



SNDT Women's University, Mumbai

**Bachelor of Science
(Textile Science and Fashion Design)**

B.Sc. (Textile Science and Fashion Design)

As Per NEP - 2020

**Syllabus
(2024-2025)**

Credit structure For Under Graduate Programmes in Humanities, Science and Technology and Interdisciplinary Studies Faculties

(2024 May as per GR dated 13/03/2024)

[illegible]

Terminologies

Abbreviation	Full-form	Remarks	Related to Major and Minor Courses
Major (Core)	Main Discipline		
Major (Elective)	Elective Options		related to the Major Discipline
Minor Stream	Other Disciplines (Inter/ Multidisciplinary) not related to the Major	either from the same Faculty or any other faculty	
OEC	Open Elective Courses/ Generic		Not Related to the Major and Minor
VSC	Vocational Skill Courses		Related to the Major and Minor
SEC	Skill Enhancement Courses		Not Related to the Major and Minor
AEC	Ability Enhancement Courses	Communication skills, critical reading, academic writing, etc.	Not Related to the Major and Minor
VEC	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness	Not Related to the Major and Minor
IKS	Indian Knowledge System	I. Generic IKS Course: basic knowledge of the IKS II. II. Subject-Specific IKS Courses: advanced information about the subject: part of the major credit	Subject Specific IKS related to Major
OJT	On-Job Training (Internship/Apprenticeship)	corresponding to the Major Subject	Related to the Major
FP	Field projects	corresponding to the Major Subject	Related to the Major
CC	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts	Not Related to the Major and Minor
CE	Community Engagement and service		Not Related to the Major and Minor
RP	Research Project	corresponding to the Major Subject	Related to the Major

Programme Template

B. Sc. Textile Science and Fashion Design

Program Degree.		B.Sc.
Parenthesis if any(Specialization)		Textile Science and Fashion Design
Preamble		<p>Over the course of three years, the Textile Science and Fashion Design program delivers a thorough educational experience, meticulously designed with a strategic allocation of credits to ensure a well-rounded learning journey. Over the span of three years, students will undertake a curriculum that includes a blend of major and minor credit courses, fostering a holistic educational experience in Textile Science and Fashion Design. This course empowers students to gain expertise in traditional and contemporary textiles, fiber analysis, yarn study, fabric construction, and weave analysis. Additionally, students will familiarize themselves with both historical and modern fashion trends through activities such as fashion illustration and design. The curriculum is structured to equip students with the necessary subject knowledge and skills, ensuring their employability at each milestone within the program.</p> <p>This course will enable students to acquire knowledge of traditional, contemporized textiles, fiber, yarn study, fabric construction and weave analysis. Students will also get acquaint with traditional and current trends fashion through fashion illustration and fashion designing. They will opt adequate subject knowledgeandskillssothattheyareemployedateachexitpointoftheprogramme.</p>
Programme Specific Outcomes(PSOs)		After completing this programme, Learner will
	1	Develop knowledge of traditional costumes, textiles and embroideries as well as of current fashion trends.
	2	Analyze varied aspects of fashion studies, fashion illustration and accessories used in fashion industry.
	3	Inculcate the skills of sketching, textile designing, fabric ornamentation and fashion apparel designing.
	4	Develop capacities in the areas of Textile and Garment Quality Control, Wet Processing and Fabric Construction and Analysis.
	5	Apply knowledge and competencies as graduates to address community at large.
	6	Provide employment opportunities to become work with successful entrepreneurs and to provide platform in textile manufacturing industries.
	7	Participate effectively as responsible professionals who can contribute substantively to the national development.

