

ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle), Graded as Category-I University and granted autonomy by MHRD-UGC)

DIRECTORATE OF COLLABORATIVE PROGRAMMES



Post Graduate Diploma in Fashion and Apparel Merchandising (PGDFAM)

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

REGULATIONS

NAME OF THE PROGRAMME: POST GRADUATE DIPLOMA IN FASHION AND APPAREL MERCHANDISING (PGDFAM)

ELIGIBILITY: Any Graduate of a recognized University.

PATTERN: Semester

DURATION:

The course for the Full Time students shall extend over a period of only one Academic Year.

The duration of the Course will be about 170 days. The subjects of study shall be in accordance with the syllabus prescribed from time to time.

CONTINUOUSINTERNALASSESSMENT:

The respective course faculty will continuously assess the performance of students in each course. The continuous internal assessment marks shall be awarded by the concerned course faculty based on the performance of the students in case studies, paper presentations, quizzes. Practical, tests and other assignments.

ATTENDANCE:

Students who secure at least 80% of attendance in the year will only be eligible to appear for the examination of that year. Those who fail to secure the required attendance shall repeat the same year/course during the subsequent academic year.

UNIVERSITYEXAMINATIONS:

The University examinations will be held at the end of the semester for a duration of three hours for each subject.

EVALUATIONOFANSWERPAPERS:

Answer papers of the University examinations shall be subjected to evaluation by a Board of Examiners constituted by Alagappa University.

PASSINGMINIMUM:

The passing minimum for the University examination is 50% of the total marks of the university examination in each subject. The overall passing minimum is 50% both in the external and aggregate of Internal and external in each subject. There are no minimum prescribed marks for passing in the internal assessment.

CLASSIFICATION:

Their classification of marks will be as follows.

60%andabove	-I Class
50%to59%	-II Class

AWARDOFDIPLOMA:

Students who successfully complete the programme with in the stipulated period will be awarded PG Diploma in Fashion Design and Apparel Merchandising..

COURSECOMPLETION:

Students shall complete the programme within a period not exceeding 5 years from the year of completion for the period of study.

MISCELLANEOUS

- a. Each student possesses the prescribed text books for the subject and the workshop tools as required for theory and practical classes.
- b. Each student is issued with an identity card by the University to identify his/her admission to the course
- c. Students are provided library and internet facilities for development to their studies.
- d. Students are to maintain the record of practicals conducted in the respective laboratory in a separate Practical Record Book and the same will have to be presented for review by the University examiner.
- e. Students who successfully complete the course within the stipulated period will be awarded the degree by the University.
- f. The Internship / Project (any other viva-voce) where an external examiner is assigned from the university, there may be changes in the exam dates as per the availability of the External Examiner.

FEESTRUCTURE

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must be intimated to the University. Course fees should be only by Demand draft / NEFT and AU has the right to revise the fees accordingly.

Semester Pattern

Pattern	Course Fee payment deadline
Semester	Fee must be paid before 10 th February of the academic year

Other Regulations:

Besides the above, the common regulation of the University shall also be applicable to this programme.

Industrial Exposure:

Industrial internship 2 week

P.G. Diploma in Fashion and Apparel Merchandising

**Course – PG diploma in Fashion and Apparel
Merchandising Duration –One Year**

**Eligibility–Any Degree from a Recognized
University Medium-English**

Subject Code	Title of the Subject	T/P	Credit	Hours	Int.	Ext.	Total
SEMESTER -I							
81711	Textile Clothing Science	T	2	4	25	75	100
81712	Fashion Fundamental	T	2	4	25	75	100
81713	Apparel Machinery and Equipment	T	2	4	25	75	100
81714	Textile Quality -Practical	P	4	6	25	75	100
81715	Fashion Illustration-Practical	P	4	6	25	75	100
81716	Apparel Construction-Practical	P	4	6	25	75	100
TOTAL			18	30	150	450	600
SEMESTER -II							
81721	Apparel Merchandising	T	2	4	25	75	100
81722	Fashion Forecasting	T	2	4	25	75	100
81723	Business Communication	T	2	4	25	75	100
81724	Accessories & Trims - Practical	P	3	5	25	75	100
81725	Computer Aided Designing- Practical	P	3	5	25	75	100
81726	Fashion Portfolio – Practical	P	3	5	25	75	100
81727	Internship Viva	I	3	3	25	75	100
TOTAL			18	30	175	525	700
			36	60	325	975	1300

