

## B.Voc. in Fashion Technology

### Certificate Program in Fashion Technology

*Proposed course/papers with Credits for semester*

### First Year - First Semester

Code No.	Course	No. of Hours per week		Total Credit	Remark
		Theory/ Lecture	Studio/ Lab Work/ Practical		
<b>Core Education Components</b>					
BVFT-101	Advance Pattern Making	1	8	5	
BVFT -102	Fashion Merchandising	4	2	5	
BVFT -103	Design Idea	1	8	4	
BVFT -104	History of Fashion	3	2	4	
		9	18	<b>18</b>	18
<b>Elective course Discipline Centric- Any One</b>					
BVFT -105	Fundamental of English	4	0	<b>4</b>	
BVFT -106	Basic Computer	2	4	<b>4</b>	
<b>Elective Generic*- Only One- Choice Based within other Department</b>					
BVFT -107*	Drawing Sketching – I	0	8	4	
BVFT -108	VIVA-VOCE	4	0	4	12
	<b>Total</b>				<b>18+4+4+ 4=30</b>
<b>Elective Generic*- The student can Choose this course or any other UG level generic course being run in this campus</b>					

## B.Voc. in Fashion Technology

### Diploma Program in Fashion Technology

*Proposed course/papers with Credits for semester*

### First Year - Second Semester

Code No.	Course	No. of Hours per week		Total Credit	Remark
		Theory/ Lecture	Studio/ Lab Work/ Practical		
<b>Core Education Components</b>					
BVFT -201	Advance Pattern Making	1	8	5	
BVFT -202	Fashion Illustration	1	6	4	
BVFT -203	Traditional Indian Textile	3	4	5	
BVFT-204	Computer Aided Design	1	6	4	
		6	24	<b>18</b>	
<b>Elective course Discipline Centric- Any One</b>					18
BVFT -205	English and Communication Skill	4	0	4	
BVFT-206	Psychology of Design	3	2	4	
<b>Elective Generic*- Only One- Choice Based within other Department</b>					
BVFT -207*	Drawing Sketching –II	0	8	4	
BVFT -208	VIVA-VOCE	4	0	4	12
	<b>Total</b>				<b>18+4+4+4=30</b>
<b>Elective Generic*- The student can Choose this course or any other UG level generic course being run in this campus</b>					

## B.Voc. in Fashion Technology

### Diploma Program in Fashion Technology

*Proposed course/papers with Credits for semester*

### Second Year – Third Semester

Code No.	Course	No. of Hours per week		Total Credit	Remark
		Theory/ Lecture	Studio/ Lab Work/ Practical		
<b>Core Education Components</b>					
BVFT-301	Advance Garment construction	1	8	5	
BVFT -302	Textile finishing Process	3	4	5	
BVFT -303	Art Appreciation	1	6	4	
BVFT -304	Quality Control	3	2	4	
		<b>8</b>	<b>20</b>	<b>18</b>	<b>18</b>
<b>Elective course Discipline Centric- Any One</b>					
BVFT -305	Environmental Psychology	3	2	<b>4</b>	
BVFT -306	Life Skills Education	3	2	<b>4</b>	
<b>Elective Generic*- Only One- Choice Based within other Department</b>					
BVFT -307*	Handicraft & Fashion Accessories Design -I	0	8	4	
BVFT -308	VIVA-VOCE	4	0	4	12
	<b>Total</b>				<b>18+4+4+4=30</b>
<b>Elective Generic*- The student can Choose this course or any other UG level generic course being run in this campus</b>					

## B.Voc. in Fashion Technology

### Advance Diploma Program in Fashion Technology

*Proposed course/papers with Credits for semester*

### Second Year – Fourth Semester

Code No.	Course	No. of Hours per week		Total Credit	Remark
		Theory/ Lecture	Studio/ Lab Work/ Practical		
<b>Core Education Components</b>					
BVFT-401	Advance garment construction	1	8	5	
BVFT -402	Computer Aided Design	2	6	5	
BVFT -403	Quality Assurance	3	2	4	
BVFT -404	Presentation & Portfolio	2	4	4	
		<b>8</b>	<b>20</b>	<b>18</b>	<b>18</b>
<b>Elective course Discipline Centric- Any One</b>					
BVFT -405	Computer & Digital communication	4	0	<b>4</b>	
BVFT -406	Apparel Manufacturing Techniques –I	1	6	<b>4</b>	
<b>Elective Generic*- Only One- Choice Based within other Department</b>					
BVFT -407*	Waste to Wealth	0	8	4	
BVFT -408	VIVA-VOCE	4	0	4	12
	<b>Total</b>				<b>18+4+4+4=30</b>
<b>Elective Generic*- The student can Choose this course or any other UG level generic course being run in this campus</b>					

## B.Voc. in Fashion Technology

### Advance Diploma Program in Fashion Technology

*Proposed course/papers with Credits for semester*

**Third Year – Fifth Semester**

Code No.	Course	No. of Hours per week		Total Credit	Remark
		Theory/ Lecture	Studio/ Lab Work/ Practical		
<b>Core Education Components</b>					
BVFT-501	Sourcing Management	3	2	4	
BVFT -502	Computer Aided Design	1	8	5	
BVFT -503	Fashion Costing	2	6	5	
BVFT -504	Project	2	4	4	
		8	20	<b>18</b>	<b>18</b>
<b>Elective course Discipline Centric- Any One</b>					
BVFT -505	Digital Skill & Cyber Safety	4	0	<b>4</b>	
BVFT -506	Apparel Manufacturing Technology-II	1	6	<b>4</b>	
<b>Elective Generic*- Only One- Choice Based within other Department</b>					
BVFT -507*	Entrepreneurship Development	2	4	4	
BVFT -508	VIVA-VOCE	4	0	4	12
	<b>Total</b>				<b>18+4+4+4=30</b>
<b>Elective Generic*- The student can Choose this course or any other UG level generic course being run in this campus</b>					

## B.Voc. in Fashion Technology

### Degree Program in Fashion Technology

*Proposed course/papers with Credits for semester*

### Third Year – Six Semester

Code No.	Course	No. of Hours per week		Total Credit	Remark
		Theory/ Lecture	Studio/ Lab Work/ Practical		
<b>Core Education Components</b>					
BVFT-601	Advance in Fashion Technology	2	6	5	
BVFT -602	Entrepreneurship	3	2	4	
BVFT -603	Computer Aided Design	1	6	4	
BVFT -604	Internship Project	1	8	5	
		7	22	<b>18</b>	<b>18</b>
<b>Elective course Discipline Centric- Any One</b>					
BVFT -605	Family Finance and Consumer Studies	4	0	<b>4</b>	
BVFT -606	Apparel Manufacturing Technology-III	1	6	<b>4</b>	
<b>Elective Generic*- Only One- Choice Based within other Department</b>					
BVFT -607*	E- Marketing	2	4	4	
BVFT -608	VIVA-VOCE	4	0	4	12
	<b>Total</b>				<b>18+4+4+4=30</b>
<b>Elective Generic*- The student can Choose this course or any other UG level generic course being run in this campus</b>					

**B. VOC. IN FASHION TECHNOLOGY :- 1<sup>ST</sup> YEAR**

**Semester 1<sup>st</sup> :- Skill Component Core Subjects-**

**Subject:- Advanced Pattern Making**

Code No	BVFT- 101	Credits- T-1+P 8=5
Learning outcome	<ul style="list-style-type: none"> <li>➤ To understand the basic knowledge of Pattern Making</li> <li>➤ To gain the knowledge about measurement technique, draping, grading, marker making.</li> <li>➤ To make the pattern of various garments like shirt, T-Shirt, Trousers, Women's basic bodice. etc.</li> <li>➤ To match a tool to their function for drafting patterns.</li> <li>➤ To understands the importance of the dart.</li> <li>➤ To understand production terms and the associate's tasks related to the terms.</li> <li>➤ To know the stitching detail of the garments</li> <li>➤ To know the basic detail of stitching.</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ To consolidate student's knowledge of advanced pattern making techniques.</li> <li>➤ Students will be able to apply various techniques related to drafting, draping, and constructing of garments.</li> <li>➤ To give opportunity to learn new skills to students in general. The course will cover two main areas; patterns and sewing.</li> <li>➤ The student will able to demonstrating knowledge of various landmarks on the body, required for making garments.</li> </ul>	
Specific outcome	Students can become pattern makers, Assistant pattern makers, dressmakers, sewing machine operators. Sample coordinator	
Course Content	<ol style="list-style-type: none"> <li>1. Introduction of Pattern Making               <ol style="list-style-type: none"> <li>a) Types of Pattern Block</li> <li>b) Measurement : Types and Techniques</li> <li>c) Spec Sheet, Size chart, tools of pattern making.</li> <li>d) Terminology of Pattern Making.</li> </ol> </li> <li>2. Basic Body Block and Sleeve Block( Children and Adult)</li> <li>3. Adaptation of Body Block by Dart Manipulation Method.</li> <li>4. Types of sleeves               <ol style="list-style-type: none"> <li>a) Raglon</li> <li>b) Kimono</li> <li>c) Dolman</li> <li>d) Leg-o-Mutton</li> <li>e) Petal</li> <li>f) Bell sleeve</li> <li>g) Puff sleeve and its variation.</li> </ol> </li> <li>5. Collars and its variations(Kids)               <ol style="list-style-type: none"> <li>a) Peter pan collar</li> </ol> </li> </ol>	

	<ul style="list-style-type: none"> <li>b) Cap collar</li> <li>c) Sailor</li> <li>d) Shawl collar</li> <li>e) Mandarin Collar</li> <li>f) Chinese collar</li> <li>g) Shirt collar</li> </ul> <p>6. Skirts and its variations</p> <ul style="list-style-type: none"> <li>a) Basic one dart skirt</li> <li>b) Two dart skirt</li> <li>c) Circular skirt</li> <li>d) Pleated Skirts.</li> </ul> <p>7. Drafting of Knickers</p>
Pattern Making Practical	<p>8. Introduction to general sewing techniques.</p> <p>9. Seams and Stitches.</p> <p>10. Stitching of components of shirts( collar, cuff, patch pocket, sleeve placket)</p> <p>11. Stitching of Body block and sleeve block</p> <p>12. Stitching of Kids shirt</p> <p>13. Stitching of Knickers</p> <p>14. Stitching of A-Line frock</p> <p>15. Stitching of Skirts</p>
Assignment	<ul style="list-style-type: none"> <li>1) Complete Pattern File with pattern blocks</li> <li>2) Basic sewing techniques file with all the sample of seams, stitches, and components of shirt.</li> <li>3) Submission of Garment.</li> </ul>
<b>References Books-</b>	<ul style="list-style-type: none"> <li>• Cutting And Tailoring Theory by GayatriVerma&amp; Kapil Dev, Asian Publishers NaiSarak Delhi, India</li> <li>• Cutting &amp; Tailoring Course by GayatriVerma&amp; Kapil Dev, Asian Publishers NaiSarak Delhi, India</li> <li>• Matric Pattren Cutting by Winifred Aldrich, Blackwell Publishing Ltd. England</li> <li>• Dress Fitting Basic Principles &amp; Practice by Natalie Bray, Blackwell Publishing Ltd. England</li> <li>• Dress Pattern Designing The Basic Principles of Cut &amp; Fit by Natalie Bray, Blackwell Publishing Ltd. England</li> <li>• Patternmaking for Fashion Design by Helen Joseph Armstrong</li> </ul>



## Semester 1<sup>st</sup> :- Skill Component core subjects

### Subject:- Fashion Merchandising

Course Code	BVFT-102	Credits- T-4+ P 2= 5
Learning outcome	<ul style="list-style-type: none"> <li>➤ To understand the meaning of marketing and merchandising.</li> <li>➤ To understand the Role and Responsibilities of Merchandiser.</li> <li>➤ To understand the basics of Marketing, concepts of marketing.</li> <li>➤ To understand the market trend.</li> <li>➤ To impart the knowledge about the merchandising process</li> <li>➤ To impart the knowledge about the new fashion trend.</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to demonstrate key concepts of fashion merchandising, retail buying, special events and promotions, visual merchandising, and image/fashion consulting.</li> <li>➤ Student will be able to understand the organization of apparel industry &amp; business etiquettes</li> <li>➤ Student will be able to understand responsibilities, objectives and strategies for apparel merchandising</li> <li>➤ Student will be able to understand the role and responsibilities of merchandiser</li> <li>➤ Student will be able to understand various sourcing systems used in apparel merchandising</li> <li>➤ Student will be able to understand the procedures, rules and documentation related to exports business</li> <li>➤ Student will be able to understand the basic requirements for ISO registration</li> </ul>	
Specific outcome	Students can become Merchandiser, Assistants Merchandiser, Manager and Sample coordinator	
Course Content	<ol style="list-style-type: none"> <li>1. Introduction to Marketing</li> <li>2. Place of Marketing and Merchandising in Fashion Industry</li> <li>3. 4 P's of marketing <ul style="list-style-type: none"> <li>• Developing Marketing Strategy and Tactics</li> </ul> </li> <li>4. Introduction to Merchandising.</li> <li>5. Types of Merchandiser.</li> <li>6. Role and responsibilities of Merchandiser.</li> <li>7. Merchandising terminology and concepts</li> <li>8. Fashion Cycle &amp; Fashion adaptation theories</li> <li>9. Sample Approvals</li> <li>10. Merchandising Planning Tools &amp; Techniques.</li> <li>11. Merchandising Calendar</li> <li>12. Planning the Line</li> <li>13. Time &amp; Action Plan</li> <li>14. Fashion Retail Business</li> </ol>	