Eligibility Criteria for Programme		XIIth pass from any stream with English as a compulsory subject from any recognized higher secondary board.
Intake		120

Structure with Course Titles

B.Sc. in Textile Science and Fashion Design

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester I					
1003070 1	Introduction to Textile Science and Fashion Design (Th) Part I	Major (Core)	2	50	50	0
		Major (Core)	2	50	0	50
		Major (Core)	2	50	50	0
1043071 1	Fashion Studies (Th)	OEC	4	100	50	50
1063070 1	Introduction to Textile Science and Fashion Design (Pr)	VSC	2	50	50	0
1073070 1	Basic Embroideries (Pr)	SEC	2	50	50	0
	English - I	AEC (English)	2	50	0	50
		IKS (Generic)	2	50	0	50
		VEC	2	50	0	50
	Co-curricular activity	CC	2	50	50	0
			22	550	300	250
	Semester II					
2003071 1	Introduction to Textile Science and Fashion Design (Th) Part II	Major (Core)	2	50	0	50
		Major (Core)	2	50	50	0
		Major (Core)	2	50	0	50
		VSC	2	50	0	50
		VSC	2	50	0	50
2043072 1	Basic Fashion Illustration (Pr)	OEC	4	100	50	50
2073070 1	Introduction to Retailing- (Th)	SEC	2	50	50	0
	English -II	AEC (English)	2	50	50	0
		VEC	2	50	0	50
	Co-curricular activity	CC	2	50	50	0
			22	550	250	300

Exit with UG Certificate with 4 extra credits (44 + 4 credits)

SEMESTER I

1.1 Major (Core)

Course Title	Introduction to Textile Science and Fashion Design I (Theory)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to,
	1. Adapt knowledge of types of fibers, yarns, weaves and labels.
	2. Acquaint about general properties of various types of fibers.
	3. Infer the selection of various types' fibers, yarns and fabrics.
Module 1(Credit 1) - Understanding the basics of textiles	
Learning Outcomes	After learning the module, learners will be able to,
	1. Summarize the essentials of textile terms and concepts.
	2. Acquaint with general principles of fiber manufacturing processes.
	3. Study the textile fibers in detail.
Content Outline	<ul style="list-style-type: none">● Introduction to textiles:<ul style="list-style-type: none">- Scope and importance of textiles, general properties and classification of textile fibers. Primary and secondary properties of fibers.● Yarn construction:<ul style="list-style-type: none">- Types of yarns- single, ply, cable and cord & texturized yarns.● Fiber Manufacturing Processes:<ul style="list-style-type: none">- Introduction to fabric construction and basic weaves.
Module 2(Credit 1) - Basic Fashion and factors for selection of clothing	
Learning Outcome:	After learning the module, learners will be able to,
	1. Adapt knowledge of fashion
	2. Analyze different factors affecting selection of clothing
Content Outline	<ul style="list-style-type: none">● Introduction to Fashion history, types of fashion, Scope and importance of fashion, Anthropometric body measurements● Fashion theory, fashion forecasting, selection of color, understanding colors <p>Selection of Clothing:</p> <ul style="list-style-type: none">● Buying points for readymade garments, labels, fiber content, brand, etc.● Selection of clothing as per occasion- casual, formal, occasional, sportswear

Assignment/Activities towards Comprehensive Continuous Evaluation (CCE):

1. Collection of samples of various types of fibers and yarns and their observation

2. Collection and evaluation of various types of care and brand labels.

References:

1. Bane A., (1956) *Creative Clothing Construction* New York: Mc. Graw Hill Book Co.
2. Bradsford B.T. (1992) *Textiles: Properties & behavior in clothing use* London Edward Miller.
3. Brown P. and Rice J (2000) *Ready to Wear apparel Analysis* (3rd Edition) Prentices Hall.
4. Carson B. (1959) *How you look to dress*, Mc. Graw Hill Book Co.
5. Gini S.F. (2007) *Fashion from Concept to Consumer* (9th Ed.) New Jersey Prentice Hall.
6. Gohl E.P. and Velensky L.D. (1983) *Textile Science*, Melbourne: Longman Cheshire Pvt. Ltd.
7. Kefgan& Phyllis T. (2000) *Individuality in Clothing Selection and Personal*
8. Lyle D. (1977) *Performance of textile for testing*, John Wiley & Sons New York.
9. Norma & Saddler (1998) *Textiles* (16th edition) New York, Macmillan Publishing Co. Holland. *Appearance- a Guide for the Consumer*, Specht & Mac Millan publication, Upper Saddle River Prentice Hall Inc.