SEMESTER -I				
Course Code 81711	PGDFAM	Textile clothing science	T	Credits:2 Hours:4
UNIT-I				
Objective I	Impart knowledge on the fiber classification, Characteristics, fiber production, properties and uses			
<p>Fiber: Introduction to the field of textiles- classification of fibers –natural and manmade – primary and Secondary characteristics of textile fibers. Manufacturing process, properties and uses of naturalfibers–cotton,linen,Jute,sisal,silk,woolfibers,man-made fibers–Viscoserayon,nylon,polyester, acrylic.</p>				
Outcome1	Re call about the Textile fiber production, uses and its characteristics Question; Define, classify, Explain, Apply.			K3
UNIT-II				
Objective2	To teach the conversion method of fiber in to yarn.			
<p>Yarn manufacturing Process: Spinning –Definition and classification; Chemical and mechanical spinning. Flow chart of ring spinning process – Blow room, carding, combing, drawing, roving, spinning and cone winding. Yarn – Definition and classification- simple and fancy yarns. Yarn count and twist.</p>				
Outcome2	Able to choose they arnsuitability of selected enduse Question; Define, objects, classify, Explain.			K2
UNIT-III				
Objective3	To improve the knowledge in woven fabric production and cloth analyses			
<p>Woven fabric production process: Weaving Introduction, Elements and components of a simple loom; Essential weaving operation. Classification of looms and its advantages - Types of shuttle lesslooms–Rapier–Projectile–Airjet–Waterjet.BasicWeavesanditsproperties– Plainweave,Twill,Satinand Sateen weave structures.</p>				
Outcome3	Understand and analyses the various types of woven fabrics Question; Define, classify, Analyse, Apply.			K1
UNIT-IV				
Objective4	To understand the knitted fabric production, Analyses the structure and non-woven fabric applications			
<p>Knitted & Nonwoven fabric manufacturing process: Knitting introduction-classification of weft& warp knitting-elements of knitting-comparison between knitting and weaving, knitted fabric and woven fabric. Working process of single and double jersey machines. Type’s knitting needles and stitches (knit, tuck, and miss stitch). Types of knitted structures-plain, rib purl and interlock. Knitted fabric defects– causes and remedies. Introduction and application of Non woven fabric.</p>				
Outcome4	Understand the fabric properties and analyses the various types of knitted fabrics Question; Define, classify, Analyse, Comparison.			K4

UNIT-V**Objective5** | **To learn about application methods of dyeing, printing and finishing**

Dyeing and Printing: Preparation process in dyeing industry. Dyeing Introduction and classification of dyes. Dyeing application method. Printing introduction and styles of printing. Types of printing and techniques. Object of finishing and its application. Color fastness to washing, rubbing and light fastness.

Outcome5 | **Understand the dyes with suitable materials**
Question; Define, classify, Explain, Apply.**K5****Reference& Text Books**

1. P.V.Vidyasagar,(2005).“Hand Book of Textiles”,A.Mittal Publications
2. BernardP.Corbman,(1983).“TextilesFibertoFabric”McGrawhillPublications.
3. GanapathyNagarajan,(2014).Textile Mechanisms in Spinning and Weaving Machines, Wood head Publishing IndiainTexiles.
4. ShenaiV.AMumbai (1996),Technology of Textile Processing, Sevak Publications,.
5. W.Clarke, Cambridge England(2004) AnIntroduction toTextile Printing,WoodheadPublishing Limited.
6. Anbumani,(2006).Knitting Manufacture Technology, New Age International, Chennai.
7. DavidJ.Spencer Knitting Technology Wood head Publication Ltd.

Related Online Contents [MOOC,SWAYAM, NPTEL, Websites etc.]

1. <https://textilelearner.net/category/fiber/>
2. <https://textilestudycenter.com/category/yarn-engineering/>
3. <https://www.onlinetextileacademy.com/category/wet-processing>
4. <http://textilefashionstudy.com>
5. <https://www.textileschool.com/textiles/fabric/non-woven/>

SEMESTER-I				
Course Code 81712	PGDFAM	FASHION FUNDAMENTALS	T	Credits:2 Hours:4
UNIT-I				
Objective I	Impart knowledge fashion industry and merchandising			
Terms related to the fashion industry–fashion, style, fad, classic, and collection, Custom made, fashion show, forecasting, high fashion, fashion cycle, haut couture, fashion director, fashion editor, buying house, fashion merchandising,				
Outcome1	Recall about fashion fore casting and fashion cycle Question; Define, what, About.			K3
UNIT-II				
Objective2	To learn about the elements of design and principles of design			
Design-definition and types– structural and decorative design, Elements of design–line, shape or form, colour, size and texture, selection and application of trimmings and decorations. Principles of design-balance –formal and informal, rhythm-through repetition, radiation and gradation, emphasis, harmony and proportion.				
Outcome2	Understanding about various designs and applications Question; Define, List out, classify.			K2
UNIT-III				
Objective3	To teach the color theories and applications			
Color-definition, color theories-prang color chart and Munsell color system, Dimension of colors-hue, value, and intensity. Standard color harmonies, Related and contrasting color harmony. Applications of colors and seasonal colors.				
Outcome3	To identify the color chart and standard color harmonies Question; Define, Discuss, Explain.			K1
UNIT-IV				
Objective4	To improve the knowledge in woven fabric production and cloth analyses			
Introduction to fashion accessories-(shoes, hand bags, hats, ties),trimmings and decoration. Wardrobe planning for different age groups, factors influencing wardrobe selection, fashion and season, designing dress for different occasions.				
Outcome4	Understand the fashion accessories and ward robe planning Question; Brief, Explain, Write.			K4
UNIT-V				
Objective5	To know the fashion focus and international designers			
Fashion Focus– Roles in the designers, Manufacturers, Retailers. Scope of Fashion Business– Primary Level, The Secondary Level, The retail level and the auxiliary level. Study about International Designers – Fashion related cycle and theories.				
Outcome5	Understand the roles in fashion industry and various levels Question; Define, Elabrate, Explain			K4
Reference & Text Books				
1.	World of fashion,(2020).“Fashion Design Guide for Beginners”			
2.	GiniStephensFrings ,(2007)“Fashion: From Concept to Consumer”, Pearson			
3.	Sharon Lee Tate,(2008),“Inside Fashion Design”, Pearson Education Inc.			
4.	JamesEzekiel,(2005)“AnInsiteIntoFashionHistory”,AbhishekPublications.			
5.	Michale R Solomonand Nancy JRobotl,(2006),“Consumer Behaviour in fashion”, Pearson Education Inc.			