	15. Garment Costing 16. International Marketing <ul style="list-style-type: none"> <li>• Introduction</li> <li>• International Marketing channels</li> <li>• Market Selection and market profiling</li> <li>• Product strategies</li> <li>• Promotion strategies</li> <li>• Export pricing</li> <li>• Export finance</li> <li>• Export risk insurance</li> <li>• Export packaging and labelling</li> <li>• Quality control and per shipment inspection</li> </ul> 17. Foreign trade <ul style="list-style-type: none"> <li>• Foreign trade control and Exim policy</li> <li>• Export promotions</li> <li>• Export procedures and document</li> <li>• Major problem of India's exports sector</li> </ul>
Assignment	1. Merchandiser Master File 2. Merchandiser calendar 3. Market survey
References Books-	<ul style="list-style-type: none"> <li>• Fashion Buying and Merchandising Management by Tim Jackson and David Shaw</li> <li>• Apparel Merchandising by M Krishan Kumar</li> </ul>

**Semester 1<sup>st</sup> : Skill component Core Subject**

**Subject:- Design Idea**

Code No	BVFT-103	Credits- T-1+P 6= 4
Learning outcome	<ul style="list-style-type: none"> <li>➤ To develop the knowledge about elements of design and Fashion</li> <li>➤ To develop the knowledge about principles of Design</li> <li>➤ To develop the idea of how to use the different elements of Design</li> <li>➤ To enhance the knowledge of design</li> <li>➤ To know Colour theory</li> <li>➤ To develop the knowledge of presentation technique.</li> <li>➤ To give the knowledge about various fashion centres of world, major fashion shows, exhibitions colour forecast.</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students can adapt their artistic abilities to support their future design careers.</li> <li>➤ Develop a systematic, critical approach to problem solving at all levels of the design process.</li> </ul>	
Specific outcome	<ul style="list-style-type: none"> <li>➤ Students can become Fashion designer, Instructor</li> </ul>	
Course	1. Introduction the Basic Design Idea.	

Content	<ol style="list-style-type: none"> <li>2. Elements of design</li> <li>3. Colour Theory</li> <li>4. Principles of Design</li> <li>5. Elements of Fashion</li> <li>6. Market Research <ol style="list-style-type: none"> <li>a) Importance of Research</li> <li>b) Types of Research</li> </ol> </li> <li>7. Design essentials</li> <li>8. Design conceptualization</li> <li>9. Design presentation techniques</li> <li>10. Fashion designer: Indian &amp; International.</li> <li>11. Major Fashion Centres of World</li> <li>12. Major Fashion shows, Exhibitions</li> <li>13. Forecasting of colour, fabric and design</li> </ol>
Assignment	<ol style="list-style-type: none"> <li>1. File submission of sheets presenting the elements of design</li> <li>2. File submission of sheets presenting the principles of design</li> <li>3. File submission of sheets of colour theory</li> <li>4. Assignment of Indian and International Fashion Designer</li> </ol>
References Books-	<ul style="list-style-type: none"> <li>• Fashion Design Process, innovation, &amp; Practice by Kathryan McKelvey &amp; Janine Munslow</li> </ul>

### Semester 1<sup>st</sup>: Skill component Core Subject

#### Subject:- History of Fashion

Course Code	BVFT-104	Credits- T 3+P 2 = 4
Learning outcome	<ul style="list-style-type: none"> <li>➤ To understand the history of fashion and evaluation of fashion</li> <li>➤ To gain the knowledge about costumes in ancient civilization.</li> <li>➤ To know about Indian Costume</li> <li>➤ To know about Traditional Indian costumes of different states</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to identify and discuss concepts related to the historical background of textiles and fashion.</li> <li>➤ Students will be able to identify and discuss concepts related to the design, production and evaluation of textile and apparel products</li> <li>➤ Students will be able to recognize impact of fashion history in current fashion characteristics</li> <li>➤ Students can Judge how apparel production influences the quality of the product.</li> </ul>	
Specific outcome	Students can become Fashion designer, Instructor	
Course content	<ol style="list-style-type: none"> <li>1. Development of costume with reference to historical background.</li> <li>2. Costumes of Ancient Civilization <ul style="list-style-type: none"> <li>• Egyptian</li> </ul> </li> </ol>	

	<ul style="list-style-type: none"> <li>• Greek</li> <li>• Roman</li> <li>• Byzantine</li> </ul> <p>3. Egyptian costumes: 12<sup>th</sup> to 21<sup>st</sup> century</p> <p>4. History of Indian Costume</p> <ul style="list-style-type: none"> <li>• Per Historic era</li> <li>• Vedic Period</li> <li>• Maurya and Sunga Period</li> <li>• Satvahana period</li> <li>• Kushan period</li> <li>• Gupta period</li> <li>• Mughal</li> <li>• British</li> </ul> <p>5. Costumes of States</p> <ul style="list-style-type: none"> <li>• Kashmir</li> <li>• Punjab</li> <li>• Utter Pradesh</li> <li>• South Indian Costume</li> <li>• Rajasthan</li> <li>• Hariyana</li> <li>• Tamilnadu</li> <li>• Andhra Pradesh</li> <li>• Maharastra</li> </ul>
Assignment	1. File submission of costumes of ancient civilization and Egyptian costume, costumes of different states.
References Books-	<ul style="list-style-type: none"> <li>• History of Fashion by J.Anderson Black</li> </ul>

### Elective Course Discipline Centric

#### Subject: Fundamental of English

Code no.	BVFT -105	Credits- T 4 + P 0=4
<p>Objectives - To prepare the students to communicate effectively and fluently in English</p> <ol style="list-style-type: none"> <li>1. To enable students to master reading, writing, speaking and listening skills.</li> <li>2. To strengthen grammatical accuracy.</li> <li>3. To prepare the students to deal with customers, professionals, counselors etc. in correct grammatical, idiomatic English</li> <li>4. To provide personality development training through situational role play, interview techniques, group discussions, seminar presentation etc.</li> </ol>		

<p><b>Unit – 1</b></p>	<p><b>1. Grammar</b></p> <ul style="list-style-type: none"> <li>• Tenses, Narration, Voice</li> <li>• Degrees of Comparison</li> <li>• Question tag</li> <li>• Simple, Compound, Complex Sentences</li> <li>• Transformation of sentences.</li> <li>• Assertive, Interrogative, Exclamatory, No sooner than, either or, neither nor, unless, until etc.</li> <li>• Phrasal verbs.</li> </ul>
<p><b>Unit- 2</b></p>	<ul style="list-style-type: none"> <li>• An unseen passage will be given for analysis. Questions will be based on comprehension of content and vocabulary. Answers must be written in the students' own language, with minimum use of words and phrases from the passage. Answers should not be copied ditto from the unseen passage. This passage can either be a prose piece or a simple poem.</li> <li>• Simple questions on style and techniques may also be set in case of a poem.</li> <li>• Report Writing</li> <li>• Formal Reports.</li> <li>• Types of Reports : Long, Short, Formal, Informal <ul style="list-style-type: none"> <li>• Why is a report required - who asks for a report</li> <li>• Stages of Report Writing : <ul style="list-style-type: none"> <li>• Assembling the material, planning the report, drafting the report, editing the report</li> <li>• Elements of a Report</li> <li>• Introduction, Main data or facts, conclusion, recommendation to the Superior.</li> </ul> </li> </ul> </li> </ul>

<p><b>Unit – 3</b></p>	<ul style="list-style-type: none"> <li>• <b>Business Proposals :</b> will be taught how to draft a proposal for setting up a new venture or new business the terminology used for formal commercial dealings, writing to banks, applying for loans and/or extension of credit etc.</li> <li>• <i>Paragraph Writing :</i> <ul style="list-style-type: none"> <li>○ This question will involve writing a few lines (10-15) on any given topic or writing a paragraph completing a given set sentence.</li> <li>○ This topic will test the descriptive vocabulary and constructive logical narrative capabilities of the student.</li> </ul> </li> </ul>								
<p><b>Unit - 4</b></p>	<ul style="list-style-type: none"> <li>• <b>Letter Writing:</b> Students should be trained thoroughly in dealing with business correspondence and writing all types of letters.</li> </ul> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">a) Sales Letter</td> <td style="width: 50%;">b) Enquiry letter</td> </tr> <tr> <td>c) Quotation Letter</td> <td>d) Complain Letter</td> </tr> <tr> <td>e) Adjustment letter</td> <td>f) Letter to the Editor of a newspaper</td> </tr> <tr> <td colspan="2">g) Job application letter with bio-data / resume.</td> </tr> </table>	a) Sales Letter	b) Enquiry letter	c) Quotation Letter	d) Complain Letter	e) Adjustment letter	f) Letter to the Editor of a newspaper	g) Job application letter with bio-data / resume.	
a) Sales Letter	b) Enquiry letter								
c) Quotation Letter	d) Complain Letter								
e) Adjustment letter	f) Letter to the Editor of a newspaper								
g) Job application letter with bio-data / resume.									
<p><b>Assessment</b></p>	<p>A. Telephone Conversational Skills will be taught. Role play method is recommended. The student will be assessed during the 'role play' - practicals.</p> <p>B. Personal Interview / Viva</p> <p>The student will be given training on how to appear for an interview, what kind of common questions to expect, the kind of language required for appropriate formal responses etc. Role play method is recommended here.</p> <p style="text-align: center;">Group Discussion</p>								

<b>Reference Books</b>	<p>1. English Grammar, Composition and usage by J.E.Nesfield adapted by N.K.Aggarwal and F.T.Wood, Published : Machmillar India Limited.</p> <p>2. English Idioms by Jennifer Seidi and W. McMordie Published : Oxford University Press</p> <p>3. Persuasive Reports and Proposals by Andrew Leigh University Press (India Ltd., Distributed by Orient Longman).</p> <p>4. A Practical English Grammar by A.J.Thomson and A.V.Martinez Published : Oxford University Press</p> <p>5. Strengthen your English by M.P.Bhaskaran and D.Hosburgh Published : Oxford University Press</p>
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### Elective Course Discipline Centric

Subject : **Basic Computer**

Code no.	<b>BVFT-106</b>	Credit- T-2, P-4 = 4
Course Objectives	<ol style="list-style-type: none"> <li>1. To study about the basic knowledge of computer for office work</li> <li>2. To upgrade the technical knowledge in related field.</li> </ol>	
Learning outcomes	<ul style="list-style-type: none"> <li>• To study the use of MS word , Excel and power point . Students are practical to get them the use of</li> <li>• Utilize software for word processing for basic reports and specification writing.</li> <li>• Use spreadsheet and graphic presentation software applications.</li> <li>• Use graphic symbols for interior material finishes.</li> </ul>	
Course content	<ol style="list-style-type: none"> <li>1. Computer applications to business</li> <li>2. Characteristics, Log diagram, Number system, Data representation schemes, Flowcharts, Types of computers. BOQs, estimates cost sheets, process implementation</li> <li>3. MS-Word- Basics, File operations, Working with document, Text formatting, Advance formatting, Tables, inserting objects &amp; page design, Mail merge, printing,</li> </ol>	

	views, creating styles, power point presentation 4. MS-Excel- Working with sheets, Formulas, Self formatting, Functions, Graphic objects charts, Data base • MS Power point- Slide shows, Animation, Transition 5. Windows Basics 6. Internet uses
Assignments	1. Power point presentation on any course subject.
Reference Books	1.Computer General Awareness by Alok Kumar (Paperback - 2008) 2. Computer Fundamentals by P. K. Sinha (Paperback - 30 November 2004)