1.4 Open Elective Courses/Generic (OEC)

Course Title	Fashion Studies
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	1. Develop an understanding of the elements and principles of design with reference to apparel.
	2. Acquire knowledge about the role of aesthetics in design.
	3. Summarize importance of the levels of designing and the effect it has on consumers.
	4. Comprehend the emotional and cognitive experiences affect Aesthetics of a product.
Module 1(Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	1. Develop an understanding of the elements and principles of design with reference to apparel. 2. Acquire the knowledge about the role of aesthetics in design
Content Outline	<ul style="list-style-type: none">● Elements and principles of design- Perspective and application of fashion apparel and lifestyle products.● Elements of design: Line, Color, Texture, Print and Form● Principles of design: Rhythm, Proportion, Harmony, Emphasis, Balance, Contrast
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to,
	1. Summarize the fashion fabrics as per trend 2. Apply the knowledge of fashion fabrics as per its end use.
Content Outline	<ul style="list-style-type: none">● Types of fashion fabrics as per trend● Silhouettes as per trend● Factors affecting selection of fashion fabrics as per end use. (Aesthetic and functional factors)
Module 3 (Credit 1)-	
Learning Outcomes	After learning the module, learners will be able to, 1. Develop an understanding of ramp design. 2. Acquire the knowledge of aesthetics in fashion.

Content Outline	<ul style="list-style-type: none"> ● Concept of Ramp fashion and fashion for masses ● Concept of aesthetics- definition, factors affecting aesthetics, aesthetics and cultural differences ● Aesthetics and fashion
Module 4 (Credit 1) -	
Learning Outcomes	<p>After learning the module, learners will be able to,</p> <ol style="list-style-type: none"> 1. Acquire knowledge of colour forecasting and recent trends 2. Identify the relation of colour and fashion.
Content Outline	<ul style="list-style-type: none"> ● Definition of colour, history of colour, importance of colour, colour forecasting in relation to fashion, choice and use of colour ● Concept of colour theory ● Co-relation of Colour and fashion

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

1. Make fashion/apparel designs using examples of elements and principals of design
2. Do a short survey for factors effecting selection of clothing in college going student.
3. Attend any ramp fashion show and write observation reports on it.
4. Write color and fashion forecast of coming year.

References:

1. Damhorst Lynn K.M.S (2005), The Meanings of Dress, 2nd Edition New York Fairchild Books
2. De Long, M, (1998) The Way We Look: Dress and Aesthetics, 2nd Edition New York Fairchild Books
3. Dickerson K.G. (2002) Inside the Fashion Business, 7th Edition, London Pearson
4. Kimle A.M. (1997) Understanding Aesthetics For The Merchandising And Design Professional, New York Fairchild Books
5. Norman D. (2005) Emotional Design, New York: Basic Books
6. Norman D. (2005) Emotional Design: Why We Love (or Hate) Everyday Things, New York: Basic Books
7. Stone E. (2013) The Dynamics of Fashion, Fourth Edition, New York: Bloomsbury Publishing Inc.
8. Ahmed S. (2020) Colour Theory For Fashion Designer, ISBN:9798553222277 (e-book)
9. Faiers J. & Bulgarella M., (2016) Colors in Fashion, first edition, Bloomsbury Publishing

1.5 Vocational Skill Courses (VSC)

Course Title	Introduction to Textile Science and Fashion Design (Practical)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to,
	1. Make the students aware of the use of sewing machine.
	2. Perceive the drafting, placement and cutting of basic garments.
	3. Develop skill in stitching the garments with good finishing in stipulated time.
	4. Interpret the basic techniques of garment construction.
Module 1 (Credit 1) -	
Learning Outcome:	After learning the module, learners will be able to,
	1. Make use of sewing machine and care of sewing machine
	2. Develop skills in preparing garments as per trend
Content Outline	<u>Basics of Clothing Construction:</u> <ul style="list-style-type: none">● Introduction to basic sewing machine and fashion maker machine- demonstration of machines● Basics of clothing- Basic Seams- Plain, French, Flat and Fell, Lap- (Plain and with gathers)● Basic neckline finishing (Round, Square and V neck)
Module 2 (Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	1. Learn the method of taking body measurements for garment stitching.
	2. Learn the drafting, placement and cutting of basic garments.
Content Outline	<u>Personal Clothing Construction and Stitching:</u> <ul style="list-style-type: none">● Stitching of the following garment1. Skirt- (As Per Trend) Without yoke- simple pattern2. Simple Top (as Per Trend) Simple pattern, without darts, simple sleeves, without placket, side slit (as per choice), no collar