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1.	https://tutorialspoint.com/fashion-merchandising-in-fashion-industry
2.	https://medialoot.com/blog/the-elements-and-principles-of-design/
3.	https://fashion2apparel.blogspot.com/2017/07/classification-loom.html
4.	https://www.brainkart.com/article/Wardrobe-Planning_37460/
5.	https://www.tutorialspoint.com/fashion-accessories

SEMESTER - I					
Course Code 81713	PGDFAM	Apparel Machinery and Equipment	T	Credits:2	Hours: 4
UNIT-I					
Objective I	To gain basic knowledge about Spreading methodology				
Spreading Methods: Spreading–its Methods, Types of Spreads and its Quality with Different types of fabric. Fabric Color & Defect Checking Machine. Requirement of Machinery, Equipment and tools. Marking Methods and its types– Position Marking– Notches – Drills.					
Outcome 1	Student can understand about the basic step of spreading processes and various types of marking methods. <i>Questions: Arrange, Choose, Define, Describe, Find, How, List, Match, Name, Relate, Recall, Show, What, Why</i>				K 1
UNIT-II					
Objective 2	To impart knowledge about Cutting technology and its functions				
Cutting Technology: Definition, Function of Cutting Equipment and Tools. Straight Knife Cutting Machine, Round Knife Cutting Machine, Band Knife Cutting Machine, Die Cutters, Cutting Drills, Computerized Cutting Machines, Water Jet, Airjet, Laser Cutting machine. Method of Bundling and Sticking Machine.					
Outcome 2	Student can understand about the processes of cutting technology and equipment usage. <i>Questions: classify, compare, convert, Explain, Express, Outline, Relate, Show, Summaries.</i>				K 3
UNIT-III					
Objective 3	To teach about sewing machine parts and its usage				
Sewing machine parts: Stitching Mechanism – Needles, Bobbin and Bobbin Cases, Bobbin Winding, Shuttle and Shuttle Hooks, Loops & Loop Spreader, Buttons & loop fastening, zip fastness – elements and types of feed mechanism -Pressure Regulators –Stitch Length, Times Sequence in Stitch Formation. Machine beds and its types -Feed of arm, circular bed, flatbed					
Outcome 3	Students can understand about the parts of sewing mechanism and its parts. <i>Question: Categories, Classify, Compare, Distinguish, Generate, Examine, Interpret, Operate, Simplify.</i>				K 4
UNIT-IV					
Objective 4	To gain knowledge in sewing machinery and types				
Sewing Technology: Sewing Machines – Parts and Functions of Single & Double Needle Machine, Flat lock Machine, Types of Over Lock Machine and Special Attachments. Specialty of sewing machines-Fashion Maker, Buttonhole & Button Fixing machine, Blind Stitching Machine, Embroidery machines-Faggoting. Types of stitches with code Number. Problems in Sewing Machines and Care maintenance.					

Outcome4	Student can gain information about sewing machine types and its function with problem rectification. <i>Question: Assess, Choose, Compare, Determine, Evaluate, Explain, Interpret, Justify, Measure, Priorities, Prove, Select.</i>	K6
UNIT-V		
Objective 5	To teach about purpose of pressing and packing	
Packing method : Pressing–The Purpose of Pressing–Categories of Pressing–Pressing Equipment and Methods –Pleating–Permanent Press–Garment Folding and Packing–Packing materials and tools. Garment Care and Maintenance		
Outcome 5	Student can learn about the garment pressing, folding and packing methodology. <i>Questions: classify, compare, convert, Explain, Express, Outline, Relate, Show, Summaries.</i>	K2
Reference & Text Books		
1	By Rathinamoorthy R.(Author), Apparel machinery and equipment(HB2018)Hardcover, 15 June2018.	
2	Carr Hand Latham B.,(Author)-Blackwell Science,U.K.,1994,“TheTechnology of Clothing Manufacturing”.	
3	Jacob Solinger.,(Author)-VanNostrand Reinhold Company,1980,“Apparel Manufacturing Handbook”.	
4	ISBN:978-0081021224/ISBN:0081021224,Vilumson I and Nemes, Wood head Publishing Limited, 2012-“Industrial cutting of textile materials”.	
Related Online Contents[MOOC,SWAYAM, NPTEL, Websites etc.]		
1	https://www.textileschool.com/336/spreading-layering-the-fabrics	
2	https://cosmatechnology.com/news/the-spreading-and-cutting-department-in-garment-industry-48	
3	https://www.scribd.com/document/344326790/Cutting-Technology	
4	https://www.onlineclothingstudy.com/2020/11/types-of-sewing-machines.html	
5	https://www.scribd.com/document/510828711/Types-of-Sewing-Machines	
6	https://ncert.nic.in/vocational/pdf/ivsm101.pdf	

