

<b>Name of University</b>	<b>University of Rajasthan, Jaipur</b>
<b>Name of Faculty</b>	<b>Arts/Commerce/Science</b>
<b>Name of Discipline</b>	<b>GPEM( GARMENT PRODUCTION &amp;EXPORT MANAGEMENT)</b>
<b>Type of Discipline</b>	<b>Major</b>
<b>List of Programme were offered as Minor Discipline</b>	
<b>Offered to Non-Collegiate Students</b>	<b>Yes</b>

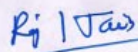
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## SEMESTER-WISE PAPER TITLES WITH DETAILS

<b>UG9101 – FOUR YEAR BACHELOR OF ARTS (GPEM)</b>								
#	Level	Semester	Type	Title	Credits			
					L	T	P	Total
1.	5	I	MJR	UG9101-GPM-51T – 101-BASICS OF TEXTILES & GARMENT INDUSTRIES	4	0	0	4
2.	5	I	MJR	UG9101- GPM-51P-102 – BASICS OF GARMENT CONSTRUCTION	0	0	2	2
3.	5	II	MJR	UG9101 –GPM-52T-103 – TRADITIONAL TEXTILES & BUISNESS	4	0	0	4
4.	5	II	MJR	UG9101- GPM-52P-104 – BASICS OF BUISNESS	0	0	2	2
5.	6	III	MJR	UG9101- GPM-63T-201 – FASHION & MARKETING	4	0	0	4
6.	6	III	MJR	UG9101- GPM-63P-202 – APPAREL DESIGNING	0	0	2	2
7.	6	IV	MJR	UG9101 – GPM-64T-203- APPAREL DESIGN & FINANCE	4	0	0	4
8.	6	I V	MJR	UG9101 – GPM-64P-204 – CLOTHING CONSTRUCTION	0	0	2	2
9.	7	V	MJR	UG9101 –GPM-75T-301– APPAREL PRODUCTION	4	0	0	4
10.	7	V	MJR	UG9101 – GPM-75P-302- FASHION ILLUSTRATIONS	0	0	2	2
11.	7	VI	MJR	UG9101-GPM-76T-303– INTERNATIONAL MARKETING	4	0	0	4
12.	7	VI	MJR	UG9101- GPM-76P-304- DYEING AND PRINTING	0	0	2	2

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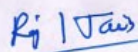
  
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## Examination Scheme

1. 1 credit = 25 marks for examination/evaluation
2. For Regular Students there will be Continuous assessment, in which sessional work and the terminal examination will contribute to the final grade. Each course in Semester Grade Point Average (SGPA) has two components- Continuous assessment (20% weightage) and (End of end-semester examination) EoSE (80% weightage).
3. For Regular Students, 75% Attendance is mandatory for appearing in the EoSE.
4. To appear in the EoSE examination of a course/subject a regular student must appear in the mid-semester examination and obtain at least a C grade in the course/subject.
5. Credit points in a Course/Subject will be assigned only if, the regular student obtains at least a C grade in the CA and EoSE examination of a Course/Subject.
6. In the case of Non-Collegiate Students there will be no Continuous assessment and credit points in a course/subject will be assigned only if, the non-collegiate student obtains at least a C grade in the EoSE examination of a Course/Subject.

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# Examination Scheme for Continuous Assessment (CA)

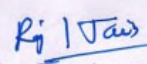
## DISTRIBUTION OF CONTINUOUS ASSESSMENT (CA) MARKS

S. No.	CATEGORY	Weightage (out of total internal marks)	THEORY					PRACTICAL			
			CORE (Only Theory)	CORE (Theory + Practical)	AEC	SEC	VAC	CORE (Theory + Practical)	SEC	VAC	
	Max Internal Marks		30	20	20	10	10	10	10	10	
1	Mid-term Exam	50%	15	10	10	5	5	5	5	5	
2	Assignment	25%	7.5	5	5	2.5	2.5	2.5	2.5	2.5	
3	Attendance	25%	7.5	5	5	2.5	2.5	2.5	2.5	2.5	
		Regular Class Attendance	= 75%	3	2	2	1	1	1	1	1
			75-80%	4	3	3	1.5	1.5	1.5	1.5	1.5
			80-85%	5	4	4	2	2	2	2	2
			> 85%	7.5	5	5	2.5	2.5	2.5	2.5	2.5

### Note:

1. Continuous assessment will be the sole responsibility of the teacher concerned.
2. For continuous assessment no remuneration will be paid for paper setting, Evaluation, Invigilation etc.
3. For continuous assessment Paper setting and Evaluation responsibility will be of teacher concern.
4. For continuous assessment no Answer sheets/question papers etc. will be provided by the University.
5. Colleges are advised to keep records of continuous assessment, attendance etc.

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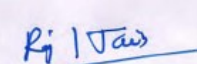
## Examination Scheme for Continuous Assessment (CA)

S. No.	CATEGORY	Weightage (out of total internal marks)	PRACTICAL								
			CORE (Theory + Practical)				CORE (Theory + Practical)				
	Max Internal Marks		20				10				
1	Mid-term Exam	50%	10				5				
2	Assignment	25%	5				2.5				
3	Attendance	25%	5				2.5				
		<i>Regular Class Attendance</i> = 75%	2				1				
		75-80%	3				1.5				
		80-85%	4				2				
		> 85%	5				2.5				

**Note:**

6. Continuous assessment will be the sole responsibility of the teacher concerned.
7. For continuous assessment no remuneration will be paid for paper setting, Evaluation, Invigilation etc.
8. For continuous assessment Paper setting and Evaluation responsibility will be of teacher concern.
9. For continuous assessment no Answer sheets/question papers etc. will be provided by the University.
10. Colleges are advised to keep records of continuous assessment, attendance etc.