**Elective Generic course**

**Subject- Drawing and Sketching – I**

<b>Code-BVFT -107</b>		<b>Credits- T-0, P-8 = 4</b>
<b>Course Objective-</b>		
<b>1. It provides students with a set of universal skill and knowledge of drawing and sketching .</b> <b>2. To aquire knowledge of different types of techniques</b>		
<b>Unit – 1</b>	<ul style="list-style-type: none"> <li>• <b>Principles of drawing</b></li> <li>• <b>Basics of drawing techniques</b></li> <li>• <b>Pencil Drawing, Objects, water color Dry and wet painting</b></li> <li>• <b>Memory Drawing</b></li> </ul>	
<b>Unit- 2</b>	<ul style="list-style-type: none"> <li>• <b>Three Dimensional shapes</b></li> <li>• <b>Human Body and forms</b></li> <li>• <b>Hand and legs movements</b></li> <li>• <b>Body movements</b></li> </ul>	
<b>Unit – 3</b>	<ul style="list-style-type: none"> <li>• <b>Basics of shading</b></li> <li>• <b>Light Effects</b></li> <li>• <b>Charcoal Pencil shading</b></li> <li>• <b>Colour Pencil shading</b></li> </ul>	
<b>Unit - 4</b>	<ul style="list-style-type: none"> <li>• <b>Rendering with pen and ink</b></li> <li>• <b>Geometrical Shapes</b></li> <li>• <b>Time sketches with pencil shades</b></li> </ul>	



<b>Reference Books</b>	<ul style="list-style-type: none"> <li>● Bhartiya Chitrkala ka Etahas: (2000): Aditya N. Chari</li> <li>● History of Indian Painting and Sculptures( 2018): Dr. Rita Pratap.</li> <li>● Freehand Drawing (2011): M.M. Mehta</li> </ul>
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**Semester 2<sup>nd</sup> : Skill Component core subject**

**Subject:- Advanced Pattern Making II**

Course Code	BVFT-201	Credits- T 1+ P 8= 5
Learning outcome	<ul style="list-style-type: none"> <li>➤ To understand the basic knowledge of Pattern Making</li> <li>➤ To gain the knowledge about measurement technique, draping, grading, marker making.</li> <li>➤ To make the pattern of various garments like shirt, T-Shirt, Trousers, Women's basic bodice. etc.</li> <li>➤ To match a tool to their function for drafting patterns.</li> <li>➤ To understands the importance of the dart.</li> <li>➤ To understand production terms and the associate's tasks related to the terms.</li> <li>➤ To know the stitching detail of the garments</li> <li>➤ To know the basic detail of stitching.</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ To consolidate student's knowledge of advanced pattern making techniques.</li> <li>➤ Students will be able to apply various techniques related to drafting, draping, and constructing of garments.</li> <li>➤ To give opportunity to learn new skills to students in general. The course will cover two main areas; patterns and sewing.</li> <li>➤ The student will able to demonstrating knowledge of various landmarks on the body, required for making garments.</li> </ul>	
Specific outcome	Students can become pattern makers, Assistant pattern makers, dressmakers, sewing machine operators	
Course content	<ol style="list-style-type: none"> <li>1. Kid's wear <ol style="list-style-type: none"> <li>a) Basic shirt</li> <li>b) Knicker</li> <li>c) Jeans</li> <li>d) A-Line Frock</li> <li>e) Party wear</li> </ol> </li> <li>2. Men's Shirt</li> <li>3. Men's Trouser</li> <li>4. Women's Shirt</li> <li>5. T-Shirt</li> <li>6. Introduction to Draping</li> <li>7. Introduction to Grading</li> <li>8. Introduction to Marker Making.</li> </ol>	

Assignment	<ul style="list-style-type: none"> <li>➤ Drafting file submission</li> <li>➤ Submission of garments</li> </ul>
References Books-	<ul style="list-style-type: none"> <li>• Cutting And Tailoring Theory by GayatriVerma&amp; Kapil Dev, Asian Publishers NaiSarak Delhi, India</li> <li>• Cutting &amp; Tailoring Course by GayatriVerma&amp; Kapil Dev, Asian Publishers NaiSarak Delhi, India</li> <li>• Matric Pattren Cutting by Winifred Aldrich, Blackwell Publishing Ltd. England</li> <li>• Dress Fitting Basic Principles &amp; Practice by Natalie Bray, Blackwell Publishing Ltd. England</li> <li>• Dress Pattern Designing The Basic Principles of Cut &amp; Fit by Natalie Bray, Blackwell Publishing Ltd. England</li> <li>• Patternmaking for Fashion Design by Helen Joseph Armstrong</li> </ul>

**Semester 2<sup>nd</sup> : Skill Component Core subject**  
**Subject:- Fashion Illustration**

Course Code	<b>BVFT- 202</b>	<b>Credits- T 1+ P 6= 4</b>
Learning outcome	<ul style="list-style-type: none"> <li>➤ To develop skill in the figure drawings and develop their own illustrations</li> <li>➤ To develop skill in the figure drawings and develop their own illustrations and rendering styles</li> <li>➤ To understand how to draw flats and two dimensions sketches</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to Enhance expertise in studio based skills and illustration principles that foster acumen for visual storytelling.</li> <li>➤ Students will be able to draw the human figure and environment, from imagination and observation.</li> <li>➤ Students will be able to execute drawings and finished illustrations that demonstrate expertise in dynamic composition, spatial relationship, and design</li> <li>➤ Students will be able to assess how consumer's needs and wants influence apparel production.</li> <li>➤ Students will be able to identify the integration of multi-cultural fashion symbols into global fashion.</li> </ul>	
Specific outcome	Students can become Fashion designer,, Run own boutique / fashion studio	
Course Content	<ol style="list-style-type: none"> <li>1. Basics of Illustrations</li> <li>2. Pencil shadings</li> <li>3. Croquies</li> <li>4. Stick figures</li> <li>5. Hand and leg movements</li> <li>6. Features drawing</li> <li>7. Body movement</li> <li>8. Hairstyles</li> <li>9. Poses and composition</li> <li>10. Stylized rendering</li> </ol>	

	11. Theme work. 12. Flat drawing of dress library. 13. Advance illustration techniques.
Assignment	1. File submission of sheets of croquies 2. File submission of illustration of garments design on theme work 3. File submission of dress library
References Books-	<ul style="list-style-type: none"> <li>• Fashion Design Illustration Children by Patrick John Ireland</li> <li>• Foundation in Fashion Design &amp; Illustration by Julian Seaman</li> <li>• Illustrating Fashion by Steven Stipelman</li> </ul>

## Semester 2<sup>nd</sup> : Skill Component core subject

### Subject:- Traditional Indian Textile

Course Code	BVFT- 203	Credits- T 3+P 4= 5
Learning outcome	<ul style="list-style-type: none"> <li>➤ To make students aware of different kinds of textiles of India and thus help them in designing</li> <li>➤ To make students aware of rich and cultural heritage of our country.</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to create awareness about the different traditional textiles of India.</li> <li>➤ Students will be able to develop an understanding about different products using traditional textile techniques and the changes in a particular technique over a period of time.</li> <li>➤ To present the students' learning in the subject through an exhibition..</li> </ul>	
Specific outcome	Students can become Fashion designer, Instructor	
Course Content	<ol style="list-style-type: none"> <li>1. Painting of India             <ol style="list-style-type: none"> <li>a) Madhubani</li> <li>b) Kalamkari</li> <li>c) Patachitra</li> <li>d) Miniature</li> </ol> </li> <li>2. Textile of India             <ol style="list-style-type: none"> <li>a) Himroo</li> <li>b) Bandhani</li> <li>c) Leharia</li> <li>d) Block print</li> <li>e) Screenprint</li> <li>f) Pipli</li> <li>g) Kashmiri Shawl</li> </ol> </li> <li>3. Ikat             <ol style="list-style-type: none"> <li>a) Pochampalli</li> <li>b) Bandhas</li> <li>c) Patola</li> </ol> </li> </ol>	

	<p>4. Saris of India</p> <ol style="list-style-type: none"> <li>Baluchari</li> <li>Bomkoi</li> <li>Tangail</li> <li>Jamdani</li> <li>Paithani</li> <li>Pitambari</li> <li>Puneri</li> <li>Kanjivaram</li> <li>Chanderi.</li> </ol>
Assignment	<ol style="list-style-type: none"> <li>File submission of sheets presenting the paintings of Indian traditional textile</li> <li>File submission of traditional motifs used in traditional textiles.</li> </ol>
References Books-	<ul style="list-style-type: none"> <li>Traditional Indian Textile by John Gillow</li> <li>Traditional Indian Costumes &amp; Textiles by Parl Bhatnagar</li> </ul>

### **Semester 2<sup>nd</sup> : Skill Component Core Subject**

#### **Subject:- Computer Aided Design**

Course Code	BVFT – 204	Credits- T 1+ P 6= 4
Learning outcome	<ul style="list-style-type: none"> <li>➤ To understand the Operating of Computer</li> <li>➤ To gain the knowledge of Software used in Garment Industry</li> <li>➤ Understanding and Practice of develop patterns using CAD Software</li> <li>➤ Understanding and Practice of Grading Tools using CAD Software</li> <li>➤ Understanding and Practice of Marker-Making Tools using CAD Software</li> <li>➤ To learn the command of working</li> <li>➤ To learn how students will make different Garments</li> <li>➤ To learn how to make Marker with good efficiency</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Student will be able to use design software used in garment industry.</li> <li>➤ Students will be able to increase the productivity.</li> <li>➤ Students will be able to increase the speed of production.</li> <li>➤ Students will learn a variety of digital image making techniques applicable to the fashion industry from design conception through manufacturing and sale</li> <li>➤ Students reflect upon and assess the global context of the fashion system, so as to apply their advanced skills for life-long learning and enable to confidently contribute to an industry that is always evolving</li> </ul>	
Specific outcome	Students can become CAD Operator, Merchandiser, and Assistant Merchandiser.	
Course content	<ol style="list-style-type: none"> <li>Tuka Design Software tools for Pattern making</li> <li>Familiarization with menu &amp; commands <ul style="list-style-type: none"> <li>• New Piece</li> <li>• Select tool</li> <li>• Add point</li> </ul> </li> </ol>	

	<ul style="list-style-type: none"> <li>• Move point</li> <li>• Save, New, Open</li> <li>• Cut, Copy, Paste</li> <li>• Darts &amp; Pleats</li> <li>• Swap segment</li> <li>• Rotate piece</li> <li>• Inserting Text</li> <li>• Measuring tools</li> <li>• Insert Button, Add Notch</li> <li>• Align points</li> <li>• Grain line- change/Rotate</li> <li>• Set half, Open half, Piece half</li> <li>• Adding Fullness</li> <li>• Guide line</li> <li>• Zoom in, out, real scale</li> <li>• Cut, join, Build &amp; Trace Piece</li> <li>• Fold Piece</li> <li>• Circle, Arc &amp; Wave</li> </ul> <p>3. Development of pattern of women basic bodice block</p> <p>4. Development of pattern of skirt</p>
Assignment	1. Submission of Basic bodice block & Skirt
References Books-	<ul style="list-style-type: none"> <li>• Computer-Aided Pattern Design &amp; Product Development by Alison Beazley &amp; Terry Bond</li> </ul>

**Elective courses- Discipline centric-**

**Subject- English and Communication Skill**

<b>Code- BVFT -205</b>	<b>Credits- T-4, P-0= 4</b>
<p><b>Course Objective-</b></p> <p>1. To prepare the students to communicate effectively and fluently in English</p> <p>2. To enable students to master reading, writing, speaking and listening skills.</p> <p>1. To strengthen grammatical accuracy.</p> <p>2. To prepare the students to deal with customers, professionals, counselors etc. in correct grammatical, idiomatic English</p>	
<b>Unit – 1</b>	<p>Improving communicative competence through knowledge of communication. Type of communication</p> <ul style="list-style-type: none"> <li>• Objective and methods of communication</li> </ul> <p>a. Channels of Communication</p>

