



SNDT Women's University, Mumbai

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

B.Sc. In TS & FD

As Per NEP – 2020

Semester – I & II

**Syllabus
(W.E.F. Academic Year 2025-26)**

Terminologies

| Vertical | Full-form/Definition | Remarks | Related to Major and Minor Courses |
|--------------|---|--|--|
| Major (Core) | Subject comprising Mandatory and Elective Courses, Major Specific IKS, Vocational Skill Courses, Internship/ Apprenticeship, Field Projects, Research Projects connected to Major | Minimum 50% of total credits corresponding to Three/Four - year UG Degree- Mandatory Courses | Related to the Major |
| Minor Course | Course from same or different Faculty | Minimum 18-20 Credits to be completed in the first three years of UG Programme | Related to the Minor |
| OEC | Open Elective Courses/ Generic courses | 10-12 credits to be offered in I and/or II year. Faculty-wise baskets of OEC to be prepared | OEC is to be chosen compulsorily from faculty other than that of the Major |
| VSC | Vocational Skill Courses, including Hands on Training corresponding to the Major and/or Minor Subject | 8-10 credits, to be offered in first three years, wherever applicable vocational courses will include skills based on advanced laboratory practical's of Major | Related to the Major or Minor |
| SEC | Skill Enhancement Courses | 06 credits, to be offered in I and II year, to be selected from the basket of Skill Courses approved by university | Related to the Major or Minor any relevant Skill |
| AEC | Ability Enhancement Courses | 08 credits, to be offered in I and II year, English: 04 Credits to be earned in Sem - I, Modern Indian Language of 04 credits to be offered in II year | NA |
| VEC | Value Education Courses | Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness | NA |

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| IKS | Indian Knowledge System | Generic IKS Course: basic knowledge of the IKS to be offered at First Year level | Major-Specific IKS Courses: advanced information about the major, part of the major credit to be offered at second- or third-year level |
| 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 | NA |
| CE | Community Engagement and service | | Related to Major |
| RP | Research Project | corresponding to the Major Subject | Related to Major |

Program Template

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| 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 acquainted with traditional and current trends fashion through fashion illustration and fashion designing. They will opt adequate subject knowledge and skills so that they are employed at each exit point of the programme.</p> |
| Program 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 competencies as graduates to address knowledge |

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| | | and comm unity 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 Title

B.Sc. In Textile Science and Fashion Design

| SN | Courses | Type of Course | Credits | Marks | Int | Ext |
|----------|---|--------------------------------|-----------|------------|------------|------------|
| | Semester I | | | | | |
| 10030701 | Introduction to Textile Science and Fashion Design (Th) Part I | Major (Core) | 2 | 50 | 50 | 0 |
| | | Major (Core) | 2 | 50 | 50 | 0 |
| | | Major (Core) | 2 | 50 | 50 | 0 |
| 10430711 | Fashion Studies (Th) | OEC | 4 | 100 | 50 | 50 |
| 10630701 | Introduction to Textile Science and Fashion Design (Pr) | VSC S1 | 2 | 50 | 50 | 0 |
| 10730701 | Basic Embroideries (Pr) | SEC | 2 | 50 | 0 | 50 |
| 10810111 | English For Academic Writing- Paper I (For Students of English Medium) | AEC (English) (Any One) | 2 | 50 | 0 | 50 |
| 10810112 | English Language and Literature- I (For Students of Non-English medium) | | | | | |
| 11051111 | Inception of India Knowledge System | IKS (Generic) | 2 | 50 | 0 | 50 |
| 10952111 | Introduction to Indian Constitution | VEC | 2 | 50 | 0 | 50 |
| 11450121 | Basics of National Service Scheme | CC (Any One) | 2 | 50 | 50 | 0 |
| 11450221 | National Cadets Corps. (NCC) Studies- I | | | | | |
| 11450322 | Health and Wellness | | | | | |
| 11450421 | Performing Arts Exploration | | | | | |
| | | | 22 | 550 | 300 | 250 |

| SN | Courses | Type of Course | Credits | Marks | Int | Ext |
|----------|--|--------------------------------|-----------|------------|------------|------------|
| | Semester II | | | | | |
| 20030711 | Introduction to Textile Science and Fashion Design (Th) Part II | Major (Core) | 2 | 50 | 0 | 50 |
| | | Major (Core) | 2 | 50 | 0 | 50 |
| | | Major (Core) | 2 | 50 | 0 | 50 |
| | | VSC S2 | 2 | 50 | 50 | 0 |
| | | VSC S3 | 2 | 50 | 50 | 0 |
| 20430721 | Basic Fashion Illustration (Pr) | OEC | 4 | 100 | 50 | 50 |
| 20730701 | Introduction to Retailing- (Th) | SEC | 2 | 50 | 50 | 0 |
| 20810111 | English For Academic Writing- Paper II (For Students of English Medium) | AEC (English) (Any One) | 2 | 50 | 0 | 50 |
| 20810112 | English Language and Literature- II (For Students of Non-English medium) | | | | | |
| 20952111 | Environment Awareness | VEC | 2 | 50 | 0 | 50 |
| 21450121 | Volunteerism and National Service Scheme | CC (Any One) | 2 | 50 | 50 | 0 |
| 21450221 | National Cadets Corps. (NCC) Studies- II | | | | | |
| 21450323 | Yoga Education | | | | | |
| 21450421 | Fine Art | | | | | |
| | | | 22 | 550 | 250 | 300 |

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

Syllabus

Semester I

1.1 Major (Core)

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|---|---|
| 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, |
| | <ol style="list-style-type: none">1. Adapt knowledge of fashion2. Analyze different factors affecting selection of clothing |

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| 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 |
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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)

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|-----------------------------|---|
| 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)- | |

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| 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 | After learning the module, learners will be able to, 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 Norman D. (2005) Emotional Design: Why We Love (or Hate) Everyday Things, New York: Basic Books

6. Stone E. (2013) *The Dynamics of Fashion*, Fourth Edition, New York: Bloomsbury Publishing Inc.
7. Ahmed S. (2020) *Colour Theory For Fashion Designer*, ISBN:9798553222277 (e-book)
8. Faiers J. & Bulgarella M., (2016) *Colors in Fashion*, first edition, Bloomsbury Publishing

1.5 Vocational Skill Courses (VSC)

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|------------------------------|---|
| 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 garment <ol style="list-style-type: none"> 1. Skirt- (As Per Trend) Without yoke- simple pattern 2. 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)

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| 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, Lazy 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. |

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| Content Outline | |
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

Continuous internal evaluation of 50 marks –(Journal Preparation with sample)

Two Modules - 25 marks each

No External examination

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)

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|--|---|
| 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)

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|-----------------------------|---|
| 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. |

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| 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)

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|-----------------------------|---|
| 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.
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