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## Examination Scheme for EoSE-

CA – Continuous Assessment

EoSE – End of Semester Examination

### Regular Students –

Type of Examination	Course Code and Nomenclature	Duration of Examination		Maximum Marks		Minimum Marks	
		CA	1 Hrs	CA	20 Marks	CA	8 Marks
Theory	GPM-51T – 101-BASICS OF TEXTILES & GARMENT INDUSTRIES	EoSE	3 Hrs	EoSE	80 Marks	EoSE	32 Marks
		CA	1 Hrs	CA	10 Marks	CA	4 Marks
Practical	GPM-51P-102 – BASICS OF GARMENT CONSTRUCTION	EoSE	3 Hrs	EoSE	40 Marks	EoSE	16 Marks

Type of Examination	Course Code and Nomenclature	Duration of Examination		Maximum Marks		Minimum Marks	
		CA	1 Hrs	CA	20 Marks	CA	8 Marks
Theory	GPM-52T-103 – TRADITIONAL TEXTILES & BUISNESS	EoSE	3 Hrs	EoSE	80 Marks	EoSE	32 Marks
		CA	1 Hrs	CA	10 Marks	CA	4 Marks
Practical	GPM-52P-104 – BASICS OF BUISNESS	EoSE	3 Hrs	EoSE	40 Marks	EoSE	16 Marks

Type of Examination	Course Code and Nomenclature	Duration of Examination		Maximum Marks		Minimum Marks	
		CA	1 Hrs	CA	20 Marks	CA	8 Marks
Theory	GPM-63T-201 – FASHION & MARKETING	EoSE	3 Hrs	EoSE	80 Marks	EoSE	32 Marks
		CA	1 Hrs	CA	10 Marks	CA	4 Marks
Practical	GPM-63P-202 – APPAREL DESIGNING	EoSE	3 Hrs	EoSE	40 Marks	EoSE	16 Marks

Type of Examination	Course Code and Nomenclature	Duration of Examination		Maximum Marks		Minimum Marks	
		CA	1 Hrs	CA	20 Marks	CA	8 Marks
Theory	GPM-75T-301 APPAREL PRODUCTION	EoSE	3 Hrs	EoSE	80 Marks	EoSE	32 Marks
		CA	1 Hrs	CA	10 Marks	CA	4 Marks

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	<b>GPM-75P-302- FASHION ILLUSTRATIONS</b>	<b>EoSE</b>	<b>3 Hrs</b>	<b>EoSE</b>	<b>40 Marks</b>	<b>EoSE</b>	<b>16 Marks</b>
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Type of Examination	Course Code and Nomenclature	Duration of Examination		Maximum Marks		Minimum Marks	
		Theory	GPM-76T-303- INTERNATIONAL MARKETING	CA	1 Hrs	CA	20 Marks
EoSE	3 Hrs			EoSE	80 Marks	EoSE	32 Marks
Practical	GPM-76P-304 DYEING AND PRINTING	CA	1 Hrs	CA	10 Marks	CA	4 Marks
		EoSE	3 Hrs	EoSE	40 Marks	EoSE	16 Marks

**[courses which do have Practical Examination]**

The question paper will consist of **two** parts **A & B**.

**PART-A: 20 Marks**

Part A will be compulsory having 10 very short answer-type questions (with a limit of 20 words) of two marks each.

**PART-B: 60 Marks**

Part B of the question paper shall be divided into four units comprising question numbers 2-5. There will be one question from each unit with internal choice. Each question will carry 15 marks.

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**[For Practical Examination Please specify Examination Scheme with Course Detail]**

**Non-Collegiate Students –**

<b>Type</b>	<b>Course Code and Nomenclature</b>	<b>Duration of Examination</b>	<b>Maximum Marks (EoSE)</b>	<b>Minimum Marks (EoSE)</b>
<b>Theory /Practical</b>	<b>GPM-51T – 101-BASICS OF TEXTILES &amp; GARMENT INDUSTRIES</b>	<b>3 Hrs</b>	<b>100 Marks</b>	<b>36 Marks</b>
	<b>GPM-51P-102 – BASICS OF GARMENT CONSTRUCTION</b>	<b>3 Hrs</b>	<b>50 Marks</b>	<b>17Marks</b>


<b>Type</b>	<b>Course Code and Nomenclature</b>	<b>Duration of Examination</b>	<b>Maximum Marks (EoSE)</b>	<b>Minimum Marks (EoSE)</b>
<b>Theory /Practical</b>	<b>GPM-52T-103 – TRADITIONAL TEXTILES &amp; BUISNESS</b>	<b>3 Hrs</b>	<b>100 Marks</b>	<b>36 Marks</b>
	<b>GPM-52P-104 – BASICS OF BUISNESS</b>	<b>3 Hrs</b>	<b>50 Marks</b>	<b>17Marks</b>

<b>Type</b>	<b>Course Code and Nomenclature</b>	<b>Duration of Examination</b>	<b>Maximum Marks (EoSE)</b>	<b>Minimum Marks (EoSE)</b>
<b>Theory /Practical</b>	<b>GPM-63T-201 – FASHION &amp; MARKETING</b>	<b>3 Hrs</b>	<b>100 Marks</b>	<b>36 Marks</b>
	<b>GPM-63P-202 – APPAREL DESIGNING</b>	<b>3 Hrs</b>	<b>50 Marks</b>	<b>17Marks</b>

<b>Type</b>	<b>Course Code and Nomenclature</b>	<b>Duration of Examination</b>	<b>Maximum Marks (EoSE)</b>	<b>Minimum Marks (EoSE)</b>
<b>Theory /Practical</b>	<b>GPM-64T-203- APPAREL DESIGN &amp; FINANCE</b>	<b>3 Hrs</b>	<b>100 Marks</b>	<b>36 Marks</b>
	<b>GPM-64P-204 – CLOTHING CONSTRUCTION</b>	<b>3 Hrs</b>	<b>50 Marks</b>	<b>17Marks</b>

<b>Type</b>	<b>Course Code and Nomenclature</b>	<b>Duration of Examination</b>	<b>Maximum Marks (EoSE)</b>	<b>Minimum Marks (EoSE)</b>
<b>Theory /Practical</b>	<b>GPM-75T-301-APPAREL PRODUCTION</b>	<b>3 Hrs</b>	<b>100 Marks</b>	<b>36 Marks</b>
	<b>GPM-75P-302-FASHION ILLUSTRATIONS</b>	<b>3 Hrs</b>	<b>50 Marks</b>	<b>17Marks</b>

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Type	Course Code and Nomenclature	Duration of Examination	Maximum Marks (EoSE)	Minimum Marks (EoSE)
Theory /Practical	GPM-76T-303– INTERNATIONAL MARKETING	3 Hrs	100 Marks	36 Marks
	GPM-76P-304– DYEING AND PRINTING	3 Hrs	50 Marks	17Marks
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**[courses which have Practical Examination]**

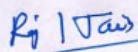
The question paper will consist of **two** parts A & B.