	<ul style="list-style-type: none"> <li>b. Barriers of communication</li> <li>c. Importance of pronunciation</li> <li>d. Phonetics, Phonetic Transcription</li> <li>e. Types of oral &amp; written communication</li> <li>f. Conversion of table or tree into paragraph</li> </ul>
<b>Unit- 2</b>	<ul style="list-style-type: none"> <li>• A Oral Communication</li> <li>• B Written Communication</li> <li>• Non Verbal</li> <li>• Body language</li> <li>• Dress code</li> <li>• Colours</li> <li>• Light</li> <li>• Sound</li> <li>• Charts</li> <li>• Graphics</li> </ul>
<b>Unit – 3</b>	<p>Introduction of various general qualities amongst future designers.</p> <ul style="list-style-type: none"> <li>• Introduction</li> </ul> <ul style="list-style-type: none"> <li>a. Learning : Concept and principles of learning</li> <li>b. Memory techniques: Dual store model of memory organization of kn</li> <li>c. Motivation : Introduction &amp; Definition</li> <li>d. Time management : process of time planning</li> </ul>
<b>Unit - 4</b>	<ul style="list-style-type: none"> <li>• Presentation skills : To acquire convincing presentation skills</li> <li>• Leadership Skills</li> <li>• Group Discussions</li> <li>• Team work building</li> <li>• Interview Technique</li> </ul>
<b>Reference Books</b>	<p>1. English Grammar, Composition and usage by J.E.Nesfield adapted by N.K.Aggarwal and F.T.Wood, Published : Machmillar India Limited.</p> <p>2. English Idioms by Jennifer Seidi and W.</p>

	<p>Mcmordie Published : Oxford University Press</p> <p>3. Persuasive Reports and Proposals by Andrew Leigh University Press (India Ltd., Distributed by Orient Longman).</p> <p>4.A Practical English Grammar by A.J.Thomson and A.V.Martinez Published : Oxford University Press</p> <p>5.Strengthen your English by M.P.Bhaskaran and D.Hosburgh Published : Oxford University Press</p>
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**Elective courses- Discipline centric-**

**Subject – Psychology of Design**

<b>Code no.</b>	<b>BVFT- 206</b>	<b>Credit- T- 3, P- 2= 4</b>
Course Objectives	1. To understand what is Psychology 2. To study Psychology of design. As a design student- we can leverage psychology to build more intuitive human centered products and experiences Instead of forcing users to conform to the design of a product or experiences we can use some key principles from psuchology as a guide for designing how people actually are.	
Learning outcomes	<p>KNOWLEDGE :• student will demonstrate familiarity with the major concepts ,human mind’s perspective &amp; historical trends in design psychology</p> <p>RESEARCH:</p> <ul style="list-style-type: none"> <li>• Understand• &amp; apply basic design research, design data analysis &amp; store. Critical thinking skills in design psychology. •</li> </ul>	
Specific Outcomes	This is subject which focuses on the relation between human nature• & Design , method & activities How do build a habit in a particular space• & product design Develop the art of choosing materials according to design• & client’s habits &nature	
Course content	<ul style="list-style-type: none"> <li>• Design thinking What is the design Psychology Design Psychology phases Psychology principles that’s will change the way of design 1. Mental model 2. The von restorff effect 3. Gestalt principles - Proximity - Similarity - Closure - Continuity - Figure &amp; ground 4. Visual reactions 5. The psychology of colors</li> <li>• 6. The psychology of colors 7. Dual coding theory 8. Cost benefit analysis</li> </ul>	
Assignments	Create a DOCUMENT on - The psychology of colors	

Reference Books	1. The design of everyday things_ Donald a. Norman 2. Thinking fast & slow – Daniel Kahneman 3. Designing for emotions - Aaron Walter
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**Elective Generic course**

**Subject- Drawing and Sketching – II**

<b>Code- BVFT -207</b>	<b>Credits- T-0, P-8= 4</b>
<b>Course Objective-</b>	
<ol style="list-style-type: none"> <li>1. To gain knowledge of garment shading with different medium.</li> <li>2. To gain knowledge of different types of drawing and painting techniques</li> </ol>	
<b>Unit – 1</b>	<ul style="list-style-type: none"> <li>• <b>Garment drawing with different types of folds, frills, fringes and pleats, Draping on human figure</b></li> <li>• <b>Different Brushing techniques</b></li> </ul>
<b>Unit- 2</b>	<ul style="list-style-type: none"> <li>• <b>Rendering with water colour</b></li> <li>• <b>Basic fabric rendering</b></li> <li>• <b>Embellished fabric rendering</b></li> </ul>
<b>Unit – 3</b>	<ul style="list-style-type: none"> <li>• <b>Landscape Painting</b></li> <li>• <b>Portrait Drawing</b></li> <li>• <b>Canvas Painting</b></li> </ul>
<b>Unit - 4</b>	<ul style="list-style-type: none"> <li>• <b>Glass Painting</b></li> <li>• <b>Oil Painting</b></li> <li>• <b>Face &amp; body Painting</b></li> </ul>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Bhartiya Chitrkala ka Etihad: (2000): Aditya N. Chari</li> <li>• History of Indian Painting and Sculptures( 2018): Dr. Rita Pratap.</li> <li>• Freehand Drawing (2011): M.M. Mehta</li> <li>• Portrait Techniques</li> </ul>



## B. VOC. IN FASHION TECHNOLOGY:- 2<sup>ND</sup> YEAR

Semester 3rd : Skill Component

Subject: Advance Garment Construction

<b>Code- BVFT 301</b>	<b>Credits- T-1, P-8= 5</b>
<ul style="list-style-type: none"> <li>➤ <b>Course Objective-</b> To understand the basic knowledge of advance garment construction</li> <li>➤ To gain the knowledge about measurement techniques and stitching.</li> </ul>	
Learning outcome	<ul style="list-style-type: none"> <li>➤ To understand the operating of advance sewing machines.</li> <li>➤ To understand the stitching detail of garments</li> <li>➤ To know the alteration techniques</li> <li>➤ To provide knowledge of special machines eg- Over lock, Flat lock, Button hole &amp; Feed of the arm</li> <li>➤ To understand the folders &amp; attachments</li> <li>➤ Corrective measures for seam puckering.</li> <li>➤ Corrective measures for other sewing defects</li> </ul>
Course outcome	<ul style="list-style-type: none"> <li>➤ The student will able to analyze and adopt construction methodology to industry standards by Critical thinking</li> <li>➤ The student will able to demonstrating comprehensive knowledge of industrial equipment eg-special sewing machines, pressing machines, packing materials.</li> <li>➤ The student will able to demonstrating knowledge of seams, sewing and pressing operations.</li> <li>➤ The student will able to applying correct sequence of grain line cutting, marking and assembly.</li> </ul>
Specific outcome	Students can become special machine operator, Checker, Job work
Course content	<ol style="list-style-type: none"> <li>1. Introduction to specialized sewing machines – <ul style="list-style-type: none"> <li>• Threading and operating</li> <li>• DNLS,</li> <li>• Over lock,</li> <li>• Button hole,</li> <li>• Feed of the arm,</li> <li>• Bar-tack,</li> <li>• blind stitch machines and</li> <li>• folders and attachments</li> </ul> </li> <li>2. Garment making- <ul style="list-style-type: none"> <li>➤ Women blouse,</li> <li>➤ dress,</li> <li>➤ kid's wear</li> <li>➤ Skirts</li> <li>➤ Adult Body Block</li> </ul> </li> </ol>

	3. Fit checking & alteration
Assignment	1. Submission of File with pictures and working of all the advance sewing machines 2. Submission of garments.
References Books-	<ul style="list-style-type: none"> <li>The Art Of Sewing by Anna Jacob Thomas</li> </ul>

**Semester 3rd : Skill Component**  
**Subject: Textile Finishing Process**

<b>Code- BVFT 302</b>		<b>Credits- T-3, P-4= 5</b>
<p><b>Course Objectives-1.</b> To develop an understanding about the important types of finishes given to the textile products</p> <p><b>2.</b> To develop an understanding about the yarns, their classification, their formation and uses</p>		
Learning outcome	<ul style="list-style-type: none"> <li>➤ To learn about the basic segments of textile industry</li> <li>➤ To Understand the basic building block of fabrics and the relationship of fiber properties to fibre behaviour</li> <li>➤ To Learn about various types of yarns, their classification, their formation and uses</li> <li>➤ To understand the major classification of fabric construction techniques</li> <li>➤ To develop an understanding about the important types of finishes given to the textile products</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to calculate the production and efficiency of winding, warping and sizing process.</li> <li>➤ Students will be able to understand the essential and desirable properties of fibre and classification of fibre</li> <li>➤ Students will be able to understand the basic concepts of weaving</li> </ul>	
Specific outcome	Students can become Dyeing Manager, Senior Merchandiser, Retail Merchandiser	

Course Content	<ol style="list-style-type: none"> <li><b>1. The Textile Industry</b></li> <li><b>2. Fibers</b> <ul style="list-style-type: none"> <li>• Castigation</li> <li>• Composition/Origin/Manufacture of natural and man mane fibers</li> <li>• Performance criteria of fibers</li> <li>• Properties and characteristics of natural and man fibers</li> <li>• Fiber blends</li> </ul> </li> <li><b>3. Yarns</b> <ul style="list-style-type: none"> <li>• Spinning of natural and man made fiber</li> <li>• Types of yarn</li> <li>• Yarns Properties</li> <li>• Yarn count</li> </ul> </li> <li>4. Thread: sizing and its types</li> <li><b>5. Fabric Construction</b> <ul style="list-style-type: none"> <li>• Weaving</li> <li>• Knitting</li> <li>• Lacing</li> <li>• Netting</li> <li>• Feting</li> </ul> </li> <li><b>6. Finishing</b> <ul style="list-style-type: none"> <li>• Classification of finishing</li> <li>• Basic techniques, treatments and processes of textile finishing</li> <li>• Finishing Terminology</li> <li>• Mechanical and Chemical</li> <li>• Permanent and temporary finishing</li> <li>• Preparatory finishes</li> <li>• Stabilizing Finishes</li> <li>• Textural Finishing</li> <li>• Aesthetic finishes</li> <li>• Functional Finishes</li> </ul> </li> </ol>
Assignment	1. Assignment on all types of finishing process
<b>References Books-</b>	<ul style="list-style-type: none"> <li>• J.J.Pizzuto's Fabric science by Allen C. Cohen</li> <li>• Watson's Textile design &amp; colour (Elementary weaves &amp; figured fabrics) by Z.J. Grosicki</li> <li>• Principal of textile testing by J.E. Booth</li> <li>• Live Textile - (A Practical Approach To Understand Fabrics) by Akshay Tholia</li> <li>• Textile Processing: Printing, Dyeing, Finishing by J L Smith</li> </ul>

**Semester 3<sup>rd</sup> : Skill Component****Subject: Art Appreciation**

<b>Code- BVFT 303</b>		<b>Credits- T-1, P-6= 4</b>
Course Objectives – 1. To gain the knowledge of ancient , medieval and Modern historic period in sense of its culture, tradition, religion		
Learning outcome	<ul style="list-style-type: none"> <li>➤ To gain the knowledge of Ancient historic period in sense of its culture, tradition, religion.</li> <li>➤ To gain the knowledge of Medieval historic period in sense of its culture, tradition, religion.</li> <li>➤ To gain the knowledge of Modern historic period in sense of its culture, tradition, religion.</li> <li>➤ To gain the knowledge of influence of western art in garment designing</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to apply fundamental concepts of aesthetics toward the interpretation of art.</li> <li>➤ Students will be able to understand the various media used to make art.</li> <li>➤ Students will be able to understand the formal elements of art and key works of art.</li> <li>➤ Students will be able to recognize major periods of world art history</li> </ul>	
Specific outcome	Fashion Designer,	
Course Content	<ol style="list-style-type: none"> <li>1. Ancient Indian historic period's influence- architecture, culture, religion, tradition, people, incidents.</li> <li>2. Medieval Indian historic periods influences architecture, culture, religion, tradition, people, and incidents.</li> <li>3. Modern historic period's influence architecture, culture, religion, tradition, people, incidents.</li> <li>4. Western Art influences: Application of these influences in designing garments</li> <li>5. Greek Historic period; : Application of these influences in designing garments Roman Renaissance period: Application of these influences in designing garments</li> <li>6. Modern period world art like, Modern Building, Paintings, Architecture, Sculptures and Films etc- application of these influences in garments.</li> </ol>	
Assignment	A file work of sheets defining all the historic and modern period.	
<b>References Books-</b>		