SEMESTER -I					
Course Code 81714	PGDFAM	Textile Quality practical	P	Credits: 4	Hours:6
UNIT-I					
Objective I	To teach how to identify the fiber and determine the yarn count.				
Introduction about textile testing. Identification of Textile Fiber, Determination of yarn count using wrap Reel and beesley balance.					
Outcome1	Understand the concept of yarn count determination and calculation. Question; Define, Analyse, Apply.				K3
UNIT-II					
Objective2	To learn the yarn strength, twist and crimp.				
Determination of Least strength using Least strength tester. Determination of Single yarn twist and Crimp test.					
Outcome2	To enable the students, to understand the yarn strength, twist and crimp. Question; Define, Analyse, calculate.				K2
UNIT-III					
Objective3	To improve the knowledge in fabric strength test				
Determination of fabric thickness and Determination of fabric bursting strength.					
Outcome3	Understand and analyse the fabric strength Question; Analyse, Apply.				K1
UNIT-IV					
Objective4	To understand the knitted fabric and woven fabric Analyses.				
Determination of fabric shrinkage, tearing strength and crease recovery of the given fabric. Determination of fabric GSM, Loop length, CPI, WPI. Determination of fabric cover factor, EPI, PPI.					
Outcome4	To enable the students to understand the fabric weight calculations Question; Define, Analyse, Calculate.				K4
UNIT-V					
Objective5	To learn the procedure and methods of color fastness test.				
Determination of Color fastness of the given fabric by launder meter. Determination of Color fastness of the given fabric by Crock meter. Determination of Color fastness of the given fabric by Perspirometer.					
Outcome5	To determine the different types of color fastness. Question; Determine, Apply.				K5
Reference & Text Books					
1.	Booth JE, (1970), Principles of Textile Testing, Hoy Books, London.				
2.	Angappan Pand Gopalakrishnan R, Textile Testing, SSI Institute of Textile Technology, Komara Palayam.				
3.	Objective evaluation of fabrics, Styios G, John Wiley & Sons USA				

4.	FiberScience, MishraS P and Kesavan BK,SSMInstitute of textile technology, Komarapalayam.
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Related Online Contents[MOOC,SWAYAM, NPTEL, Websites etc.]	
1.	https://textilelearner.net/what-is-textile-testing
2.	https://textilestudycenter.com/category/yarn-engineering/
3.	https://www.onlinetextileacademy.com/category/wet-processing
4.	https://textilevaluechain.in/in-depth-analysis/articles/textile-articles/textile-testing-and-quality-control/
5.	https://archive.nptel.ac.in/courses/116/102/116102029/

Semester-I					
Course Code 81715	PGDFAM	Fashion Illustration- Practical	P	Credits: 4	Hours: 6
Unit-I					
Objective1	To study the drawing objective and silhouettes types				
1. Perspective view drawing and objective drawing. 2. Drawing of various textures and textile design art. 3. Drawing of different types of silhouettes.					
Outcome1	To understand the Drawing spectacles , texture varieties and Silhouttes <i>Questions: Arrange, Choose, Define, Describe, Find, How, List, Match, Name, Relate, Recall, Show, What, Why.</i>				K1
Unit-II					
Objective2	To understand the coqu is head theory				
4. Illustrating head theories <ul style="list-style-type: none"> • stick figures– 81/2,9and10 • converting block figure in to fleshy figure • Head theory81/2,9, 10and12 5. Illustrate facial features–eyes, nose, lips, chin, ears, hands and legs. 6. Illustrate hairstyles for kids, men and women					
Outcome2	To understand different head proportions and different postures. Understanding the human body parts for designing the garment. <i>Questions: classify, compare, convert, Explain, Express, Illustrate, Outline,</i>				K2
<i>Relate, Show, Summaries, Translate.</i>					
Unit- III					
Objective3	To illustrate fashion croquis with styling for different categories Men, Women and Kids				
7. Illustrating Calligraphical figures <ul style="list-style-type: none"> • A, C I • S, X and Z 8. Principles and techniques of Illustration and shading –on garments					
Outcome3	Illustrations Calligraphically figures with styling that would make an understanding to illustrate in fashion. <i>Question: Construct, Develop, Discover, Identify, Interview, modify, Predict, Practice, Solve.</i>				K3
Unit IV					
Objective4	To understand and learn Textile Design.				
9. Developing Textile Design (each5designs) <ul style="list-style-type: none"> • Natural • Conventional • Geometric • Abstract • Historic 					

Outcome4	Illustrations about various concept of Textile Design <i>Question: Categories, Classify, Compare, Distinguish, Generate, Examine, Interpret, Operate, Simplify.</i>	K4
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Unit V

Objective5	Analyzing different types of coloring methodology and textiles watches
<p>10. Drawing of accessories.</p> <p>11. For the above experiment, use the colour Medias - Graphite pencil, Color pencil, Crayon, Water color, Poster color and Fabric Color.</p> <p>12. Create rendering techniques from textiles watches.</p>	

Outcome5	Illustrations about different types of fabric with multi coloring methods. <i>Question: Assess, Choose, Compare, Determine, Evaluate, Explain, Interpret, Justify, Measure, Priorities, Prove, Select.</i>	K5
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Reference & Text Books

1	Patrik John Irel and Batsford Ltd; edition 1982, Fashion design drawing and presentation.
2	Caroline Tatham, Julian Seaman Barron's Educational Series; 2011, Fashion design drawing course
3	Alexandra Suhner Pepin Press 2012, Technical Drawing for Fashion Design Vol. 2: Garment Source Book (Fashion Textiles)
4	By Kathryn Hagen 2004 by Prentice Hall, Fashion illustration for designers
5	By Bina Abing 2000 by Prentice Hall, Fashion Rendering with Color
6	M. Kathleen Collussy, Steve Greenberg 2008 by Prentice Hall, Fabrics & Prints designs 2nd Edition

Related Online Contents | MOOC, SWAYAM, NPTEL, Websites etc.

