edition, Collier Macmillan.
11. 11.Ervin Mabel D. (1979), Practical Dress Design, Collier Macmillan.
12. Grading for Moderns, (1982), Fairchild Publication.
13. Jacob Anna Thomas (1985), The Art of Sewing, USB Publishers Distribution Ltd. New Delhi.
14. Jeanne Price & Bernard Zamkoff, (1987), Grading Techniques for Modern Design, Fairchild Publications.

4.2   Major core

Course Title	Fundamentals of Apparel Merchandising and Marketing
Course Credits	4+0
Course Outcomes	After going through the course, learners will be able to
	6. Acquire knowledge about merchandising activities.
	7. Develop the skills and qualities needed for merchandiser
	8. Interpret current market and fashion trends
	9. Acquire knowledge of international marketing
	10. .Analyze consumer behavior in relation to product and brand preferences.
	11. Acquire the knowledge use of promotional tools
Module 1 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	• Define key merchandising concepts, including its functions and organizing structures
Content Outline	1**. Introduction to merchandising.**
	1. Definition
	2. Functions of Merchandising Organizing structure.
	3. Scope of Activities.
	4. Qualities needed, skills required.
	5. Role of Merchandiser in Garment production Units.
	6.Sampling Process and Garment development
	* Buyer's specifications
	* Pattern Making, Cutting, Stitching,
	Finishing and Accessories.
	* Selection, Product design and development.
	1.Merchandising Calendar
	* Current Market trends
	* 3Fashion Trends
	Prepare the project on current fashion trend (10 marks)
Module 2 (credit 1)	
Learning Outcomes	• Identify the scope of merchandising activities

Content outline	2.Costing/ Pricing and Budgeting
	* Preparation of budget, Cash Flow,
	Break Even Point
	* Elements of Costing of different
	Garments.
	3.International Commercial Terms (In brief)
	* Cost Insurance
	* Buyers Documents
	* Purchase Requisitions
	* Purchase Order
	* Export documentations like Letter of credit, Performa Invoice,
	Seller's bill to buyer, Quality and Inspection & Documentation
	Prepare a project on detailed cost analysis of any garment
	(10 marks)

Module 3 (Credit 1) theory

Learning Outcomes	• After learning the module, learners will be able to
	1. Explain the fundamentals and significance of marketing research.
Content Outline	1. **The Basics of Marketing** * Definition and Importance of Marketing * Role of Marketers and Marketing 2.Marketing research * Definition of Marketing Research Role of Marketing Research Consumer Behaviour- Product and brand **Prepare a project on analysis of marketing strategies of a** **popular textile brand. (15 marks)**

Module 4 (credit 1) theory

	After learning the module, learners will be able to
Learning Outcomes	• Identify different advertising methods and their importance in promotions
	Advertising and sales promotion • Advertising and importance of advertising. • Sales promotion and their objectives Types of customer sales promotion • Coupons • Rebates, Samples, Free Product Demo Indoor/ Outdoor, Point of purchase (POP),Trade fair, Incentive allowance Back to Back sales promotion, Window displays, Fashion Shows **Design an advertisement to promote an apparel (15 marks)**

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

- Internal :4 modules to be considered – 50 marks
- External examination- 50 marks
- Total : Internal - 50 + External -50 = 100 marks

References:

1. Bateman, Thomas S.Snell, Scott A, 2003: Management: Competing in the new era.(5th Ed), New Delhi, Tata Mcgraw-Hill Publishing Co-Ltd.
2. Donnellan, John 1996, Merchandise buying & management, New York Fairchild Publications.
3. Kotler, Philip & Keller, Kevin Lane, Marketing Management.
4. Govindarajan, M & Natrajan, S, 2005: Principles of Management, New Delhi, Prentice Hall of India Pvt Ltd.
5. Stone, E., 1985, Fashion Merchandising 4th Ed, New York Macmillan Book.
6. Sherlekar, S. A., 1985, Marketing Management (13th Rev Ed) Mumbai, Himalaya Publishing House.
7. www.textilemaster.net, Pocket Textile Merchandising & Marketing Expert.
8. Swapna Pradhan, Retail Management, Tata Mcgraw Hill Pub, Co, Ltd, New Delhi.