Assignment/Activities towards Comprehensive Continuous Evaluation (CCE):

1. Design and prepare any one article by using basic seams
2. Develop five skirt and five top designs as per current fashion trends

References:

1. Bane A., (1956) *Creative Clothing Construction* New York: Mc. Graw Hill Book Co.
2. Bradsford B.T. (1992) *Textiles: Properties & behavior in clothing use* London Edward Miller.
3. Brown P. and Rice J (2000) *Ready to Wear apparel Analysis* (3rd Edition) Prentices Hall.
4. Carson B. (1959) *How you look to dress*, Mc. Graw Hill Book Co.
5. Gini S.F. (2007) *Fashion from Concept to Consumer* (9th Ed.) New Jersey Prentice Hall.
6. Gohl E.P. and Velensky L.D. (1983) *Textile Science*, Melbourne: Longman Cheshire Pvt. Ltd.
7. Lyle D. (1977) *Performance of textile for testing*, John Wiley & Sons New York.
8. Norma & Saddler (1998) *Textiles* (16th edition) New York, Macmillan Publishing Co.
9. Holland. *Appearance- a Guide for the Consumer*, Specht & Mac Millan publication, Upper Saddle River Prentice Hall Inc.

1.6 Skill Enhancement Courses (SEC)

Course Title	Basic Embroideries (Pr)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Acquire knowledge of various basic embroideries
	2. Acquaint with different materials, motifs and colours used in various embroideries
	3. Develop skills in different types of stitches used in basic embroideries
	4. Develop products/articles by using basic embroideries
Module 1(Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	1. Comprehend the key characteristics and features of each embroidery stitch. 2. Adapt skills of various embroideries and their application.
Content Outline	<ul style="list-style-type: none">● Embroidery stitches Running Stitch, Back stitch, Stem Stitch, Buttonhole Stitch, Chain stitch, Laizy daisy stitch, Feather stitch, French knot and bullion knot stitch, Cross stitch, Herringbone stitch, Long and short stitch, Satin stitch (Make a sample of each embroidery)
Module 2 (Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	1. Apply the appropriate embroidery stitch for specific design elements or patterns. 2. Acquire the skill to combine different stitches to produce unique and artistic embroidery designs.
Content Outline	

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

1. Continuous internal evaluation of 50 marks –(Journal Preparation with sample)
2. Two Modules - 25 marks each

3. No External examination
4. Total: Internal = 50 marks

References:

1. Barnden B., (2003), *The Embroidery Stitch Bible*, Krause Pubns Inc.
2. Bumpkin C., (2015), *A-Z of Embroidery Stitches (A To Z of Needlecraft)*, Search Press Publications
3. Ganderton L., (2022) *Embroidery*, DK Eyewitness Books
4. Harlow E., (1989), *The New Anchor Book of Crewel Stitches and Patterns*, David and Charles Publishers.
5. Rainbow J., (1999), *Beginner's Guide to Crewel Embroidery*, Search Press Publications.
6. Wyszynski L., (2012), *The Complete Photo Guide to Needlework*, Quarry Books Publications.
7. Thomas M., (2018), *Mary Thomas's Dictionary of Embroidery Stitches*, Search Press Ltd
8. Amor S., (2018), *Crewel Embroidery: A Practical Guide*, Sally Milner Publishing Pty. Ltd.
9. The Royal School of Needlework, (2018), *Book of Embroidery: A Guide to Essential Stitches, Techniques, and Projects*, Search Press Publications