1.	www.rituberi.com
2.	www.manishmalhotra.in
3.	www.rohitbal.com
4.	www.benetton.com
5.	www.leecooper.com
6.	www.pantaloons.com

SEMESTER-I					
Course Code 81716	PGDFAM	APPAREL CONSTRUCTION- Practical	P	Credits:4	Hours:6
UNIT-I					
Objective I	To stitch a samples for basic finishes				
Preparation of Samples for Seams, Seam Finishes and hems. Preparation of Samples for Fullness (Darts, Tucks, Pleats, Gathers, Flares, Ruffles, Godets and Gathers)					
Outcome1	Stitched samples for garment finishing Questions: To stitch a sample, classify				K3
UNIT- II					
Objective2	To create samples for basic garment outlines				
Preparation of Samples for Necklines and Pockets. Preparation of Samples for basic collar sand basic sleeves.					
Outcome2	Stitched samples for fasteners Questions: To create, To stitch outlines				K2
UNIT- III					
Objective3	To create a samples for decorative				
Preparation of Samples for Plackets (hooks, press button, button and button holes) and Openings with Fasteners (zippers and Velcro).					
Outcome3	Stitched samples for garments decoration Questions: To stitch the openings				K1
UNIT- IV					
Objective4	Draft a pattern for basic children's and women's garments				
Draft a pattern and construct for children's garment (Bib, Jabla) and women's garment (Basicskirt, Kurtis)					
Outcome4	Discover new techniques in pattern making and garment construction Questions: To stitch the garments				K4
UNIT-V					
Objective5	Draft a pattern for basic men's garments				
Draft a pattern and construct for men's garment (Shirt,Trouser,Pyjamas)					
Outcome5	Discover new techniques in pattern making and garment construction Questions: To stitch the garments				K4
Reference & Text Books					
1.	"Cuttingandtailoringcourse"GayatriVermaandKapilDev,ComputechPublications,2009.				
2.	ShriK.R.Zarapkar,"Systemofcutting",NavneetPublications(INDIA)limited,2010.				
3.	Mary Mathews, "Practical clothing construction", Printed by Bhattarams, Copy right1995				

Related Online Contents[MOOC,SWAYAM, NPTEL, Websites etc.]	
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1.	http://www.go-woman.com/wpcontent/uploads/factsheets/FREE_Sewing_Book.pdf
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2.	http://brittlebooks.library.illinois.edu/brittlebooks_open/Books2009-
----	---

3.	http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.p
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4.	http://buc.edu.in/sde_book/fashion_design.pdf
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SEMESTER-II				
Course Code (81721)	PGDFAM	Apparel Merchandising	T	Credits:2 Hours:4
UNIT-I				
Objective I	Impart knowledge about merchandiser.			
Merchandising – Functions of Merchandiser – Raw Materials Arrangement - Approvals – Pattern Approvals – Size set Approvals – Pre Production follow up –Buyer Communication – Reporting – Record maintenance.				
Outcome1	Recall about merchandising and its function. Question; Define, what, About, Descibe			
UNIT-II				
Objective2	To learn about costing			
Estimating, aims of estimating - costing, aims of costing - difference between estimating and costing - types of estimates. Elements of cost - material cost – Labor cost different types of expenses - cost of product - advertisement cost.				
Outcome2	Understanding about estimation and costing Question; Define, List out, classify.			
UNIT-III				
Objective3	To learn the material cost			
Material cost -cost of yarn, cost of fabric production, cost of processing width of fabric, and design affecting cost - lot size, and cost of components - cutting cost - making and trim cost [CMT cost]. Simple problems. Programming – fabric consumption calculation – Scheduling – Concepts of scheduling - Types of Scheduling.				
Outcome3	To understand material cost and scheduling. Question; Define, Discuss, Explain.			
UNIT-IV				
Objective4	To improve the knowledge in marketing segment.			
Market – Target markets – The four Ps – Understanding target markets. Market segmentation – redefining markets – segmentation strategies – segmentation approach. Alternate marketing. Market research.				
Outcome4	Understand the marketing strategies Question; Brief, Explain, Write.			
UNIT-V				
Objective5	To teach about export procedures			
Export Procedures - Import/Export Documentation – FOB, C&F, CIF—Shipping mark– Certificate of Origin- Letter of Credit - Bill of Lading – Export License-Packing list – Commercial Invoice.				
Outcome5	Understand the procedures for export documentation Question; Define, Elaborate, Explain			

Reference & Text Books

1.	Apparel Merchandising – The Line Starts Here, Jeremy A. Rosenau and David L. Wilson, Bloomsbury Academic, (2014).
2.	Gini Stephens Frings ,(2007)“Fashion: From Concept to Consumer”, Pearson
3.	Apparel Merchandising – An Integrated Approach, M. Krishnakumar, Abishek Publications, (2010)
4.	Fashion Merchandising – Principles and Practice, Macmillan Education UK, (2020).