**PART-A: 20 Marks**

Part A will be compulsory having 10 very short answer-type questions (with a limit of 20 words) of two marks each.

**PART-B: 80 Marks**

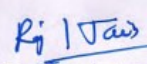
Part B of the question paper shall be divided into four units comprising question numbers 2-5. There will be one question from each unit with internal choice. Each question will carry 20 marks.

  
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## PROGRAMME OUTCOME

- Globally competitive and connect so as to employed in worldwide garment and fashion industry.
- Design and develop the strategies required to manage the garment and fashion industries and also able to solve the real time problems related to Fashion industry.
- Equip with the knowledge and skills to work in any Fashion business. The learning will prepare students to take up careers in a variety of fashion roles including design, buying, merchandising, strategic marketing, e-commerce, sourcing and allocating, sales and production management.
- Equips the students with creative risk taking and for those who opt to undertake the business pathway, analytical skills will be in relation to the business of fashion.
- Focus on creativity and innovation within the industrial and commercial context. Fashion impacts upon all aspects of our lives and shapes changes our appreciation and understanding of the world around us. Develops skills and knowledge to become a confident fashion learner in a dynamic and exciting environment
- Students learn about fashion skills and new exciting methods in contemporary fashion design and develop their fashion awareness and knowledge during different skill based learning process .

  
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## Syllabus

**UG9101- GPM-51T-101- Basics of Textiles & Garment Industries (Theory)**

**GPM -51P-102- Basics of Garment Construction(practical)**

### I-Semester - GPEM

Semester	Code of the Course	Title of the Course/Paper			NHEQF Level	Credits
I	GPM-51T-101 GPM -51P-102	<b>Basics of Textiles &amp; Garment Industries Basics of Garment Construction</b>			5	6
Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theory	Practical	Total		
1	MAJOR	4	2	6	Yes	<b>THEORY-LECTURES PRACTICAL-LAB WORK &amp; FIELD TRIPS</b>
<b>List of Programme Codes in which Offered as Minor Discipline</b>						
<b>Prerequisites</b>		XII Pass				

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<b>Objectives of the Course:</b>	<ul style="list-style-type: none"> <li>• To know different textiles fibers and their performance.</li> <li>• To gain knowledge on different textiles fiber processes &amp; finishes.</li> <li>• To understand the selection criteria's of clothes</li> <li>• Acquaint with different types of business ownership</li> <li>• Develop skill in understanding all stitching technique.</li> </ul> <p>Develop expertise in basic and traditional embroidery which gives creative, decorative and ornamental effect on dress</p>
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## Syllabus

**UG9101 –GPM-52T-103 – TRADITIONAL TEXTILES & BUISNESS (Theory)**

**GPM -52P- 104- Basics of Buisness(practical)**

### II-Semester - GPEM

Semester	Code of the Course	Title of the Course/Paper			NHEQF Level	Credits
II	GPM -52T- 103 GPM -52P- 104	Traditional Textiles & Buisness Basics of Buisness			5	6
Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theory	Practical	Total		
2	MAJOR	4	2	6	Yes	THEORY- LECTURES PRACTICAL-LAB WORK & FIELD TRIPS

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<b>List of Programme Codes in which Offered as Minor Discipline</b>	
<b>Prerequisites</b>	XII Pass
<b>Objectives of the Course:</b>	<ul style="list-style-type: none"> <li>• Understanding visual &amp; on line retailing</li> <li>• Understand merchandising in Apparel Industries.</li> <li>• Understand the garment industry and project</li> <li>• To become familiar with traditional textiles &amp; embroideries of India planning Develop expertise in Theme based Concepts</li> <li>• Develop expertise in traditional embroidery which gives creative, decorative and ornamental effect on dress</li> </ul>

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## Syllabus

UG9101- GPM-63T-201 – FASHION & MARKETING(Theory)

UG9101- GPM-63P-202- Apparel Designing(practical)

### III-Semester - GPEM

Semester	Code of the Course	Title of the Course/Paper			NHEQF Level	Credits
III	GPM-63T-201 GPM-63P-202	<b>Fashion and Marketing Apparel Designing</b>			6	6
Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theory	Practical	Total		

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3	MAJOR	4	2	6	Yes	THEORY- LECTURES PRACTICAL-LAB WORK & FIELD TRIPS
List of Programme Codes in which Offered as Minor Discipline						
Prerequisites		XII Pass				
Objectives of the Course:		<ul style="list-style-type: none"> <li>• To guide the process of product development according to the market needs</li> <li>• To create awareness about the techniques of pattern making &amp; principles of fitting</li> <li>• To develop Sensitivity &amp; understanding towards Historical world costumes</li> <li>• To familiarize with basics of colour</li> <li>• To develop expertise in drawing croquis and draping dresses on them</li> </ul>				

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## Syllabus

UG9101- GPM-64T-203- APPAREL DESIGN & FINANCE (Theory)

UG9101- GPM-64P-204- Clothing Construction(practical)

### IV-Semester - GPEM

Semester	Code of the Course	Title of the Course/Paper			NHEQF Level	Credits
IV	GPM-63T-203 GPM-64P-204	Apparel Design and Finance Clothing Construction			6	6
Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theory	Practical	Total		

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4	MAJOR	4	2	6	Yes	THEORY- LECTURES PRACTICAL-LAB WORK & FIELD TRIPS
List of Programme Codes in which Offered as Minor Discipline						
Prerequisites		XII Pass				
Objectives of the Course:		<ul style="list-style-type: none"> <li>• To focus on design elements &amp; principles and their details on garments</li> <li>• To become familiar with the methods of payment in foreign trades &amp; about types of bills.</li> <li>• To be able to make basic drafts of bodice, sleeve, and collar.</li> <li>• To learn the knowhow of stitching and all basic process and ornamentation techniques.</li> </ul>				