4.3 Major (Core)

Course Title	Introduction to Textile Product Development (Theory + Practical))
Course Credits	4 (2+2)
Course Outcomes	After going through the course, learners will be able to
	6. **Identify and analyze** contemporary textile products derived from traditional crafts.
	7. **Investigate and interpret** consumer behavior and market trends to inform product development.
	8. **Plan and implement** an entrepreneurial venture by developing and executing a strategic business plan.
	9. **Examine and evaluate** the operational requirements of managing a business, focusing on marketing and resource optimization.
	10. **Acquire and apply** knowledge of finance, accounting procedures, and profit management for sustainable business growth.
Module 1(Credit 1)(Theory)	
Learning Outcomes	After learning the module, learners will be able to
	• Develop an understanding of latest market trends • Acquire knowledge and prepare a sampling tool.
Content Outline	1. Ideation with help of market research 2. (Preparation of Tool, sampling for Consumer study, conducting survey, analysis of survey results, report writing etc.) • **Project selection and evaluation (25 marks)**
Module 2(Credit 1) (Theory)	
Learning Outcome:	After learning the module, learners will be able to
	• Develop an understanding of budgeting and sourcing for product making.
Content Outline	1. Project Proposal Preparation including Budgeting 2. Sourcing of resources for product preparation. **3. Project Proposal (25 marks)**
Module 3(Credit 1) (Practical)	
Learning Outcome:	After learning the module, learners will be able to
	• Understand the process of making a product

Content Outline	1. **Executing the proposed plan** • Product development • Prototype Product. • Packaging and labelling **Product Prototype (25 marks)**
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	• Analyze and apply the marketing concepts for the developed product
Content Outline	1.Marketing the developed product/service • Applications of marketing concepts • Final Evaluation for Profitability, Branding. **Marketing of product (25 marks)**

Evaluation-

Theory Internal : Module 1 + Module 2 = 50 marks
Practical Internal : Module 3 +Module 4 = 50 marks
No external examination
Total: = 100 marks

References

1. Barrow Colin, Brown Robert, Clarke Liz, (2006). The Successful Entrepreneurs guide book.London: Kogan and Page.
2. Business to Business Market Research: Understanding and Measuring Business Markets by Ruth MCNEIL, 2005
3. Market Research in Practice: An Introduction to Gaining Greater Market Insight 3rd Edition by Paul Hague, Julia Cupman, Matthew Harrison, Oliver Truman, 2016

4.4 OEC

Course Title	Value Addition and Accessory Design
Course Credits	2 (0+2)
Course Outcomes	After going through the course, learners will be able to 1. Familiarize the student with the value addition techniques on textiles. 2. Identify various materials suitable for accessory design. 3. Acquaint with various value addition techniques. 4. Apply various types of accessory design techniques. 5. Apply knowledge in developing product.
Module 1 (1 credit)	
Learning Outcomes	After learning the module, learners will be able to • Understand how to imp practices in textile ornamentation.
Content Outline	1. **Value Addition Techniques-** a. Crochet -Edging of stole or dupatta/ Sleeve/ Neckline/ Handkerchief (one article with given techniques) • Make any one article using value addition techniques- **25 marks**
Module 2 (1 Credit)	
Learning Outcomes	After learning the module, learners will be able to • Apply various methods of making accessory.
Content Outline	2. **Accessory Designing** a. Necklace, bangles, rings, Shoes/hats/hair belt/waist belt (Accessory designing using textile waste (fiber/ yarn/ fabric) Make any one article using value addition techniques- **25 marks**

Comprehensive Continuous Evaluation (CCE):

Internals:

5) Continuous internal evaluation of 50 marks
6) Two Modules of 25 marks each

7) No External examination
8) Total: Internal = 50 marks

References:

1. Anchor-educational service-(2007 & 2008 series)

2. Anchor needle & thread (2007 & 08 series)

3. Anita Aarrison, 1994, The step by step Art of Ribbon work, Chartwell Books Inc.

4. Caroline Ollard, 1988, The complete book of needle craft. Macdonald Publisher.

5. Making handbags-Retro/Chic/Luxurious

6. Pam Dawson,1985 Complete guide to crochet-Marshall Cavensidh Books

4.5   SEC

Course Title	Children's Wear
Course Credits	2 (0+2)
Course Outcomes	After going through the course, learners will be able to
	1. Develop an ability in students to select appropriate fabrics for kid's wear 2. Acquire the knowledge of fabric selection. 3. Make students acquaint with the various patterns for kid's wear 4. Develop skills in sewing with accuracy 5. Acquire knowledge about children's wear
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	• Acquire the knowledge about basics of kid's clothing • Recognize importance of accurate body measurements
Content Outline	• Introduction of basic seams, pleats and fasteners • Clothing for infants (0-6 months) Baby layette- bib, baby diaper cover, zhabla **Collect various patterns used for baby garments (as per latest trend) (25 marks)**
Module 2(Credit 1)	
Learning Outcome:	After learning the module, learners will be able to
	• Impart knowledge of different types of fabrics used in making the garments
Content Outline	Clothing for toddlers (6 months to 2 years) • Romper or sunsuit • Night suit • A-line frock with circular skirt **Collect latest trend fashion used for toddlers (as per latest trend) (25 marks)**

Comprehensive Continuous Evaluation (CCE)

1. Internal Practical Module 1 and 2=25marks each
2. No External Practical exam
3. Total Practical evaluation = 50 marks

References

1. Bray Natalie, (1979), Dress Fitting (Basic Principles and Practice), Graduate Publishing.
2. Bray Natalie, (1978), Dress Pattern Designing-4th Edition, Ravada Publishing.
3. Bray Natalie, (1978), More Dress Pattern Designing, Ravada Publishing.
4. Brenda Maylar, The Technique of Dress Design.
5. Campbell, H. & Davies, M.S. (1985) Designing Patterns: A Fresh Approach to Pattern Cutting, Australasian Education Press Pvt. Ltd., A.E. Press, Melbourne.
6. Cooklin Gerry, (1990), Pattern Grading for Women's Clothes, BSP Professional books, Oxford London.
7. Dunn Bailey A. & Venisckle Wands, (1970) Steps in Clothing Skills, Chas A. Bewnel Co.
8. Dave Rajgopalan, ShivankamachiMargadarshika

4.7 CEP

Course Title	Community Engagement Program
Course Credits	0+2
Course Outcomes	After going through the course, learners will be able to
	1. Acquire knowledge of sustainable community work through production
	2. Create awareness of the different techniques in production and marketing
	3. Acquire skills for different methods in assessment of textile related skills
	4. Learn various methods of research.
	5. Apply various method of research in project development
Module 1 (Credit 1)	
	After learning the module, learners will be able to
	• Analyze the structure and functioning of GO's, NGO's, and self-help groups • Develop a textile-related project proposal by integrating organizational goals
Content Outline	**Field Visit to GO's and NGO's and self-help group.** • study the work of organization, • how textile can be incorporated for the project, • finalization of project work related to textile • Submit the project title and objectives • **Developing data collection tools like survey, questionnaires, interview schedule etc. Implementing the developed tools Conducting mini surveys To analyze and interpret the data collected** **(25 Marks)**
Module 2 (Credit 1)	• Demonstrate skill in textile art and craft techniques • Analyze collected data through data collection, analysis, and interpretation to evaluate
	Development and training of product: • Related to Textile art and craft in NGO,GO's and Self help group. • (E.g. Painting, Block Printing, Embroidery, Stitching, Soft Toymaking) • Skill Development & Training of a submitted project • **Final project report submission (include, Data Collection, Data Analysis, Data Interpretation) 25 marks.**

Comprehensive Continuous Evaluation (CCE):

1. Continuous internal evaluation of 50 marks
2. Two Modules of 25 marks each
3. No External examination
4. Total: Internal = 50 marks

References:

1. Beatley, Timothy, and Kristy Manning. The Ecology of Place: Planning for Environment, Economy, and Community. Washington, DC: Island Press, 1997, chapter 1, and 5. ISBN: 1559634782.
2. Waldinger, Roger, Howard Aldrich, and Robin Ward. "Opportunities, Group Characteristics, and Strategies." In Ethnic Entrepreneurs: Immigrant Business in Industrial Societies. Newbury Park, CA: Sage Publications, 1990, pp. 13-49. ISBN: 0803937113.
3. Kinsley, Michael. "Sustainable Development: Prosperity without Growth." In Economic Renewal Guide. Old Snowmass, CO: Rocky Mountain Institute, chapter 1. ISBN: 1881071065.
4. Kothari C.R. Research methodology- Methods and Techniques, 2nd revised Edition, New Age International Publishers.
5. lakely, E., and T. Bradshaw. "Business Development." In Planning Local Economic Development: Theory and Practice. Thousand Oaks, CA: Sage Publications, 1994, Chapter 8, pp. 217-235. ISBN: 0803952104.