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

ashinza.com/brands-and-retail/tips/apparel-merchandising-basics-rules-and-tips-for-retail

<https://textileapex.com/what-is-apparel-merchandising-process-of-apparel-merchandising/>

https://www.brainkart.com/article/Definition-of-Apparel-merchandising_1906/

SEMESTER - II					
Course Code (81722)	PGDFAM	Fashion Forecasting	T	Credits: 2	Hours:4
UNIT - I					
Objective I	To gain basic knowledge about fashion forecasting				
Fashion market and marketing environment – market research – evaluating the collections – Fashion consumer – Consumer influence on market. Fashion, Fad, style – Application – Society Fashion and individual fashion – their Coordination – wardrobe.					
Outcome 1	Learned about basic forecasting Questions: Define, Explain, Recall.				K3
UNIT - II					
Objective 2	To impart knowledge about marketing				
Fashion marketing research – Purpose of research – research design & data sources – Sampling methods – data Collection – Forecasting Fashion – Market Segmentation – marketing mix. Fashion Products and its importance – Fashion Industry & new Product Development					
Outcome 2	Understood the research in fashion market Questions: Define, Explain				K2
UNIT - III					
Objective 3	To gain knowledge in fashion designers in apparel market				
Fashion Designers role in apparel market – Branded Products – personal labels – stores that seek the merchandise. Fashion focus- the designer’s role, the manufactures role, the retailer’s role, scope of fashion business. Fashion services and resources (fashion services, Color services, video services, Newsletter services, web sites, Directories and references),Design- Historic and ethnic costumes.					
Outcome 3	Learned about apparel market Questions: Define, Explain, Recall.				K1
UNIT - IV					
Objective 4	To teach illusions applied				
Applied illusions – Physical effects- Overall height – over all weight – Covering body defects by design – Visual design in Dress in Australia – Brazil – Germany – India – Japan – Nigeria. Study of International fashion centers –France, Italy, England, Germany, New York.					
Outcome 4	Students understood the illusions Questions: Define, Explain, Find, and Recall.				K4

UNIT - V

Objective 5	To teach about designer roles	
Understanding Fashion designer – types – classicist, idealist, influenced, realist, thinking poet. Indian Fashion designers –Haute couture – Rohit Khosla, Gitanjal kashyap, Hemant Trivedi, J.J Valaya, James Ferreira, RituKumar, Rohit pal, Tarun Tahiliani Minimalists- Himanshu and sonali sattar, sangeethe Chopra, Wendell Rodricks. Village India- Bhamini Subramaniam, Anju modi, Indiar, Broker, Madhu Jain. Studio line – Bhairavi jaikishan, Kishan Mehta ,Ravi Bajaj ,Ritu beri, Rockys.		
Outcome 5	Students understood the designer roles Questions: Define, Explain, Analyze.	K5
Total Lecture hours		
Reference & Text Books		
1.	Retail Fashion promotion and Advertising – Drake et-al , Macmillan publications company, new york.	
2.	Art and Fashion in clothing selection – Harriet T, Mc Jimsey, The Iowa state university press, Ames, Iowa(1973).	
3.	Fashion –From concept to consumer – Gini Stephens Frings , 6th edition, prentice Hall (1999).	
4.	Inside the fashion business –Bennett, Coleman & o ,Mumbai(1998).	

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1.	https://en.wikipedia.org/wiki/Fashion_forecasting#:~:text=This%20is%20the%20algorithmic%20process,to%20its%20future%20market%20demand.
2.	https://www.fibre2fashion.com/industry-article/83/fashion-forecasting
3.	https://www.bl.uk/business-and-ip-centre/articles/how-to-fashion-forecast

SEMESTER - II					
Course Code (81723)	PGDFAM	Business Communication	T	Credits: 2	Hours:4
UNIT - I					
Objective 1	To teach about communication				
Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback					
Outcome 1	Learned about communication process Questions: Define, Process, Important			K3	
UNIT - II					
Objective 2	To impart knowledge about types and verbal				
Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication.					
Outcome 2	Understood the formal and informal communication Questions: Define, Explain			K2	
UNIT - III					
Objective 3	To gain knowledge in business fundamentals				
Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.					
Outcome 3	Learned about types of business Questions: Define, Explain, types			K1	
UNIT - IV					
Objective 4	To teach about basic documents				
Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing					
Outcome 4	Students understood the document applied works Questions: Define, Explain, Find, and Recall.			K4	
UNIT - V					
Objective 5	To teach about spoken skills and importance				
Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary. Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening , Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills					
Outcome 5	Students understood the skills in Oral presentation Questions: Define, Explain, Analyze, present.			K5	

Reference & Text Books	
1.	“Business Communication” <u>R. C. Bhatia</u> · (2008) <u>And Books India</u>
2.	“Business Communication” <u>Virander K. Jain</u> · (2008) <u>S. Chand Limited</u>
3.	“Business Communication : Principles, Methods & Techniques” <u>Nirmal Singh</u> · (2008) <u>Deep & Deep Publications</u>
4.	“Business Communication Today” <u>Courtland L. Bovee</u> , <u>John V. Thill</u> , <u>Roshan Lal Raina</u> · (2016) <u>Pearson India</u>
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1.	https://en.wikipedia.org/wiki/Business_communication
2.	https://studiousguy.com/business-communication/
3.	https://www.managementstudyguide.com/business_communication.htm