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## Syllabus

UG9101 - GPM-75T-301 - APPAREL PRODUCTION (Theory)


UG9101 - GPM-75P-302- FASHION ILLUSTRATIONS(practical)

## V-Semester - GPEM

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
V	GPM-75T-301 GPM-75P-302	APPAREL PRODUCTION FASHION ILLUSTRATIONS	7	6

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Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theory	Practical	Total		
5	MAJOR	4	2	6	Yes	THEORY-LECTURES PRACTICAL-LAB WORK & FIELD TRIPS
List of Programme Codes in which Offered as Minor Discipline						
Prerequisites		XII Pass				
<ul style="list-style-type: none"> <li>Objectives of the Course:</li> </ul>		<ul style="list-style-type: none"> <li>To create awareness of basics of Fashion</li> <li>To study the psychological effects of clothing on the individual in social situation.</li> <li>To develop understanding of manufacturing technology of the garment Industry. <ul style="list-style-type: none"> <li>To understand the fundamental concepts of dyeing and printing</li> </ul> </li> </ul>				

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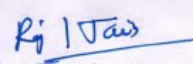
## Syllabus

UG9101 - GPM-76T-303- INTERNATIONAL MARKETING(Theory)

UG9101 - GPM-76P-304- DYEING AND PRINTING(practical)

## VI-Semester - GPEM

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits

  
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VI	GPM-76T-303 GPM-76P-304	INTERNATIONAL MARKETING DYEING AND PRINTING			7	6
Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theory	Practical	Total		
6	MAJOR	4	2	6	Yes	THEORY-LECTURES PRACTICAL-LAB WORK & FIELD TRIPS
List of Programme Codes in which Offered as Minor Discipline						
Prerequisites		XII Pass				
Objectives of the Course:		<ul style="list-style-type: none"> <li>• To create awareness of basics of Fashion</li> <li>• To study the psychological effects of clothing on the individual in social situation.</li> <li>• To develop understanding of manufacturing technology of the garment Industry.</li> <li>• To understand the fundamental concepts of dyeing and printing. <ul style="list-style-type: none"> <li>• Development skills in Fashion Drawing</li> <li>• Understanding the history of illustrations</li> </ul> </li> </ul>				

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## DETAILED SYLLABUS

### Structure of Four Year's Bachelor of Arts (GARMENT PRODUCTION & EXPORT MANAGEMENT)

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<b>Programme Code</b>	<b>UG9101</b>	<b>Programme Faculty</b>	<b>Arts</b>	<b>Programme Name</b>	<b>Four Year Bachelor of Arts (GPEM)</b>
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**Eligibility / Pre-requisite of the Programme-12<sup>th</sup> Class from CBSE or Rajasthan Board or recognised Board**

**Degree Name -Four Year Bachelor of Arts (GPEM)**


**Entry and Exit Policy**

**SEMESTER-I**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
GPM -51T-101	Basics of Textiles & Garment Industries (Theory)	Discipline Centric Core (Major/Minor)	4	0	0	4
GPM -51P-102	Basics of Garment Construction (Practical)	Discipline Centric Core (Major/Minor)	0	0	4	2
<b>Total Credit</b>						<b>6</b>

**SEMESTER-II**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
GPM -52T-103	Traditional Textiles & Buisness(Theory)	Discipline Centric Core (Major/Minor)	4	0	0	4
GPM -52P-104	Basics of Buisness ( Practical)	Discipline Centric Core (Major/Minor)	0	0	2	2
<b>Total Credit</b>						<b>6</b>

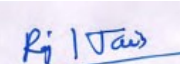
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**PROGRAMME CODE – UG9101**

**Programme Faculty – Arts**

**Programme Name- Four Year Bachelor of Arts ((GPEM)**

**SEMESTER – I**


  
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## CORE COURSE I

Code of the Course	Title of the Course	Level of Course	Credits of course
GPM- 51T -101	Basics of Textiles & Garment Industries (Theory)	5	4
GPM -5IP- 102	Basics of Garment Construction (Practical)	5	2
<b>Type of Course</b>		<b>Delivery Type of the Course</b>	
<b>Major/Minor</b>		<b>Theory-</b> Lecture, Sixty Lecture including diagnostic and formative assessments - during lecture hours <b>Practical-</b> Laboratory work and field visits.	
<b>Prerequisites</b>	Central Board of Secondary Education or equivalent.		
<b>Objectives of the Course (Theory)</b>	<ul style="list-style-type: none"><li>• To know different textiles fibers and their performance.</li><li>• To gain knowledge on different textiles fiber processes &amp; finishes.</li><li>• To understand the selection criteria's of clothes</li><li>• Acquaint with different types of business ownership</li></ul>		
<b>Objectives of the Course (Practical)</b>	<ul style="list-style-type: none"><li>• . Develop skill in understanding all stitching technique.</li><li>• Develop expertise in basic and traditional embroidery which gives creative, decorative and ornamental effect on dress</li></ul>		

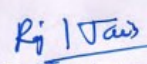
### Course Outcome

- Manufacturing process of man-made and natural fabrics
- Fundamental knowledge of wet processing , finishing and manufacturing proces
- Understand the process flow of Textiles from Yarn to Fabric .
- Obtain knowledge on various fabric formation processes
- Understanding the types of seams
- Knowledge & Practice of Embroidery Stitch by Hand

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**Theory Credit -4**

## CORE COURSE I



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**GPM -51T- 101- Basics of Textiles & Garment Industries (Theory)**

B.A/B.Com:- **Max. Marks: 20+80 marks**                      **Min. Pass Marks: 8+32marks**

B.Sc:- **Max. Marks: 20+80 marks**                                      **Min. Pass Marks: 8+32marks**

**UNIT I**

**15**

**-(a) Textile Technology**

1. Textiles fibers : General Properties of Natural Fibers –  
Cotton , Wool , Silk  
Regenerated – Rayon , Acetate  
Synthetic Fibers – Nylon, Polyester
2. Fibers to yarn: The basic process involved in making  
yarns including blending , carding ,  
combing , mechanical and chemical  
spinning

**(b) Fabric Technology**

1. Fabric construction: Weaving: plain, twill , & satin weave
2. Fabric Finishes: Objectives of Fabric finishes, calendering,  
mercerization, tentering.