**Semester 3rd : Skill Component**

**Subject: Quality Control**

Code- BVFT 304	Credits- T-1, P-6= 4
<p>1. Course Objectives – 1. To gain the knowledge of quality measurement tools and inspection process in garment industry 2. To gain the knowledge about quality management systems</p>	
Learning outcome	<p>3. To understand the concept of quality in garments 4. To learn the quality measurement tools 5. To gain the knowledge of inspection process in garment industry 6. To gain the knowledge of how to apply different test 7. How to read test report 8. To gain the knowledge about quality management systems</p>
Course outcome	<ul style="list-style-type: none"> <li>➤ Be aware of the quality control system and how to control the quality during production</li> <li>➤ Students will be able to understand the techniques how to inspect fabric, how to manage the pattern and make before production</li> <li>➤ Students will be able to understand how quality of cutting is important to the quality of garment</li> <li>➤ Students will be able to understand what is the characteristic of defect garment what is minor and major defect</li> <li>➤ Main points need to be focus on workmanship and how to control them</li> <li>➤ Students will be able to understand the top technique how to check garment and measurement</li> <li>➤ Students will be able to understand how to control the finishing and packing</li> </ul>
Specific outcome	Students can become Quality controller, Quality manager, Quality Supervisor/analyst, Quality Engineer, Checker
Course Content	<ol style="list-style-type: none"> <li>1. Introduction <ul style="list-style-type: none"> <li>• What is quality?</li> <li>• Why Quality is important?</li> </ul> </li> <li>2. Inspection <ul style="list-style-type: none"> <li>• Inspection Loop</li> <li>• Raw material inspection</li> <li>• In process inspection</li> <li>• Final Inspection</li> <li>• How much to inspect</li> <li>• Defects: Patterns &amp; Markers, Spreading, Cutting, Sewing, Pressing &amp; Finishing</li> <li>• Definitions of fabric defects</li> </ul> </li> <li>3. Statistical Sampling and Sampling Plans.</li> <li>4. Quality Control Tools: AQL &amp; AOQL</li> <li>5. Quality Management System: TQM, ISO, 6 Sigma, Kaizen, Lean Manufacturing</li> </ol>

	6. Textile Testing & Product Evaluation 7. Significance and elements of testing 8. Principles of Textile testing Instruments 9. Quality evaluation of Fibres, yarn and Fabric •
Assignment	1. To submit the file of all the raw material and trims used in garment and fashion industry.
<b>References Books-</b>	<ul style="list-style-type: none"> <li>• Introduction to clothing production management by A.J. Chuter</li> <li>• Fashion Production Terms by Giolleo and Berks ,</li> <li>• Managing The Quality In Apparel Industries – New age International (P) Ltd by Pradeep V Mehta</li> </ul>

**Elective courses- Discipline centric-**

**Subject- Environmental Psychology**

<b>Code BVFT 305</b>	<b>Credits- T-3, P-2= 4</b>
Course Objectives - To understand the interrelationships among the physical environment, individual differences, and human behavior and experience and various environmental issues	
Learning outcome	Gain knowledge and understanding in environmental psychology
Course outcome	To Develop Human and environment relationship 2. To understand the role of environment in human life
Specific outcome	Go green – Clean city – green city
Course Content	<b>Unit I:</b> Environment : Meaning and Characteristics, The Nature and Scope of Environmental Psychology, Historical development of EP. Environment education <b>Unit II:</b> Theoretical Approaches of EP- Relationship between Human and Environment, Approaches of study of Human and Environment. Effect of Natural environment on Human Life. Theories of Environmental Psychology- Environmental load theory, environmental stress theory <b>Unit III:</b> Methods of EP- co-relational method, natural observation Environmental problems: Noise, pollution, Overpopulation, crowding, effect of crowd on human life . Ecology, ecosystem <b>Unit IV:</b> The Future: work environment : work satisfaction, effect of environment on human behaviour , Saving the Environment, role of media, practitioners, NGO's contribution
Assignment	Classification of wastes : Domestic wastes , commercial wastes , waste of agriculture , waste from hospitals Management of waste

<b>References Books-</b>	Readings: Bell, P.A., Greene, T.C., Fisher, J.D., & Baum, A. (2001). Environmental Psychology, Harcourt, Inc.: Fort Worth, TX. Cialdini, R.B. (2003). Crafting normative messages to protect the environment, Current Directions in Psychological Science, 12(4), 105-109. Fisher, J.D., Bell, P.A., and Baum, A. (1984). Environmental Psychology. NY: Holt, Rinehart and Winston. Gallagher, W. (1994). The Power of Place. Harper Perennial: NY. Holahan, C.J. (1982). Environmental Psychology. NY: Random House.
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**Elective courses- Discipline centric-**

**Subject- Life Skill Education**

<b>Code BVFT 306</b>	<b>Credits- T-3, P-2= 4</b>
Course Objectives—1. To Develop social and interpersonal skills among students 3. To foster Personality Development 4. Enhance quality of personal and professional life	
Learning outcome	To Develop social and interpersonal skills among students 5. To foster Personality Development Enhance quality of personal and professional life
Course outcome	To Develop social and interpersonal skills among students 6. To foster Personality Development Enhance quality of personal and professional life
Specific outcome	To Develop social and interpersonal skills among students 7. To foster Personality Development Enhance quality of personal and professional life
Content-UNIT- I	<b>Life Skills-</b> Meaning & Definition; WHO models of life skills, Applications
UNIT- II	<b>Communication &amp; Professional Skills:</b> Effective Communication (Active listening, Speaking & Writing); Resume Writing, Interview and Group discussion Skills, Career guidance .
UNIT- III	<b>Social &amp; Interpersonal Management Skills:</b> Leadership & Management Skills, Planning& Organization, Team building, Developing Interpersonal Trust& Conflict Resolution, Brainstorming, Social & Cultural Etiquettes.
UNIT- IV	<b>Intrapersonal Management Skills:</b> Self Care: Healthy Life Style Choices & Personal Safety, Self-Awareness skills; Emotional Management; Empathy; Coping with stress.
UNIT- V	<b>Problem Solving:</b> Decision Making& Enhancing Creative thinking and; <b>Digital Literacy:</b> Effective Use of Social Medias.
Books and e-References	<ul style="list-style-type: none"> <li>• Dahama O.P., Bhatnagar O.P, (2005). <i>Education and Communication for Development, (2nd Edn.)</i>, Oxford&amp; IBH Publishing Co. Pvt. Ltd. New Delhi.</li> <li>• Elkington, J., &amp; Hartigan, P. (2008). <i>The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World.</i> Harvard Business Press</li> <li>• Goleman D. (1995). <i>Emotional Intelligence.</i> Bloomsbury Publishing India</li> </ul>

*Private Limited*

- Jones Richard nelson (2000), “human relationship skills”, better yourself book, mumbai
- Maurus, J. (1997), “Art of Communicating Effectively”, Better Yourself Book, Mumbai.
- Mikael k. & roman t. *The decision book fifty models for strategic thinking*, profile books ltd, great britain
- Nair .V. Rajasenan, (2010). *Life Skills, Personality and Leadership*, Rajiv Gandhi National Institute of Youth Development, Tamil Nadu.
- Prakash B. (Ed). (2003). *Adolescence and life skills Common Wealth Youth Program*, Asian Center, Common wealth Secretariat. New Delhi: Tata McGraw Hill.
- Silvia P. J. (2007), *How to Read a Lot*, American Psychological Association, Washington DC
- Sen Madhucchanda (2010), *An Introduction to Critical Thinking*, Pearson, Delhi
- Stella Cottrell, (2005). *Critical Thinking Skills: Developing Effective Analysis and Argument*, Palgrave Macmillan Ltd., New York
- Thomas, Gravious (2010, “Life Skill Education and Curriculum”, Shipra Publication, Delhi

#### **E- Resources**

- *How to Build Your Creative Confidence*, Ted Talk by David Kelly - [https://www.ted.com/talks/david\\_kelley\\_how\\_to\\_build\\_your\\_creative\\_confidence](https://www.ted.com/talks/david_kelley_how_to_build_your_creative_confidence)
- Fries, K. (2019). *8 Essential Qualities That Define Great Leadership*. *Forbes*. Retrieved 2019- 02-15 from <https://www.forbes.com/sites/kimberlyfries/2018/02/08/8-essentialqualities-that-define-great-leadership/#452ecc963b63>.
- *Foundation Skills In IT (FSIT)* - Refer the websites like <https://www.sscnasscom.com/ssc-projects/capacity-building-and-development/training/fsit/>
- NPTEL Course on Leadership - <https://nptel.ac.in/courses/122105021/9>



Elective Generic course

**Subject- Handicraft & Fashion Accessories Design- I**

Code- BVFT -307	Credits- T-0, P-8= 4
<b>Course Objective-</b> 1. To impart basic knowledge about fancy art and fashion for enhancing student's creativity to use as entrepreneur	
<b>Unit – 1</b>	<b>Principle of Handicraft and its uses in different ways-</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Paper Art</li><li>• Envelops, Paper beg, Cards, Paper Quelling etc.</li></ul>
<b>Unit- 2</b>	<ul style="list-style-type: none"><li>• Festival Special-</li><li>• Rakhi and related accessories</li><li>• Diwali and related accessories Diya, Pooja Thali, Rangoli, Toran etc.</li></ul>
<b>Unit – 3</b>	<ul style="list-style-type: none"><li>○ Trousseau Packing-Gift packing, Basket Packing,</li><li>○ Tray Decoratiion,</li><li>○ Flower Making,</li><li>○ Chauki work</li></ul>
<b>Unit - 4</b>	<ul style="list-style-type: none"><li>• Soft Toys,</li><li>• Clay art, Shipkar,</li><li>• Stain Glass and</li><li>• Kundan work<ul style="list-style-type: none"><li>▪ Exhibition cum sale</li></ul></li></ul>
<b>Reference Books</b>	<ul style="list-style-type: none"><li>• As per Instructors needed.</li></ul>

**Semester IVth: Skill Component – Core Education Components**

**Subject: Advance Garment Construction**

Code - <b>BVFT 401</b>		<b>Credits- T-1, P-8= 5</b>
➤ Course Objectives- To understand the stitching detail of garments		
Learning outcome	<ul style="list-style-type: none"> <li>➤ To understand the operating of advance sewing machines.</li> <li>➤ To understand the stitching detail of garments</li> <li>➤ To know the alteration techniques</li> <li>➤ To provide knowledge of special machines eg- Over lock, Flat lock, Button hole &amp; Feed of the arm</li> <li>➤ To understand the folders &amp; attachments</li> <li>➤ Corrective measures for seam puckering.</li> <li>➤ Corrective measures for other sewing defects</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ The student will able to analyze and adopt construction methodology to industry standards by Critical thinking</li> <li>➤ The student will able to demonstrating comprehensive knowledge of industrial equipment eg-special sewing machines, pressing machines, packing materials.</li> <li>➤ The student will able to demonstrating knowledge of seams, sewing and pressing operations.</li> <li>➤ The student will able to applying correct sequence of grain line cutting, marking and assembly.</li> </ul>	
Specific outcome	Students can become special machine operator, Checker, Job work	
Course content	<ol style="list-style-type: none"> <li>4. Making samples on specialized sewing machines – <ul style="list-style-type: none"> <li>• DNLS,</li> <li>• Over lock,</li> <li>• Button hole,</li> <li>• Feed of the arm,</li> <li>• Bar-tack,</li> <li>• blind stitch machines and</li> <li>• folders and attachments</li> </ul> </li> <li>5. Garment making- with line balancing <ul style="list-style-type: none"> <li>➤ shirt,</li> <li>➤ trouser,</li> <li>➤ T- shirt as per Spec- sheet</li> </ul> </li> <li>6. Finishing and packing of garments as per spec sheet</li> <li>7. Handling of special fabric: chiffon, georgette, Satin, Lycra, Denim, Laminated fabric.</li> </ol>	
Assignment	<ol style="list-style-type: none"> <li>1. Submission of File with pictures and working of all the advance sewing machines</li> <li>2. Submission of garments.</li> </ol>	

<b>References Books-</b>	<ul style="list-style-type: none"> <li>• The Art Of Sewing by Anna Jacob Thomas</li> </ul>
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**Semester IVth: Skill Component**