SEMESTER II

2.1 Major (Core)

Course Title	Introduction to Textile Science and Fashion Design II (Theory)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to,
	1. Adapt knowledge of types of fabric construction methods
	2. Acquaint about types of textile finishes
	3. Acquire the knowledge of basic and novelty finishes
Module 1(Credit 1) - Understanding the fabric construction methods	
Learning Outcomes	After learning the module, learners will be able to,
	1.Acquire knowledge of different fabric construction methods
	2.Infer about basic weaves- plain, twill, satin
	3.Study about different novelty weaves
Content Outline	<ul style="list-style-type: none">● Introduction to fabric construction methods● Types of basic weaves- plain, twill and satin● Handloom- parts of loom, functions of each part and primary and secondary motions of handloom● Introduction to non-woven and knitted fabrics● Study of different novelty weaves
Module 2(Credit 1) - Understanding the basic and novelty textile finishes	
Learning Outcome:	After learning the module, learners will be able to,
	1. Study the importance of textile finishes
	2. Acquire knowledge about application and characteristics of various textile fibers
	3. Infer about the specialty finishes
Content Outline	<ul style="list-style-type: none">● Definition, types and importance of textile finishes● Characteristics and behavior of finishes on various fabrics● Specialty finishes- water proof, fire proof and moth proof

Assignment/Activities towards Comprehensive Continuous Evaluation (CCE):

1. Collection and evaluation of fabrics of different weaves
2. Collection and evaluation of different types of non-woven and knitted fabrics

References:

1. Bane A., (1956) *Creative Clothing Construction* New York: Mc. Graw Hill Book Co.
2. Bradsford B.T. (1992) *Textiles: Properties & behavior in clothing use* London Edward Miller.
3. Corbman B, *Textiles: Fiber to Fabric*, Mc Graw Hill
4. Gohl E.P. and Velensky L.D. (1983) *Textile Science*, Melbourne: Longman Cheshire Pvt. Ltd.
5. Murphy W.S. (2007) *Textile Finishing*, Abhishek Publications.
6. Choudhury A. (2017) *Principles of textile finishing*, Woodhead publishing

2.6 Open Elective Courses/Generic (OEC)

Course Title	Basic Fashion Illustration
Course Credits	4
Course Outcomes	After going through the course, learners will be able to,
	1. Develop sketching skills with a focus on proportion, movement, and style.
	2. Enable to develop skills in designing fashion accessories
	3. Develop skills to visually communicate design ideas through illustrations, including garment details, textures, and color palettes.
	4. Enhance ability to draw fashion figures and clothing
Module 1(Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	<ol style="list-style-type: none"> 1. Acquire the skill to sketch fashion figures and garments, with a focus on proportion, movement, and style. 2. Apply knowledge of anatomy and colour schemes in artistic way.
Content Outline	<ol style="list-style-type: none"> 1. Basics of design <ul style="list-style-type: none"> ● Elements and Principles of design 2. Human Anatomy <ul style="list-style-type: none"> ● Introduction to human anatomy and proportions ● Study of human body parts -Man, woman & child.. 3. Basic color schemes- achromatic, analogues, monochromatic, complimentary, and neutral.
Module 2(Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	<ol style="list-style-type: none"> 1. Develop basic croqui drawing techniques illustrating various movements and mechanical poses. 2. Acquire skills in croqui drawings and depicting movement.

Content Outline	<ol style="list-style-type: none"> 1. Croqui and movement. <ul style="list-style-type: none"> ● Croqui and movement -Basic croqui drawing ● showing different movements and mechanical poses, Fleshing of block figures (leg and hand movement, front and 3/4view)8 head, 10 head and 12 head croqui for women, men and children
Module 3 (Credit 1) -	
Learning Outcomes	<p>After learning the module, learners will be able to,</p> <ol style="list-style-type: none"> 1. Visually communicate design ideas through fashion illustrations. 2. Develop new illustrations for accessories and Necklines, collars, Sleeves.
Content Outline	<ol style="list-style-type: none"> 1. Accessory designing <ul style="list-style-type: none"> ● 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, collar, sleeve and variation. <ul style="list-style-type: none"> ● Drawing of different neckline patterns (any 10) ● Drawing of different color patterns in (any 10) ● Drawing of different sleeve pattern any (any 10)
Module 4 (Credit 1) -	
Learning Outcomes	<p>After learning the module, learners will be able to,</p> <ol style="list-style-type: none"> 1. Examine the law of fabric suspension. 2. Apply knowledge by adopting at least five different fabrics on a garment.
Content Outline	<ol style="list-style-type: none"> 1. Law of fabric suspension <ul style="list-style-type: none"> ● Rendering different fabrics and fall such as cotton, chiffon, silk, pleats, frills, ruffles, gathers, denim, leather for Terry Pile effect, etc. adoption of any five fabrics on garment . ● Procure fabric sample made out of specific materials and render it while observing on 12 head croqui (any 2 samples)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