**UNIT II**

**15**

**(a) Selection Criteria**

Selection of suitable fabrics for infants , toddlers, pre-school children, school going children, adolescents, adults and special needs

**(b) Readymade Garments**

Buying criteria for readymade garments, definition, origin & evolution of ready to wear garments.

**UNIT III**

**15**


**(a) Basics of Buisness**

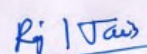
Meaning, scope and characteristics of business with special references to garment export trade in India.

**(b) Types of Buisness**

Different types of business-

- a) Individual organization
- b) Partnership
- c) Co-operative
- d) Company

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**(a) Practical Accounting**

Use of Journal entry and ledger entry to record business transactions

**(b) Book Keeping**

Objective, importance & Utility of Book keeping

**Learning Outcome**


- Students will develop the knowledge on different textile fibers.
- There will be a general insight of Traditional textiles & embroideries of India.
- Students will develop an insight in selection criteria of clothes

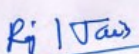
**Suggested books and reference–**

- Textiles fiber to fabric, Corbman , B, P. (1983), Mc Graw Hill education.
- Entrepreneurship Small, Medium & Large Scale Industries, Gahlot K, Lavanya V, Khanna G & Ilahi S, (2023), Scientific International Publishing House, Tamil Nadu.
- Vastra vigyan avam paridhan, Singh, B., (2014), Panchel Prakashan, Jaipur
- Design, Fashion and Garment Production, Jain Ruby and Rathore Girja (2019), CBH publication Jaipur
- Business Organisation, Upadhyaya, Sharma & Jain, (2023), Vandana Prakashan, Alwar

**Suggested e-resources**

- <https://www.amazon.com/dp/0983873186?tag=uuid10-20>
- <https://www.scribd.com/document/614758249/COST-SHEET-Online>

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**SEMESTER – I**  
**CORE COURSE I**

**Practical Credit -2**

**30 Practicals (2 hours each)**

**GPM- 5IP- 102- BASICS OF GARMENT CONSTRUCTION**

**Max. Marks: 50**

**Min. Pass Marks: 17**

**1. Brief knowledge of seams and stitches**

**a) Sample Making:**

Basic seams – Basting (even, uneven) back stitch , blanket.

Hems – visible , invisible

Lace edging – (machine)

Gathers – (machine) , darts

Pleats – knife, box, inverted box

Frills – one sided, two sided

Tucks – pin, cross, shell

Fasteners – hook, shirt button, buttonhole, loop with button,

Edge finishing – piping and facings

**b) Basics of Embroidery:**

preparation of a folder with the development of motifs of basic embroidery on paper / cloth.

Chain, stem, running, lazy-daisy, satin, herring-bone, buttonhole, bullion, feather.

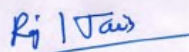
**Scheme of Examination –**

- **Total Marks:** 50 marks
- **Major:** 20 marks
- **Minor - I:** 10 marks
- **Minor - II:** 10 marks
- **Internal and Record -** 10 marks

**Learning Outcome**

- Students grasp knowledge in skill.
- Develop proficiency in Basic embroidery.
- Gain competence in creativity.

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**Suggested books and reference–**

- Windsor Gahys Fry(1989) Embroidery & Needlework: Being a textbook on Design & Technique.

**Suggested e-resources**

- <https://www.needlenthread.com/2014/04/embroidery-a-free-online-book.html>
- <https://www.pinterest.com/emellein/books-embroidery>
- <https://www.embroidery.rocksea.org/images/embroidery/ebooks>

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## DETAILED SYLLABUS

### SEMESTER – II CORE COURSE II


Code of the Course	Title of the Course	Level of Course	Credits of course
GPM -52T- 103	<b>Traditional Textiles &amp; Business (Theory)</b>	5	4
GPM -52P- 104	<b>Basics of Buisness ( Practical)</b>	5	2
<b>Type of Course</b>		<b>Delivery Type of the Course</b>	
Major		<b>Theory-</b> Lecture, Sixty Lecture including diagnostic and formative assessments - during lecture hours <b>Practical-</b> Laboratory work and field visits.	
<b>Prerequisites</b>	Central Board of Secondary Education or equivalent.		
<b>Objectives of the Course (Theory)</b>	<ul style="list-style-type: none"><li>• Understanding visual &amp; on line retailing</li><li>• Understand merchandising in Apparel Industries.</li><li>• Understand the garment industry and project</li><li>• To become familiar with traditional textiles &amp; embroideries of India planning.</li></ul>		
<b>Objectives of the Course (Practical)</b>	<ul style="list-style-type: none"><li>• Develop expertise in Theme based Concepts</li><li>• Develop expertise in traditional embroidery which gives creative, decorative and ornamental effect on dress</li></ul>		

### Course Outcome

- Familiar with the terminology used in textiles
- To know the ancient form of needlework that has been used worldwide to embellish textiles for decorative and communicative purpose.

  
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- Students will be able to apply principles of entrepreneurship, new venture creation and business development to make decisions in the fashion industry.

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**Theory Credit -2**

**GPM -51T- 103- Traditional Textiles & Business (Theory)**

**B.A/B.Com:- Max. Marks: 20+80 marks                      Min. Pass Marks: 8+32marks**

**B.Sc:- Max. Marks: 20+80 marks                                Min. Pass Marks: 8+32marks**

**UNIT I 15**

**(a) Traditional Woven Textiles**

Dacca muslin, jamdani, chanderi, brocade , baluchari, Kashmiri shawls, doria, kanjeevaram

**(b) Traditional Dyed Textiles**

Bandhej , ikat , patola

**UNIT II 15**

**(a) Traditional Printed Textiles**

Kalamkari & Madhubani

**(b) Traditional Embroideries**

1. Kashida of Kashmir
2. Kasuti of Karnataka
3. Chamba rumal of Himachal Pradesh
4. Kantha of Bengal
5. Phulkari of Punjab
6. Chikankari of Uttar Pradesh

**UNIT III 15**

**(a) Merchandising Theory**

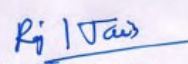
Introduction to fashion merchandising planning, scheduling, buying and evaluation.