SEMESTER - II					
Course Code (81724)	BSC FAM	Accessories & Trims-Practical	P	Credits:3	Hours:5
UNIT - I					
Objective I	Create Hair Ornaments , Ear Ornaments				
Designing and making of Hair ornaments Designing and making of Ear ornaments					
Outcome 1	Understand about Ornaments Questions :To Make ,To Design, Apply, Create				K1
UNIT – II					
Objective 2	Create the Neck Ornaments, Hand Ornaments				
Designing and making of Neck ornaments Designing and making of Hand ornaments					
Outcome 2	Understand about Ornaments Questions: To Make ,To Design, Apply,Create				K2
UNIT – III					
Objective 3	Create Hand Bags, belts, Waist ornaments				
Designing and making of Hand Bags, belts, hats Designing and making of Waist ornaments					
Outcome 3	Understand about Ornaments Questions: To Make ,To Design, Apply, Create				K3
UNIT – IV					
Objective 4	Create a Leg ornaments Foot wear				
Designing and making of Leg ornaments Designing and making of Foot wear					
Outcome 4	Understand about Ornaments Questions: To Make ,To Design, Apply, Create				K4
UNIT - V					
Objective 5	Enhance Creativity by using waste products				
Designing and making of Other ornaments using waste products 1.(From Glass, Metal, Paper, Fabrics, Beads, Leather, threads, Zippers, Buttons, Buckles, Zipper, rings, Terracotta, Silk thread, seed, waste material usage.)					
Outcome 5	Understand about to making an ornaments by using waste products Questions: To Make, To Design, Apply, Create				K5

Reference & Text Books

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|----|---|
| 1. | Charlotte Gerlings, Embroidery: A Beginner's Step- By-Step Guide To Stitches And Techniques ,2013 |
| 2. | Augustus F.Rose, Antonio Cirino, Jewelry Making And Design, 2012 |
| 3. | Libby Moore, Thread Folk: A Modern Makers Book of Embroidery Projects and Artist Collaboration,PaigeTate&Co,2019 |

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

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| 1. | https://sewguide.csom/smoking/ |
| 2. | https://www.youtube.com/watch?v=Ug2d1NUuE4A |
| 3. | https://www.youtube.com/watch?v=uJ2SyeFA_B4 |
| 4. | https://www.youtube.com/watch?v=nJz9c8gEvFg |

SEMESTER - II					
Course Code (81725)	PGDFAM	Computer Aided Designing- Practical	P	Credits:3	Hours:5
UNIT - I					
Objective 1	Create garment designs for different occasions and uniforms.				
Party Wear – Women, Men, Children. Sports Wear- Men, Women, Children. Fashion show – Children, men and women School uniforms.					
Outcome 1	Understand about garment designs for different occasions and uniforms Questions: To create, To design, To Apply				K1
UNIT – II					
Objective 2	Create garment design for different season.				
Winter Wear - Children, men and women Summer Wear - Children, men and women Spring Wear - Children, men and women					
Outcome 2	Understand about the seasonal wear Questions: To create, To design, To Apply				K2
UNIT – III					
Objective 3	Prepare pattern for the following.				
Bib Jabla Knicker					
Outcome 3	To understand about the theme based garments Questions: To create, To design, To Apply				K3
UNIT – IV					
Objective 4	Design theme based garments				
Create a collection of minimum 3 garments based on a theme's					
Outcome 4	Understand about pattern using cad software Questions: To create, To design, To Apply				K4
UNIT - V					
Objective 5	Grade the following patterns.				

Bodice front
Bodice back
Basic sleeve

Outcome 5

learn computerized pattern making and grading using CAD software
Questions: To create, To design, To Apply

K5

Reference & Text Books

1. **Chris Spear, “System Verilog for Verification”, Springer(2012)**
2. **P N Rao, “CAD/CAM: Principles and Applications Paperback”, McGraw Hill Education, (2017)**
3. **Cheryl R. Shrock, “Beginning Auto cad Exercise Book”, (2010)**

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. **<https://www.glamsen.se/CadTools.htm>**
2. **<https://textilelearner.net/list-of-cad-cam-software/>**
3. **www.coreldraw.com/en/product/corel-cad**

SEMESTER - VI					
Course Code (81726)	PGDFAM	Fashion Portfolio-Practical	P	Credits:3	Hours:5
UNIT - I					
Objective I	To plan a theme for design output				
Theme selection To create a Current trend analysis and Trend forecasts					
Outcome 1	Theme and design selected Questions: To create, To design, To Apply				K1
UNIT – II					
Objective 2	To create a story board				
Create an Introduction board, Theme board, Customer Profile, story board, Mood board, color board with research work					
Outcome 2	Learned about basic theme boards Questions: To create, To design, To Apply				K2
UNIT – III					
Objective 3	To draft a pattern and alter with design				
Create a Swatch board, Accessories board, Pattern Board with research work					
Outcome 3	Drafted a pattern for theme garment Questions: To draft, To design, To Apply, To create				K3
UNIT – IV					
Objective 4	To develop a design and construct a garment				
Create a design development chart Design, Flat sketches, Specification sheet (To be presented separately or in a combined form)					
Outcome 4	Stitched the garment with design Questions: To draft, To design, To Apply, To stitch				K4
UNIT - V					
Objective 5	To create a final presentation				
Create a Final Presentation (Photograph of the Garment).					
Outcome 5	Boards are aligned and presented Questions: How, To create, To design				K5

Reference & Text Books

- | | |
|----|---|
| 1. | “Fashion Portfolio: Design and Presentation”, Anna Kiper , Bats ford Publication 2016 |
| 2. | “Portfolio Presentation for Fashion Designers”, Linda Tain, Fairchild Publication 2018 |
| 3. | “Design Your Fashion Portfolio”, Faerm, Steven, A & C Black Publication 2011 |

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

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| 1. | https://www.apparelsearch.com/fashion/designer/name/a/anna_sui/spring_fashions_anna_sui_fashion_designer_guide.htm |
| 2. | http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=827 |
| 3. | https://fashionandillustration.com/en/how-to-make-a-fashion-collection/ |