- Continuous internal evaluation of 50 marks
- Two Modules = 25 marks each

References:

1. Khurana P. Sethi M., (2007) *Introduction to Fashion Technology* Laxmi Publications.
2. Chapman N., Cheek J. (2012), *Creative Fashion Drawing: A Complete Guide to Design and Illustration Styles* (Essential Guide to Drawing), Arcturus Publishing Ltd
3. Lafuent M. (2008), *Fashion Illustration Techniques (Drawing)*, Taschen GmbH Publishing
4. Singhal R., Bharali K. (2010) *Fashion Rendering*, Om books publications
5. Karampuri D., Bhosale J. (2012). *Liberty Fashion Sketch Book*, Liberty Publication
6. Takamura Z., (2012), *Fashion Illustration Techniques*, Rockport Publishers
7. Mc Kelvey, Janine K. W., (2007), *Illustrating fashion*, Blackwell Publishers Ltd
8. Takamura Z., (2012), *Fashion Illustration Techniques: A Super Reference Book for Beginners* Paperback – Import,
9. Manuela Brambatti M., (2017) *Fashion Illustration and Design: Methods & Techniques for Achieving Professional Results*, Promo press.

2.7 Skill Enhancement Courses (SEC)

Course Title	Introduction to Retailing
Course Credits	2
Course Outcomes	After learning the module, learners will be able to,
	1. Infer the fundamental concepts of marketing & Marketing management.
	2. Explore the key elements of the marketing mix and product Mix
	3. Define and recognize the significance of retail Management.
	4. Summarize factors influencing retail industry & Current Prospects of Indian retail scenario.
Module 1(Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	1. Identify various marketing concepts & distribution channels. 2. Determine the significance of retail marketing.
Content Outline	Introduction to Retailing <ul style="list-style-type: none"> ● Market, Marketing, Marketing Management, Concept of Goods. Concept of Marketing mix & Product mix, Pricing Policies, Channels of Distribution, Wholesaler & Retailers. ● Meaning, Definition and Importance of retail marketing, classification and organization structure in retail.
Module 2(Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	1. Apply knowledge to analyze the factors influencing the retail industry & assess challenges faced by retailers. 2. Predict the future prospects of the retail industry in the Indian context
Content Outline	Introduction to retail Management <ul style="list-style-type: none"> ● Definition, Importance, features of retail management, ● Factors influencing retail industry, challenges faced by retailers, growth of retail in recent years, future prospects of retailing in Indian scenario.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

1. Visit of local retail and whole sale market and write visit and observation report on it.
2. Do a survey and present challenges faced by retailers and their expected solution

References:

1. Lincoln K. & Thomassen L, (2007), *How to succeed at Retail*, Kogan Page.
2. Dr. Ramkishen Y., (2009) *International Retail Marketing Strategies* Jaico Publishing House, Mumbai.
3. Biyani K., (), *It happens in India & The Wall Mart Story*
4. Bajaj T. & Shrivastava, (2016), *Retail Management*, Oxford University Press
5. Lusch D., (1990), *Retail Management*, South Western Cengage Learning
6. Levy M. & Barton A Weitz, (2008), *Retail Management*, Tata McGraw Hill
7. Jaico J., (2008), *Retail Strategies- understanding why we shop* Publishing House, Mumbai
8. Pradhan S., (2009), *Retailing Management – Text and Cases 3rd Edn.*, Tata Mc Graw Hill.
9. Gibson C Vedamani, (2009), *Retailing Management*, Jaico Publishing House, Mumbai
10. Lincoln K. & Thomassen L. & Aconis A., (2020), *Retailization – Brand survival in the age of retailer Power*, Kogan Page Ltd.,
11. K.S. Menon, (2013), *Store Management*, Macmillan India Ltd.