**(b) Visual Theory**

Visual merchandising & Careers in Apparel industries.

**UNIT IV 15**

**(a) Retailing**


  
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Meaning and importance of retailing. Online retailing

**(b) Retail Organization**

Type of retail organization.

- a) Departmental store
- b) Franchise store
- c) Multiple store
- d) Specialty store

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**Learning Outcome**

- After studying the subject, the student will possess the basic knowledge of Buisness & Garment Industry.

**Suggested books and reference–**

- Design fashion and garment production, Jain Ruby and Rathod Girja,(2019),CBH publication, Jaipur.
- paridhan itihaas se aadhunik bazar Tak-, Ritu Gupta and Rashmi Gupta,(2023) Vaishya publication and distributor ,Jaipur.
- Traditional Embroideries of India. Naik, S.D. (1996), APH publishing

**Suggested e-resources**

- <https://www.micromentor.org/blog/en/the-5-best-books-about-entrepreneurship>

**SEMESTER – II**

**CORE COURSE I**

**PracticalCredit -2**

**30 practicals (2hours each)**

**GPM- 52P- 104 Basics of Buisness**

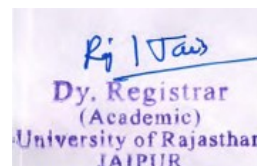
**Max. Marks: 50**

**Min. Pass Marks: 17**

1. Preparation of a folder with the development of motifs traditional embroidery on paper / cloth.

Kashida, kantha, kasuti, phulkari, chamba.


2. Development of an Book mark/ Envelope\ Paper Bag\ File Folder(Theme Based).



### 3. Preparation of a cost sheet of the Theme based products

#### **Scheme of Examination** –

- Practical exam (total 50 marks)
- Internal and record: 10 marks
- Major problem: 20 marks
- Minor problem: 20 marks

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#### **Learning Outcome**

- The learners will be able to develop various traditional motifs .
- The learners will be able develop theme based products & cost sheet.

#### **Suggested books and reference**–

- Traditional Embroideries, Naik Shailja, (2012) A.P.H. Publishing Corporation, Dharwad.

#### **Suggested e-resources**

- [.https://en.wikipedia.org/wiki/Embroidery\\_of\\_India#:~:text=While%20the%20chamba%20rumal%20originated,often%20depicted%20gods%20or%20goddesses.](https://en.wikipedia.org/wiki/Embroidery_of_India#:~:text=While%20the%20chamba%20rumal%20originated,often%20depicted%20gods%20or%20goddesses.)
- [https://www.academia.edu/42812346/Embroidered\\_Textiles\\_of\\_India](https://www.academia.edu/42812346/Embroidered_Textiles_of_India)

  
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## **DETAILED SYLLABUS**

### **Structure of Four Year's Bachelor of Arts (GARMENT PRODUCTION & EXPORT MANAGEMENT)**

<b>Programme Code</b>	<b>UG9101</b>	<b>Programme Faculty</b>	<b>Arts</b>	<b>Programme Name</b>	<b>Four Year Bachelor of Arts (GPEM)</b>
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**Eligibility / Pre-requisite of the Programme-12<sup>th</sup> Class from CBSE or Rajasthan Board or recognised Board**

**Degree Name -Four Year Bachelor of Arts (GPEM)**

**Entry and Exit Policy**

### **SEMESTER-III**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
GPM -63T-201	Fashion and Marketing (Theory)	Discipline Centric Core (Major/Minor)	4	0	0	4
GPM -63P-202	Apparel Designing (Practical)	Discipline Centric Core (Major/Minor)	0	0	4	2
		<b>Total Credit</b>				<b>6</b>

### **SEMESTER-IV**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
GPM -64T-203	Apparel Design and Finance (Theory)	Discipline Centric Core (Major/Minor)	4	0	0	4

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GPM -64P-204	Clothing (Practical)	Construction	Discipline (Major/Minor)	Centric	Core	0	0	2	2
<b>Total Credit</b>								<b>6</b>	

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**PROGRAMME CODE – UG9101**

**Programme Faculty – Arts**

**Programme Name- Four Year Bachelor of Arts ((GPEM)**

**SEMESTER – III**

**CORE COURSE II**

Code of the Course	Title of the Course	Level of Course	Credits of course
GPM- 63T -201	Fashion and Marketing (Theory)	6	4
GPM -63P- 202	Apparel Designing (Practical)	6	2
<b>Type of Course</b>		<b>Delivery Type of the Course</b>	
<b>Major/Minor</b>		<b>Theory-</b> Lecture, Sixty Lecture including diagnostic and formative assessments - during lecture hours <b>Practical-</b> Laboratory work and field visits.	
<b>Prerequisites</b>	Board of Secondary\ Central Education or equivalent.		
<b>Objectives of the Course (Theory)</b>	<ul style="list-style-type: none"> <li>To guide the process of product development according to the market needs</li> <li>To create awareness about the techniques of pattern making &amp; principles of fitting</li> <li>To develop Sensitivity &amp; understanding towards Historical world costumes</li> </ul>		
<b>Objectives of the Course (Practical)</b>	<ul style="list-style-type: none"> <li>To familiarize with basics of colour</li> </ul>		

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- To develop expertise in drawing croquis and draping dresses on them

### Course Outcome

- Elementary knowledge of Colours theory
- Development skills in Fashion Drawing
- Understanding the history of illustrations.
- Capacity to draw figures and sketch features and postures.
- Capacity to draw fleshed figures in various postures with detailing
- Understanding theories of Fashion & Fashion Terminology

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Theory Credit -4

### SEMESTER – III

#### CORE COURSE II

#### GPM -63T- 201- FASHION and MARKETING (Theory)

B.A/B.Com:- Max. Marks: 20+80 marks      Min. Pass Marks: 8+32marks

B.Sc:- Max. Marks: 20+80 marks      Min. Pass Marks: 8+32marks

#### **UNIT– I**

**15**

#### **TRADITIONAL COSTUMES**

1. Study of traditional costumes of various regions of India.
2. History of costumes of Indian civilization.
3. Brief knowledge of world costumes : French, German, Greek, European.