Sub code 81727

INTERNSHIP VIVA

PG Diploma Programmes

19.1 Passing minimum

- A candidate shall be declared to have passed each course if he/she secures not less than 40% marks in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 50% in the aggregate, taking Continuous Assessment and End Semester Examinations marks together.
- The candidates not obtain 40% in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests and by submitting assignments.
- Candidates, who have secured the pass marks in the End-Semester Examination and in the CIA but failed to secure the aggregate minimum pass mark (E.S.E + C I.A), are permitted to improve their Internal Assessment mark in the following semester and/or in University examinations.
- A candidate shall be declared to have passed the Project/Dissertation/Internship if he/she gets not less than 40% in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 50% in the aggregate in each of the Project/Dissertation/Internship Report and Viva-Voce.
- A candidate who gets less than 50% in the Project/Dissertation/Internship Report must resubmit the thesis. Such candidates need to take again the Viva-Voce on the resubmitted Project report.

19.2 Grading

The following table gives the marks, Grade points, Letter Grades, and classifications meant to indicate the overall academic performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in Paper/ Course)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90 - 100	9.0 – 10.0	O	Outstanding
80 - 89	8.0 – 8.9	D+	Excellent
75 - 79	7.5 – 7.9	D	Distinction
70 - 74	7.0 – 7.4	A+	Very Good
60 - 69	6.0 – 6.9	A	Good
50 - 59	5.0 – 5.9	B	Average
00 - 49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

- a. Successful candidates passing the examinations and earning a GPA between 9.0 and 10.0 and marks from 90 – 100 shall be declared to have Outstanding (O).
- b. Successful candidates passing the examinations and earning a GPA between 8.0 and 8.9 and marks from 80 - 89 shall be declared to have Excellent (D+).
- c. Successful candidates passing the examinations and earning a GPA between 7.5 – 7.9 and marks from 75 - 79 shall be declared to have Distinction (D).
- d. Successful candidates passing the examinations and earning a GPA between 7.0 – 7.4 and marks from 70 - 74 shall be declared to have Very Good (A+).
- e. Successful candidates passing the examinations and earning a GPA between 6.0 – 6.9 and marks from 60 - 69 shall be declared to have Good (A).
- f. Successful candidates passing the examinations and earning a GPA between 5.0 – 5.9 and marks from 50 - 59 shall be declared to have an Average (B).
- g. Candidates earning a GPA between 0.0 and marks from 00 - 49 shall be declared
 - i. to have Re-appear (U).
 - j. Absence from an examination shall not be taken as an attempt.

From the second semester onwards the total performance in a semester and continuous performance starting from the first semester are indicated respectively as Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA). These two are calculated by the following formulate

$$\text{GRADE POINT AVERAGE (GPA)} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

GPA = Sum of the multiplication of Grade Points by the credits of the courses
Sum of the credits of the courses in a Semester

19.3 Classification of the final result

CGPA	Grade	Classification of Final Result
9.5 – 10.0 9.0 and above but below 9.5	O+ O	First Class – Exemplary*
8.5 and above but below 9.0 8.0 and above but below 8.5 7.5 and above but below 8.0	D++ D+ D	First Class with Distinction*

7.0 and above but below 7.5 6.5 and above but below 7.0 6.0 and above but below 6.5	A++ A+ A	First Class
5.5 and above but below 6.0 5.0 and above but below 5.5	B+ B	Second Class
0.0 and above but below 5.0	U	Re-appear

The final result of the candidate shall be based only on the CGPA earned by the candidate.

- a) Successful candidates passing the examinations and earning a CGPA between 9.5 and 10.0 shall be given Letter Grade (O+), and those who earned a CGPA between 9.0 and 9.4 shall be given Letter Grade (O) and declared to have First Class –Exemplary*.
- b) Successful candidates passing the examinations and earning a CGPA between 7.5 and 7.9 shall be given Letter Grade (D), those who earned a CGPA between 8.0 and 8.4 shall be given Letter Grade (D+), those who earned a CGPA between 8.5 and 8.9 shall be given Letter Grade (D++) and declared to have First Class with Distinction*.
- c) Successful candidates passing the examinations and earning a CGPA between 6.0 and 6.4 shall be given Letter Grade (A), those who earned a CGPA between 6.5 and 6.9 shall be given Letter Grade (A+), those who earned a CGPA between 7.0 and 7.4 shall be given Letter Grade (A++) and declared to have First Class.
- d) Successful candidates passing the examinations and earning a CGPA between 5.0 and 5.4 shall be given a Letter Grade (B), and those who earned a CGPA between 5.5 and 5.9 shall be given a Letter Grade (B+) and declared to have passed in Second Class.
- a) Candidates who earned a CGPA between 0.0 and 4.9 shall be given Letter Grade (U) and declared to have Re-appear.
- e) Absence from an examination shall not be taken as an attempt.

$$\text{CUMULATIVE GRADE POINT AVERAGE (CGPA)} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

CGPA = Sum of the multiplication of Grade Points by the credits of the entire Programme

Sum of the credits of the courses for the entire Programme

Sum of Grade Points X credits of the entire Programme

Where 'Ci' is the Credit earned for Course i in any semester; 'Gi' is the Grade Point obtained by the student for Course i and 'n' refers to the semester in which such courses were credited.

CGPA (Cumulative Grade Point Average) = Average Grade Point of all the Courses passed starting from the first semester to the current semester.

Note: * The candidates who have passed in the first appearance and within the prescribed Semesters of the PG Programme are alone eligible for this classification.