**Subject: Computer Aided Design**

<b>Code- BVFT402</b>	<b>Credits- T-2, P-6= 5</b>
<p>➤ Course Objectives- 1. To gain the knowledge of software using in garment industry to arrange the pattern on a plot of fabric for less wastage.</p>	
Learning outcome	<ul style="list-style-type: none"> <li>➤ To provide students with an overview of computer technologies required for fashion and apparel manufacturing industry.</li> <li>➤ Introduction to CAD (Pattern Making)in APPAREL</li> <li>➤ Students will gain the ability of using computer aided design (CAD) and computer aided manufacture (CAM) in fashion and apparel manufacturing industry.</li> <li>➤ To construct the pattern &amp; to grade the pattern with the help of CAD software</li> </ul>
Course outcome	<ul style="list-style-type: none"> <li>➤ Student will be able to use design software used in garment industry.</li> <li>➤ Students will be able to increase the productivity.</li> <li>➤ Students will be able to increase the speed of production.</li> <li>➤ Students will learn a variety of digital image making techniques applicable to the fashion industry from design conception through to manufacturing and sale</li> <li>➤ Students reflect upon and assess the global context of the fashion system, so as to apply their advanced skills for life-long learning and enable to confidently contribute to an industry that is always evolving</li> </ul>
Specific outcome	Students can become CAD Operator, Merchandiser, and Assistant Merchandiser.
Course Content	<ol style="list-style-type: none"> <li>1. Development of pattern of Men Shirt</li> <li>2. Development of pattern of Trousers</li> <li>3. Development of pattern of T-shirt</li> <li>4. Development of pattern of kids wear</li> <li>5. Development of pattern of dress</li> <li>6. Developing Patterns through Tech-Pack / Spec Sheet</li> <li>7. Grading of Patterns Developed through Specs- Sheet</li> <li>8. Grading of Shirt &amp; Trousers</li> </ol>
Assignment	Submission of Graded Shirt & Trousers pattern
Book Refer	<ul style="list-style-type: none"> <li>• Computer-Aided Pattern Design &amp; Product Development by Alison Beazley &amp; Terry Bond</li> </ul>

**Semester IV th: Skill Component****Subject: Quality Assurance**

Code – <b>BVFT 403</b>		<b>Credits- T-3, P-2= 4</b>
Course Objectives – 1. To gain the knowledge about quality management systems		
Learning outcome	<ul style="list-style-type: none"><li>➤ To understand the concept of quality in garments</li><li>➤ To learn the quality measurement tools</li><li>➤ To gain the knowledge of inspection process in garment industry</li><li>➤ To gain the knowledge of how to apply different test</li><li>➤ How to read test report</li></ul>	
Course outcome	<ul style="list-style-type: none"><li>➤ Be aware of the quality control system and how to control the quality during production</li><li>➤ Students will be able to understand the techniques how to inspection fabric, how to manage the pattern and maker before production</li><li>➤ Students will be able to understand how quality of cutting is import to the quality of garment</li><li>➤ Students will be able to understand what is the characteristic of defect garment what is minor and major defect</li><li>➤ Main points need to be focus on workmanship and how to control them</li><li>➤ Students will be able to understand the top technique how to check garment and measurement</li><li>➤ Students will be able to understanding how to control the finishing and packing</li></ul>	
Specific outcome	Students can become Quality controller, Quality manager, Quality Supervisor/ analyst, Quality Engineer, Checker	

Course Content	<ol style="list-style-type: none"> <li>1. Precision &amp; Accuracy of Test Methods <ul style="list-style-type: none"> <li>• A atmospheres Conditions for testing</li> <li>• Strength Properties of apparel</li> <li>• Fabric stretch properties</li> <li>• Dimensional changes in apparel due to laundering dry-cleaning, stemming &amp; pressing</li> <li>• Needle cutting/ yarn severance</li> <li>• Sew-ability of fabrics</li> <li>• Bow and skewness (Bias) In woven and knitted fabrics</li> <li>• Soil and stain release testing</li> <li>• Fabric thickness</li> <li>• Abrasion resistance</li> <li>• Color fastness</li> <li>• Testing of fusible interlinings</li> <li>• Testing of zippers</li> <li>• Elastic waistband testing</li> <li>• Yarn strength and elongation</li> <li>• Yarn strength and elongation</li> <li>• Yarn number</li> <li>• Yarn twist</li> </ul> </li> <li>2. Product Liability</li> <li>3. Quality Cost.</li> </ol>
Assignment	1. File submission on all the test methods.
References Books-	<ul style="list-style-type: none"> <li>• An Intro. To Quality Control for Apparel Industry(Photocopy) by Pradip V. Mehta</li> <li>• Quality Assurance For Textiles And Apparel by Sara J. Kadolph</li> </ul>

### Semester 4<sup>th</sup> : Skill Component

#### Subject: Presentation and Portfolio

Code – <b>BVFT 404</b>		<b>Credits- T-2, P-4= 4</b>
➤ Course Objectives- To develop an understanding of professional and ethical Responsibility		
Learning outcome	<ul style="list-style-type: none"> <li>➤ Introduction of portfolio</li> <li>➤ Basic knowledge of portfolio making, flat sketches, mood board, storyboard, color story, presentation techniques</li> <li>➤ Basic detail of making mood boards, story boards, swatch boards.</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to gain the knowledge about how to make portfolio.</li> <li>➤ Students will be able to develop a systematic, critical approach to problem solving at all levels of the design process.</li> <li>➤ Students will be able to develop an ability to communicate effectively</li> </ul>	

	Reports on final concept design and financial model
Specific outcome	Fashion designer, Instructor
Course Content	<ol style="list-style-type: none"> <li>1. Creating Mood boards, theme boards, client boards, swatch boards</li> <li>2. Creating lines, collage work</li> <li>3. Theme based illustrations</li> <li>4. Fashion accessories designing</li> <li>5. Illustrating different hairstyles</li> <li>6. Design Studio- designing dresses based on different themes for a fashion show</li> <li>7. Study of the basic aspects of a fashion show</li> <li>8. Designing and illustrating lines for a fashion</li> </ol>
Assignment	<ol style="list-style-type: none"> <li>1. Submission of File work of sheets og different accessories, hairstyles.</li> <li>2. Files of illustration based on theme work</li> <li>3. Complete portfolio on the basis of mood board, story board.</li> </ol>
References Books-	<ul style="list-style-type: none"> <li>• Fashion Design Drawing &amp; Presentation by Patrick John Ireland</li> </ul>

**Elective courses- Discipline centric-**

**Subject- Computer and Digital Communication**

<b>Code BVFT 405</b>	<b>Credits- T-4, P-0= 4</b>
Course Objectives – <b>Course Objective-</b> 1. Understanding the concept of information technology & its scope. 2. Information technology has great influence on all aspects of life, it is essential to expose various aspects of information.	
Learning outcome	<ol style="list-style-type: none"> <li>1. To understand the concept of digital communication</li> <li>2. To gain the knowledge of how to apply different test</li> </ol>
Course outcome	
Specific outcome	
Course Content	<p><i>Unit-1- Computer Fundamentals</i></p> <ul style="list-style-type: none"> <li>• Overview to computer system</li> <li>• Characteristics of computer</li> <li>• Types of computer Desktop, Laptop,</li> <li>• 4 Palmtop, PDAS, Tablet PC</li> </ul> <p>Unit- 2- Classification of computer</p>

	<ul style="list-style-type: none"> <li>• Super Computer, Mainframe Computer</li> <li>• Mini-Computer, Micro-Computer)</li> <li>• Classification of Hardware, 4 Software and firmware</li> </ul> <p>Unit- 3– CPU (Inter Process of P.I to P.IV, Parallel processing)</p> <ul style="list-style-type: none"> <li>• Mother Board</li> <li>• Memory : Storing information</li> <li>• Memory for organizing data cards.</li> </ul> <p>Unit- 4- Primary : RAM, ROM,</p> <ul style="list-style-type: none"> <li>• Registers, Cache)</li> <li>• Secondary : (Magnetic storage device, Diskette Drives, Hard Disk</li> <li>• Tape Drives, Optical Storage Device, Flash drive)</li> </ul> <p>Bits, Bytes, KB, MB, GB, NB</p>
<p>Practical/ Assignment</p>	<p><b>Microsoft windows (O.S.) :</b></p> <p>Starting OS, The start Button, Arranging windows, shortcuts, shutting down OS, OS tools, My Computers windows Explorer, copying files, using send to creating, remaking, Moving copying Deleting folder and files.</p> <p>Word Pad : Opening and saving file, editing Documenting and formatting text, Previewing and printing document.</p> <p><i>Paint :</i></p> <p>Opening and saving file, learning of tool Bar, creating and editing a design, color Theory, Mirror, Rotating and flipping the Images.</p>

MS - Word : Introduction to word processing, introduction to MS-Word, creating and formatting a document, features of MS-Word, Auto-text and Auto Correct, Grammar and spell check, changing font and type size. Inserting and sizing, graphics, working all the tool bar. Opening and saving a.

**MS Excel :** Document, Printing and previewing a document creating Tables, Auto formatting Tables, finding and Replacing Text

Introduction of Electronic spread sheet  
Introduction of MS Excel creating and formatting a worksheet. Features of MS-Excel Inserting Data into worksheet. Entering formulas and function. Types of charts, creating Charts, Moving and Sizing Charts, Copying a chart, using AutoFill.

*Microsoft-Power Point :*

Introduction of presentation program, introduction to Microsoft, Power-point, creating a presentation. Features of power point Auto content wizard, viewing and editing a presentation, Insertion pictures and clip Arts, Opening saving and printing a presentation, creating and enhancing a table, slide layout, modify the slide and title master, Adding transition and Build effect.

*Internet :*

What is internet History and uses of Internet, connecting of Internet, Dial-up Access and Direct Access, Domains and Address, DNS and IP Address, using the world wide web, Internet



	<p>Browser and Browsing the web, service on Internet, E-mail services, Search engines, chat services.</p> <p><i>Exercise to be done :</i></p> <p><b>Paint for Ex. :</b></p> <p>Preparing design for handkerchief, Scarf, Dress Material, Furnishing fabrics, Shirting and Suitings, Embroidery applique work, Jewelry.</p> <p><i>Word for Excel. :</i></p> <p>Designing greeting card, visiting card, letter head, poster, advertisement.</p> <p>Preparing work sheet, graphical representation.</p> <p>Powerpoint : Presentation based on defects of fabric, Traditional fabrics, traditional sarees, flow charts spinning weaving, carpets, Rugs, fashion designers, fashion show.</p>
<p><b>References Books-</b></p>	<p>Bride M.Whelan, Color Harmony a guide to creative Color Combinations James Stockton Vol.1-5 - Designer guide to Color Bhagwat Gajanan - Arwind Desai Kitab Arts S.V.Bapat Basic Design &amp; Anthropometry</p>

**Elective courses- Discipline centric-**

**Subject- Apparel Manufacturing Techniques-I**

<p><b>Code BVFT 406</b></p>	<p><b>Credits- T-1, P-6= 4</b></p>
<p>Course Objective -1. To develop skill and ability in designing and making of paper patterns for different garments.</p> <p>2.To learn basic designing process and apparel manufacture</p> <p>8.</p>	
<p>Learning outcome</p>	

Course outcome	
Content-UNIT- I	<ul style="list-style-type: none"> <li>□ Skirt variations :- A- line flared skirt, Basic flared skirt, One dart skirt, added flare skirt, Flared skirt with gathered waist line, Gored skirt- 4 gore and 6 gore, Pegged skirt with pleats, Skirt with yoke. Circular skirts :- Full circle skirt, Warp skirt with side seam</li> </ul>
UNIT- II	<ul style="list-style-type: none"> <li>· Introduction to draping and dress forms.</li> <li>· Preparation of fabrics.</li> <li>· Basic bodice – marking and trueing</li> <li>· Bodice variations- surplice front, halter</li> <li>· Princess bodice and variation.</li> </ul>
UNIT- III	<ul style="list-style-type: none"> <li>· Dart into – pleats, flares , gathers, tuck.</li> <li>· Darts into style lines –classic and armhole princess line.</li> </ul> <p>Dart into fullness – blouson, yokes, pleat, tucks.</p>
UNIT- IV	<ul style="list-style-type: none"> <li>• Learning to fit a garment- fitting area, fitting guidelines, fitting procedure, fit problems and remedies</li> <li>• Fitting special markets-children, pregnant women, senior citizens, heavy people, people with physical disabilities</li> </ul>
Practical/Assignment	Designing, Drafting, Cutting and Stitching of garments for female with khadi fabric Salwar Kurta
Books and e-References	<ul style="list-style-type: none"> <li>• Readers Digest, Guide to Sewing and Knitting.Sewing for the Apparel Industry – Claire Shaeffer, Prentice Hall.</li> <li>• Garment Technology for Fashion Designers – Gerry Co oklin, Book Link, USA.</li> <li>• Sewing for Fashion Design- Nurie Relis/Gail Strauss-Reston Publishing Co</li> </ul>

**Elective Generic course**

**Subject- Waste to Wealth**

<b>Code- BVFT -407</b>		<b>Credits- T-0, P-8= 4</b>
Objective: 1. To create a sight of creativity in the participants. 1. Reusing the waste materials.		
<b>Course content</b>	<ul style="list-style-type: none"><li>• Generate ideas focusing on how the design of the project can be developed or even changed to reduce waste.</li><li>• Principles of designing out waste<ul style="list-style-type: none"><li>a) Design for reuse and recovery</li><li>b) Design for offsite construction</li><li>c) Deign for material optimization</li><li>d) Design for waste efficient procurement</li></ul></li></ul> Design for deconstruction and flexibility	
<b>Reference Books</b>	As per needed	