#### **UNIT- II**

**15**

#### **DRAPING**

1. Eight head theory – principles and different types of women figure.
2. Draping – principles and advantages of draping.

#### **UNIT- III**

**15**

#### **SEWING TECHNOLOGY**

1. Pattern making – advantages , type of pattern, special mark in patterns
2. Drafting technique, drafting tools, precaution in drafting, drafting methods.


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1. Market Structure – Types of market, market survey, elements of cost.
2. Marketing research- importance and advantages of marketing research
3. Brand trade mark and patent
4. Types of garment exported.

**Learning Outcome**

- Students will develop the knowledge on traditional costumes.
- There will be a general insight of Historical world costumes.
- Students will develop an insight in product development according to the market needs.

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**Suggested books and reference–**

- Clothing construction I&II, Jo, K. M. (1985). Prentice Hall.
- Practical clothing construction part I&II, Mathews, M. (1974), Cosmic press, Chennai
- Basic process and clothing construction, Doogaji & Deshpandey, R. (1988). Raj Prakashan.
- Fashion and Garment Production, Jain Ruby and Rathore Girja (2019). CBH publication Jaipur
- Traditional Indian Costumes and textiles, Bhatnagar, P. (2009), Abhishek publication

**Suggested e-resources**

- <https://www.amazon.com/dp/0983873186?tag=uuid10-2>

**SEMESTER – III**  
**CORE COURSE II**

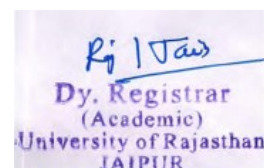
**Practical Credit -2**

**30 Practicals (2 hours each)**

**GPM -63P- 202- APPAREL DESIGNING**

**Max. Marks: 50**

**Min. Pass Marks: 17**



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1. Colour wheel and colour scheme.
2. Introduction to eight head theory and stick figure 9.5” , 10.5” .
3. Developing an adult croquis from block figure.
4. Draping of garments on croquis (at least 8 sheets) using different colours schemes and occasion.
5. Fashion designing (5 each) on sheet baby frocks, a line frocks, rompers, sunsuits, skirts and tops, bush-shirts with shorts.
6. Preparation of a portfolio.

**Scheme of Examination –**

- **Total Marks:** 50 marks
- **Major:** 20 marks
- **Minor - I:** 10 marks
- **Minor - II:** 10 marks
- **Internal and Record -** 10 marks

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**Learning Outcome**

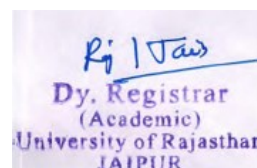
- Students grasp knowledge in skill.
- Develop proficiency in. basics of colour
- To develop expertise in drawing croquis and draping dresses on them

**Suggested books and reference –**

- Windsor Gahys Fry(1989) Embriodery & Needlework: Being a textbook on Design & Technique.

**Suggested e-resources**

- <https://www.amazon.com/dp/0983873186?tag=uuid10-2>



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**SEMESTER – IV**  
**CORE COURSE II**


<b>Code of the Course</b>	<b>Title of the Course</b>	<b>Level of Course</b>	<b>Credits of course</b>
<b>GPM -64T- 203</b>	APPAREL DESIGN AND FINANCE <b>(Theory)</b>	<b>6</b>	<b>4</b>
<b>GPM -64P- 204</b>	CLOTHING CONSTRUCTION <b>( Practical)</b>	<b>6</b>	<b>2</b>
<b>Type of Course</b>		<b>Delivery Type of the Course</b>	
<b>Major</b>		<b>Theory-</b> Lecture, Sixty Lecture including diagnostic and formative assessments - during lecture hours <b>Practical-</b> Laboratory work and field visits.	
<b>Prerequisites</b>	Central Board of Secondary Education or equivalent.		
<b>Objectives of the Course (Theory)</b>	<ul style="list-style-type: none"> <li>• To focus on design elements &amp; principles and their details on garments</li> <li>• To become familiar with the methods of payment in foreign trades &amp; about types of bills.</li> </ul>		

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<b>Objectives of the Course (Practical)</b>	<ul style="list-style-type: none"> <li>• To be able to make basic drafts of bodice, sleeve, and collar.</li> <li>• To learn the knowhow of stitching and all basic process and ornamentation techniques.</li> </ul>
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### Course Outcome

- To understand the pattern preparations
- The students learn about the historic importance and relevance of the costumes and take inspiration and influence for their own creations

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### SEMESTER – IV

#### CORE COURSE II

Theory Credit -2

GPM -63T- 203- APPAREL DESIGN AND FINANCE (Theory)

B.A/B.Com:- **Max. Marks: 20+80 marks**      **Min. Pass Marks: 8+32marks**

B.Sc:- **Max. Marks: 20+80 marks**      **Min. Pass Marks: 8+32marks**

#### **UNIT– I**

15

#### **DESIGN AND COLOR TECHNOLOGY**

1. Classification of design – Structural and decorative
2. Principles of design – harmony, balance, rhythm, emphasis, proportion
3. Elements of design- line, shape, space, texture, colour



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4. Colour and colour schemes – classification and psychological effects of colour on clothes

## UNIT- II

15

### WORKING CAPITAL

1. Elementary knowledge of working capital factors affecting working capital, operating cycle.
2. Source of finance.
3. Letter of credit

## UNIT- III

15

### VARIOUS BILLS

1. Methods of payment in foreign trade.
2. Various types of bills.
3. Insurance


## UNIT- IV

15

### EXPORT POLICY

#### Brief study of :

1. ECGC (export credit and guarantee corporation)
2. EIC (export inspection council)
3. IIP (Indian institute of packaging)
4. ICA (Indian council of arbitration)

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### Learning Outcome

- After studying the subject, the student will possess the basic knowledge of apparel design & Finance.