**B. VOC. IN FASHION TECHNOLOGY:- 3<sup>rd</sup> YEAR**

**Semester V th: Skill Component**

**Subject: Sourcing Management**

<b>Code - BVFT 501</b>	<b>Credits- T-3, P-2= 4</b>
Course Objectives- To understand the basic of sourcing in fashion industry	
Learning outcome	<ul style="list-style-type: none"><li>➤ To understand the whole concept and need of sourcing</li><li>➤ To understand the how sourcing strategies are develop</li><li>➤ To gain the knowledge of Markets of sourcing</li><li>➤ To know what is vendor management</li></ul>
Course outcome	<ul style="list-style-type: none"><li>➤ Students will be able to understand the structure of supply chain and the different ways through which supply chain can become competitive in the market</li><li>➤ Students will be able to use the levers of the logistics strategy to redefine the points necessary to make this harmonization</li></ul>

	<ul style="list-style-type: none"> <li>➤ Students will be able to analyze the importance of the term “value creation” and to propose actions in the field of management of logistics costs towards the creation of value</li> <li>➤ Students will be able to understand international logistics in a global market</li> <li>➤ Students will be able to understand to produce and combine effectively the options available for managing inventory and orders per case</li> </ul>
Specific outcome	Research planner, Business planner, Management Consultant
	<ol style="list-style-type: none"> <li>1. Introduction to sourcing</li> <li>2. Definition &amp; need for sourcing</li> <li>3. Sourcing strategies</li> <li>4. Procurement &amp; Outsourcing</li> <li>5. Make or Buy decisions</li> <li>6. Single sourcing v/s Multiple sourcing</li> <li>7. Domestic v/s Global sourcing</li> <li>8. Markets – Domestic or International</li> <li>9. Manufacturing Resource Planning</li> <li>10. Supply Chain Management</li> <li>11. Demand Chain Analysis</li> <li>12. Just in time technology</li> <li>13. Vendor Management</li> <li>14. Inventory Management</li> <li>15. Inspection</li> <li>16. Ethical sourcing</li> </ol>
Assignment	<ol style="list-style-type: none"> <li>1. A report on various sourcing techniques.</li> <li>2. List of all the vendors of fashion accessories in Indore</li> </ol>
References Books-	<ul style="list-style-type: none"> <li>➤ Logistics Management and Strategy: Competing Through the Supply Chain by Alan Harisson &amp; Remko van Hoek</li> <li>➤ Logistics &amp; Supply Chain management by Martin Christofer</li> </ul>

**Semester V th: Skill Component**  
**Subject: Computer Aided Designs**

<b>Code BVFT 502</b>	<b>Credits- T-1, P-8= 5</b>
Course Objectives-	
Learning outcome	<ul style="list-style-type: none"> <li>➤ Designing through CAD software like FASHION Studio/ CorelDraw</li> <li>➤ To understand the operating of computer</li> <li>➤ Introduction to CAD (Computer Aided Design)for illustration</li> <li>➤ Using the different tools make a Fashion illustration</li> </ul>

Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to make a Fashion illustration</li> <li>➤ Students will be able to make accessories</li> </ul>
Specific outcome	Students can become Fashion Designer, Assistant Fashion Designer
Course Content	<ol style="list-style-type: none"> <li>1. Menu commands</li> <li>2. Working area</li> <li>3. Development of own illustration style: <ul style="list-style-type: none"> <li>• Formal Wear</li> <li>• Casual Wear</li> <li>• Party Wear</li> <li>• Sports Wear</li> </ul> </li> </ol>
Assignment	Submission of sports dress/party wear dress
References Books-	Computer-Aided Pattern Design & Product Development by Alison Beazley & Terry Bond

### Semester V th: Skill Component

#### Subject: Fashion Costing

<b>Code BVFT 503</b>	<b>Credits- T-2 , P-6= 5</b>
<b>Course Objectives-</b>	
Learning outcome	<ul style="list-style-type: none"> <li>➤ To understand the basics of costing</li> <li>➤ To understand the concept of selling price</li> <li>➤ To understand the how elements of costing work</li> <li>➤ To gain the knowledge of calculations of margins, freight elements</li> </ul>
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to calculate the costing of apparel</li> <li>➤ Students will be able to calculate with international price</li> </ul>
Specific outcome	Manager, Merchandiser, Assistant Merchandiser
Course Content	<ol style="list-style-type: none"> <li>1. Elements of costing</li> <li>2. Difference between costing &amp; pricing</li> <li>3. Fixed costs v/s Variable Costs</li> <li>4. Direct Cost v/s Indirect Costs</li> <li>5. Overheads</li> <li>6. Cost Volume Profit Analysis</li> <li>7. Calculation of Margins, freight elements</li> <li>8. Currency Conversions</li> <li>9. Guidelines for costing of different textile materials</li> </ol>
Assignment	<ol style="list-style-type: none"> <li>1. Preparing cost sheet.</li> <li>2. Calculation of Margins.</li> <li>3. Currency conversions</li> </ol>

<b>References Books-</b>	<ul style="list-style-type: none"> <li>Apparel Costing by M. Krishan Kumar</li> </ul>
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**Semester V th: Skill Component**

**Subject: Project**

Code - BVFT- 504		<b>Credits- T-2 , P-4 = 4</b>
Course Objective-		
Learning outcome	<ul style="list-style-type: none"> <li>➤ To develop the skill of doing research and how to make a project report</li> <li>➤ To develop the technique of data collection and evaluation</li> <li>➤ Industrial Visit : Industrial visits may be arranged for the tstudents with the briefing it importance. Standard questionnaire / guidelines may be given to the students before visiting the industries</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to identify process and procedures for company purchases</li> <li>➤ Students will be able to identify business strategies for buying and selecting products</li> </ul>	
Specific outcome	Students can run their own Apparel manufacturing industry	
Course content	<ol style="list-style-type: none"> <li>Detailed study on the given topic, data collection, evaluation and conclusion</li> <li>The student will be required to complete their study and submit a comprehensive report</li> </ol>	
Assignment	Detailed internship report has to submit by the students.	
<b>References Books-</b>	<ul style="list-style-type: none"> <li>Fashion The Industry &amp; Its Careers by Michele M. Granger</li> </ul>	

**Elective courses- Discipline centric-**

**Subject- Digital Skill & Cyber Safety**

Code - BVFT- 505		<b>Credits- T-4 , P-0 = 4</b>
Course Objective- To impart basic knowledge about digital skills.		
2. To provide students with the knowledge about cyber safety		

Course content	<ul style="list-style-type: none"> <li>➤ <b>Unit -1 - Basic Knowledge of digital era.</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Formal internet skills</li> </ul> </li> <li>◆ Unit – 2- Safe usages of smart devices <ul style="list-style-type: none"> <li>➤ Safe usages of internet communications</li> </ul> </li> <li>• <b>Unit- 3-</b> Sharing, Browsing and entertainment <ul style="list-style-type: none"> <li>• Beginner’s guide to cyber security</li> </ul> </li> <li>• Unit – 4- Digital Economy <ul style="list-style-type: none"> <li>• Smart uses of social media.</li> <li>• Basic knowledge about Web Design and Development</li> </ul> </li> </ul>
Assignment	
References Books-	<ul style="list-style-type: none"> <li>• Digital Skills( 2014): Alexander, J.A.M., VanDeursen,: PALGRAVE, MAMILLAN, New York</li> </ul>

**Elective courses- Discipline centric-**

**Subject- Apparel Manufacturing Technology – II**

<b>Code - BVFT- 506</b>	<b>Credits- T-1 , P-6 = 4</b>
Course Objective- 1. To learn basic designing process and apparel manufacture techniques	
Course content	<ul style="list-style-type: none"> <li>• <b>Unit -1</b> Stitching Techniques <ul style="list-style-type: none"> <li>• Neck lines:-round and jewel, scoop, square and glass, 'V' shaped, straight and curved, scalloped , sweet heart, key hole, boat neck and asymmetrical.Neck line finishes:-shaped facing, corded or piped neck line, bias facing-single layer binding, double layer binding, banded neckline and placket bands.</li> </ul> </li> <li>• Unit – 2- Collars:-how to assemble a collar, Types of collars-flat collar, rolled collar, stand collar, tie collar, turtle neck collar, shirt collar, peter-pan collar, one piece convertible collar and shawl collar</li> <li>• <b>Unit- 3-</b> Sleeves:-sleeveless - with facing, set-in-sleeve, half sleeve, puff sleeve, flared sleeve, full sleeve, petal sleeve, leg-o-mutton sleeve, bishop sleeve, cap sleeve raglan sleeve and kimono sleeve.</li> </ul>

	<ul style="list-style-type: none"> <li>• Unit – 4- Types of Pockets, Plackets ,tucks pleats</li> <li>• Cuff application;-basic shirt cuff, French cuff and continuous cuff.</li> </ul>
Assignment/ Practical-	<ol style="list-style-type: none"> <li>1. Tools and equipments used in clothing construction Sewing Machine and its parts, repair and maintenance of sewing machine.</li> <li>2. Making samples of <ol style="list-style-type: none"> <li>a) Seams</li> <li>b) Tucks</li> <li>c) Pleats</li> <li>d) Plackets</li> <li>e) Pockets</li> <li>f) Collars</li> <li>g) Sleeves</li> </ol> </li> </ol> <p>Making album of all samples</p>
References Books-	<ul style="list-style-type: none"> <li>• Dorling Kindersely, The complete Book of Sewing, London, New York</li> <li>• DeulkarDurga, Household Textiles &amp; Laundry Work, <ul style="list-style-type: none"> <li>• Orient Longman Delhi <ul style="list-style-type: none"> <li>• Harlow, The Basic Book of Sewing, Octopus Books Ltd.</li> <li>• Ritu Jindal, Handbook of Fashion Designing, Mittal Publication, New Delhi</li> </ul> </li> </ul> </li> <li>• Sharon Lee Tate, Inside Fashion Design, Pearson Education</li> </ul>

**Elective Generic course**

**Subject- Entrepreneurship Development --**



<b>Code- BVFT 507</b>	<b>Credits- T-2, P-4= 4</b>
Course Objective: . To impart basic knowledge about digital skills. 2. To provide students with the knowledge about cyber safety	
<b>Unit -1</b>	Entrepreneurship Development - Entrepreneurship- concept, definition, need and significance of entrepreneurship• development in India, entrepreneurship growth process, barriers, entrepreneurship education model. Entrepreneur-their characteristics, types, gender issues, role demands and challenges. Entrepreneurial Motivation. • Challenges faced by Women Entrepreneur•
<b>Unit-2</b>	Enterprise Planning and Launching - Types of enterprises classification based on capital, product, location, ownership pattern• and process Sensing business opportunities and assessing market potential; market research• Appraising of project and feasibility•
<b>Unit-3</b>	Enterprise Management and Networking - Managing Production• - Organizing Production; input-output cycle - Ensuring Quality Managing Marketing• - Understanding markets and marketing - Functions of Marketing - 4Ps of Marketing(same as marketing mix
<b>Unit-4</b>	Financial Management - Meaning of Finance - Types and Sources of Finance - Estimation of project cost - Profit Assessment Networking of Enterprises•
<b>Practical</b>	1. SWOT analysis with respect to entrepreneurial competencies through case profiling of successful entrepreneurs and enterprises. 2. Achievement Motivation lab-development of entrepreneurial competencies 3. Survey of an institution facilitating entrepreneurship development in India. 4. Preparation of business plan.
Reference Books	Gundry Lisa K. & Kickul Jill R.,2007, Entrepreneurship Strategy: Changing Patterns in New Venture Creation, Growth, and Reinvention, SAGE Publications, Inc. Taneja• & Gupta, 2001, Entrepreneur Development- New Venture Creation, Galgotia Publishing Company

**Semester VIth: Skill Component**

**Subject: Advance in Fashion Technology**

<b>Code- BVFT 601</b>	<b>Credits- T-2, P-6= 5</b>
➤ <b>Course Objective:</b> To utilize presentation skills for the final presentation of women's wear on paper	
Learning outcome	<ul style="list-style-type: none"> <li>➤ To understand the present trends</li> <li>➤ To analyze the concept and to develop concept through mood board and story board</li> <li>➤ To develop various designs reflecting the concepts (partially rendered)</li> <li>➤ To develop the product</li> </ul>
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to create global design products utilizing their advanced knowledge of new technology and traditional craft</li> <li>➤ Students will be able to understand and incorporate sustainability decisions into their design aesthetics and creativity;</li> <li>➤ Students will be able to function independently with a forward-looking ability to promote their inventive personal design vision through the creative work they present.</li> </ul>
Specific outcome	Merchandiser, Product designer
Course Content	<ol style="list-style-type: none"> <li>1. Students are required to present a comprehensive report based on the recent research and development in the field of textiles. The report should emphasize the innovations, technological advances, applications, opportunities and challenges of the research</li> <li>2. Market survey</li> <li>3. Conceptualization</li> <li>4. Design Development</li> <li>5. Final Presentation</li> <li>6. Product Development Product presentation</li> </ol>
Assignment	Submission of complete portfolio
<b>References Books-</b>	<ul style="list-style-type: none"> <li>• Fashion The Industry &amp; Its Careers by Michele M. Granger</li> </ul>

**Semester VIth: Skill Component**  
**Subject: Entrepreneurship**

Course Code- <b>BVFT-602</b>		<b>Credits – T- 3, P-2= 4</b>
1. Course Objective- To analyze the concept and to develop concept through research		
Learning outcome	1. To understand the objectives , introduction and planning about the topic	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to Know the parameters to assess opportunities and constraints for new business ideas</li> <li>➤ Students will be able understand the systematic process to select and screen a business idea</li> <li>➤ Students will be able to write a business plan</li> </ul>	
Specific outcome	Students can become Entrepreneur	
Course Content	<ol style="list-style-type: none"> <li>1. Introduction to Entrepreneurship</li> <li>2. Concept of Enterprise and Entrepreneur</li> <li>3. Entrepreneurship v/s Management</li> <li>4. Role &amp; Function of Entrepreneur w.r.t. the enterprise and economy</li> <li>5. Opportunity scouting &amp; Idea generation</li> <li>6. Role of creativity &amp; innovation and business research</li> <li>7. Source of business idea</li> <li>8. The process of setting up a business : Preliminary screening &amp; aspects</li> <li>9. Preparation of project report</li> <li>10. Business processes, location, operation planning &amp; control</li> <li>11. Financing agencies</li> <li>12. Policies/ Programmes, Schemes &amp; procedures</li> <li>13. Principles of double entry book keeping : Journal entries , cashbook, passbook &amp; bank</li> <li>14. Issues of small scale marketing</li> <li>15. Concept &amp; application of PLC, advertising &amp; publicity</li> <li>16. Sales &amp; distribution management</li> </ol>	
Assignment	1. Submission of a project report any one entrepreneur of fashion Industry	
References Books-		

**Semester VIth: Skill Component**  
**Subject: Computer Aided Design**

Course Code- <b>BVFT- 603</b>	<b>Credits: T- 1, P-6= 4</b>
Course Objectives- Using the different tools make a Fashion illustration	
Learning Outcome	<ul style="list-style-type: none"> <li>➤ To provide students with an overview of computer technologies required for fashion and apparel manufacturing industry.</li> <li>➤ Introduction to CAD (Pattern Making)in APPAREL</li> <li>➤ Students will gain the ability of using computer aided design (CAD) and computer aided manufacture (CAM) in fashion and apparel manufacturing industry.</li> <li>➤ Designing through CAD software like FASHION Studio/ CorelDraw</li> <li>➤ Introduction to CAD (Computer Aided Design)for illustration</li> </ul>
Course outcome	<ul style="list-style-type: none"> <li>➤ Student will be able to use design software used in garment industry.</li> <li>➤ Students will be able to increase the speed of production.</li> <li>➤ Students will be able to make a Fashion illustration</li> <li>➤ Students will be able to make accessories</li> </ul>
Specific outcome	Students can become CAD pattern Master, CAD Designer, Assistant Fashion Designer
Course content	<ol style="list-style-type: none"> <li>1. Developing Patterns through Tech-Pack / Spec Sheet</li> <li>2. Grading of Patterns Developed through Specs- Sheet</li> <li>3. Development of own illustration style: <ul style="list-style-type: none"> <li>• Formal Wear</li> <li>• Casual Wear</li> <li>• Party Wear</li> </ul> </li> </ol>
Assignment	<ol style="list-style-type: none"> <li>1. Submission of Graded pattern through Tech-Pack / Spec Sheet</li> <li>2. Submission of portfolio</li> </ol>
<b>References Books-</b>	Computer-Aided Pattern Design & Product Development by Alison Beazley & Terry Bond

**Semester VIth: Skill Component**  
**Subject: Internship Project**

Course Code- <b>BVFT - 604</b>		Credits- T- 1, P-8 =5
Course objectives- To develop the skill of doing research and how to make a project report		
Learning Outcome	<ul style="list-style-type: none"> <li>➤ To develop the technique of data collection and evaluation</li> <li>➤ Industrial Visit : Industrial visits may be arranged for the students with the briefing its importance. Standard questionnaire / guidelines may be given to the students before visiting the industries</li> <li>➤ To develop the skill of doing research and how to make a project report</li> <li>➤ To develop the technique of data collection and evaluation</li> </ul>	
Course outcome	<ul style="list-style-type: none"> <li>➤ Students will be able to identify process and procedures for company purchases</li> <li>➤ Students will be able to identify business strategies for buying and selecting product</li> </ul>	
Specific outcome	Students can run their own Apparel manufacturing industry	
Course content	<ol style="list-style-type: none"> <li>1. Detailed study on the given topic, data collection, evaluation and conclusion</li> <li>2. The student will be required to complete their study and submit a comprehensive report</li> </ol>	
References Books-	<ul style="list-style-type: none"> <li>• Fashion The Industry &amp; Its Careers by Michele M. Granger</li> </ul>	
	<ul style="list-style-type: none"> <li>•</li> </ul>	

**Elective courses- Discipline centric-**

**Subject- Family Finance & Consumer studies**

Code - <b>BVFT- 605</b>		Credits- <b>T-4 , P-0 = 4</b>
Course Objectives - To study of actual of a drawing and develop a sees of combination of different elements in a design of design		
Course content	<p><b>Unit-1-</b> Income and Expenditure ,Household Income – Types, Sources, Supplementation of family income, use of family income, budgets, maintaining household accounts  Factors influencing expenditure pattern• Family savings and investments- need ,principles, channels of investment, tax• implications  Consumer credit- need, sources, credit cards, Housing finance• Personal finance management – tax implications, calculation of personal income tax,• Guidelines for wise buying practices•</p>	

	<p><b>Unit-2</b> - Consumer in India: Consumer problems and education , Definition of a consumer• Role of consumers in the economy, National Income, Per Capita Income, Household wise• distribution of income Changing nature of the business world –e-commerce, e-business• Types of consumer problems – products and service related, investment and• infrastructure related, Causes and solutions Consumer education and empowerment</p> <p><b>Unit-3</b> - Consumer Protection, Consumer protection• Consumer rights and responsibilities• Consumer organizations – origin, functioning, role and types. • Consumer cooperatives – role, history and growth in India, PDS Kendriya Bhandars. • Basic legislative framework for consumer protection in India, Consumer Protection Act 1986 COPRA, Alternative redressal mechanisms, Mediation centres Standardization and quality control measures: ISI, FPO, AGMARK, ISO, Eco mark, • Wool mark, Silk mark, Cotton mark, Handloom mark, BEE star labelling and others</p>
Assignment	<p>Evaluation and designing of advertisements in the print media including products, services and social ads. 2. Evaluation and designing of informative and attractive labels of different type of food products. 3. Case study of banks and post offices to understand their services and products, Learning to fill different bank forms 4. Analysis of consumer redressed through case study approach under CPA. 5. Food adulteration tests</p>
References Books-	<ul style="list-style-type: none"> <li>• Khanna S.R., Hanspal S., Kapoor S. &amp;Awasthi H.K., 2007Consumer Affairs, Universities Press India Pvt. Ltd. Sawhney, H.K. • &amp; Mital, M.,2007, Family Finance &amp; Consumer Studies, Elite Publishing House Pvt. Ltd. Seetharaman, P. and Sethi, M.,2001, Consumerism: Strength and Tactics, New Delhi: CBS • Publishers.</li> </ul>

**Elective courses- Discipline centric-**

**Subject- Apparel Manufacturing Technology – III**

Code - BVFT- 606	Credits- T-1 , P-6 = 4
<p><b>Course Objectives</b> -1. To develop skill and ability in designing and making of paper patterns for different garments.</p> <p>2.To learn basic designing process and apparel manufacture</p>	

Learning outcome	
Course outcome	
Specific outcome	
Course content	<ul style="list-style-type: none"> <li>• <b>Unit- 1-</b> Pants foundation : Culotte , Trouser.Design variations – pleated trouser, baggy pant, pant with flares, shorts- bermudas.</li> <li>• <b>Unit -2-</b> Preparation of fabrics.</li> <li>• Basic bodice – marking and trueing</li> <li>• Bodice variations- surplice front, halter Princess bodice and variation</li> <li>• <b>Unit -3</b> Dart manipulation – underarm dart, French dart, double French dart and variations</li> <li>• Cowls – basic front and back cowl, butterfly twist.</li> <li>• Yokes and midriffs- bodices yoke, hip yoke, fitted midriff</li> <li>• <b>Unit -4 - Selection of garments for special needs</b></li> <li>• Maternity ,Lactation,Person's with disability (PWD)</li> <li>• Learning to fit a garment- fitting area, fitting guidelines, fitting procedure, fit problems and remedies</li> <li>• Fitting special markets-children, pregnant women, senior citizens, heavy people, people with physical disabilities</li> </ul>
Assignment/ Practical-	<p>Designing, Drafting, Cutting and stitching of garments for male : Kurta's - Types of Kurta Chudidar</p>

<b>References Books-</b>	<ul style="list-style-type: none"> <li>• Dorling Kindersely, The complete Book of Sewing, London, New York</li> <li>• Deulkar Durga, Household Textiles &amp; Laundry Work, <ul style="list-style-type: none"> <li>• Orient Longman Delhi <ul style="list-style-type: none"> <li>• Harlow, The Basic Book of Sewing, Octopus Books Ltd.</li> <li>• Ritu Jindal, Handbook of Fashion Designing, Mittal Publication, New Delhi</li> </ul> </li> </ul> </li> <li>• Sharon Lee Tate, Inside Fashion Design, Pearson Education</li> <li>• Readers Digest, Guide to Sewing and Knitting.</li> <li>• Sewing for the Apparel Industry – Claire Shaeffer, Prentice Hall.</li> <li>• Garment Technology for Fashion Designers – Gerry Co oklin, Book Link, USA.</li> <li>• Sewing for Fashion Design- Nurie Relis/Gail Strauss-Reston Publishing Co</li> </ul>
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**Elective Generic course**

**Subject- E- Marketing**

<b>Code- BVFT 607</b>	<b>Credits- T-2, P-4= 4</b>
<p>Course Objectives- 1. It explores how the internet can be used effectively to enhance marketing activities.</p> <p>2. To give the knowledge of e-Marketing plan and deliver a quality presentation using leading edge web- based tools.</p>	
<b>Course Content :</b>	<p><b>Unit-1- Understanding the internet</b></p> <ul style="list-style-type: none"> <li>• History of the internet</li> <li>• How the internet works</li> <li>• How people access the internet</li> </ul> <p><b>Unit-2- Digital Marketing Strategy</b></p> <ul style="list-style-type: none"> <li>• Key Definitions</li> <li>• Building blocks of marketing strategy</li> <li>• Crafting a digital marketing strategy</li> </ul>



	<p><b>Unit- 3- Online marketing Research</b></p> <ul style="list-style-type: none"> <li>• Key Definitions</li> <li>• Online marketing research tools</li> <li>• Mobile Marketing – facebook ads Planning and design</li> </ul> <p>E-mail Marketing – Planning and design</p> <p><b>Unit- 4 Online Advertising</b></p> <ul style="list-style-type: none"> <li>• Social media marketing</li> <li>• Social media channels</li> <li>• Strategy and planning of YouTube /video marketing</li> </ul> <p>Customer relationship management</p>
<p><b>Reference Books-</b></p>	<ul style="list-style-type: none"> <li>• Ryan,D.(2014) : Understanding Digital Marketing : Marketing Strategies for Engaging the Digital Generation , Kogan Page Limited</li> <li>• The Beginners Guide to digital Marketing (2015) : Digital Marketer, Pulizzi, J. , Epic Content Marketing , Mcgraw Hill Education</li> </ul>