### Suggested books and reference–

- Principles & practice of marketing in India, Mamoria, C.B., Joshi, R. L. & Mulla, N.I. (2003), Kitab Mahal distributors.
- Design fashion and garment production, Jain Ruby and Rathod Girja, (2019), CBH publication, Jaipur.

  
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- Paridhan itihaas se aadhunik bazar Tak, Ritu Gupta and Rashmi Gupta,(2023), Vaishya publication and distributor ,Jaipur.

**Suggested e-resources**

<https://www.micromentor.org/blog/en/the-5-best-books-about-entrepreneurship>

**SEMESTER – IV**  
**CORE COURSE II**

Practical Credit -2

30 practicals (2 hours each)

**GPM- 64P- 204 CLOTHING CONSTRUCTION**

Max. Marks: 50

Min. Pass Marks: 17

**1. Pattern making -**


Child basic block and sleeve block

Sleeve variations; slash and spread method-puff, bell, leg o mutton, bishop sleeves.

Sleeve bodice combination; Magyar, raglan, dolman sleeves.

Different types of collars.

Different types of yokes.

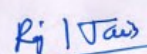
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**2.Redesigning of old garment using the idea such as; to consider factors such as money, creativity, individuality, skills, needs,**

- Patchwork/ applique
- Ornamental fabric
- Decorative embroideries
- Trims quilting

**Scheme of Examination –**

- Practical exam (total 50 marks)
- Internal and record: 10 marks

  
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- Major problem: 20 marks
- Minor problem: 20 marks

### Learning Outcome-


- The learners will be able to develop Patterns.
- The learners will be able develop new redesigned articles

### Suggested books and reference

- The sewing book of a complete guide, Jo, K.M. & Beazley (1985), Prentice Hall.
- Fashion designing drawing and presentation, Ireland, P. J. (1982), Batsfort Ltd. 4<sup>th</sup> Revised edition.

### Suggested e-resources

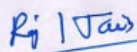
- [https://en.wikipedia.org/wiki/Embroidery\\_of\\_India#:~:text=While%20the%20chamba%20rumal%20originated,often%20depicted%20gods%20or%20goddesses.](https://en.wikipedia.org/wiki/Embroidery_of_India#:~:text=While%20the%20chamba%20rumal%20originated,often%20depicted%20gods%20or%20goddesses.)
- [https://www.academia.edu/42812346/Embroidered\\_Textiles\\_of\\_India](https://www.academia.edu/42812346/Embroidered_Textiles_of_India)

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## DETAILED SYLLABUS

### Structure of Four Year's Bachelor of Arts (GARMENT PRODUCTION & EXPORT MANAGEMENT)

Programme Code	UG9101	Programme Faculty	Arts	Programme Name	Four Year Bachelor of Arts (GPEM)
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**Eligibility / Pre-requisite of the Programme-12<sup>th</sup> Class from CBSE or Rajasthan Board or recognised Board**

**Degree Name -Four Year Bachelor of Arts (GPEM)**


**Entry and Exit Policy**

**SEMESTER-V**

Course Code	Course Title	Course Type	L	T	P	Credit
GPM-75T-301	APPAREL PRODUCTION (Theory)	Discipline Centric Core (Major/Minor)	4	0	0	4
GPM-75P-302	FASHION ILLUSTRATIONS (Practical)	Discipline Centric Core (Major/Minor)	0	0	4	2
<b>Total Credit</b>						<b>6</b>

**SEMESTER-VI**

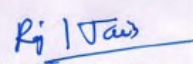
Course Code	Course Title	Course Type	L	T	P	Credit
GPM-76T-303	INTERNATIONAL MARKETING	Discipline Centric Core (Major/Minor)	4	0	0	4
GPM-76-P-304	DYEING AND PRINTING (Practical)	Discipline Centric Core (Major/Minor)	0	0	2	2
<b>Total Credit</b>						<b>6</b>

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**SEMESTER – V**

**CORE COURSE III**

Code of Course	Title of the Course	Level of Course	Credits of course
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<b>GPM -75T-301</b>	<b>APPAREL PRODUCTION (Theory)</b>	<b>6</b>	<b>4</b>
<b>GPM -75P-302</b>	<b>FASHION ILLUSTRATIONS (Practical)</b>	<b>6</b>	<b>2</b>
<b>Type of Course</b>		<b>Delivery Type of the Course</b>	
<b>Major</b>		<b>Theory-</b> Lecture, Sixty Lecture including diagnostic and formative assessments - during lecture hours <b>Practical-</b> Laboratory work and field visits.	
<b>Prerequisites</b>	Central Board of Secondary Education or equivalent.		
<b>Objectives of the Course (Theory)</b>	<ul style="list-style-type: none"> <li>• To create awareness of basics of Fashion</li> <li>• To study the psychological effects of clothing on the individual in social situation.</li> <li>• To develop understanding of manufacturing technology of the garment Industry.</li> <li>• To understand the fundamental concepts of dyeing and printing.</li> </ul>		
<b>Objectives of the Course (Practical)</b>	<ul style="list-style-type: none"> <li>• Development skills in Fashion Drawing</li> <li>• Understanding the history of illustrations</li> </ul>		

### Course Outcome

Students will able to understand Fashion technology, industrial machines & Product development.

Students will able to understand the different dyes and to learn the technical process of dyeing and printing.

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### SEMESTER – V CORE COURSE III

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**GPM -75T-301-APPAREL PRODUCTION (Theory)**

B.A/B.Com:- **Max. Marks: 20+80 marks**      **Min. Pass Marks: 8+32marks**

B.Sc:- **Max. Marks: 20+80 marks**      **Min. Pass Marks: 8+32marks**

**UNIT I – INTRODUCTION TO FASHION** **15**


1. Fashion terminology, sources of fashion, factors influencing fashion.
2. Fashion forecasting and fashion cycle.
3. India and international fashion designers (five each).
4. Sociological and psychological significance of clothing.

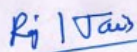
**UNIT II- MANUFACTURING TECHNOLOGY** **15**

5. Product development, design development, developing a sample garment.
6. Apparel production
  - I. Costing a garment
  - II. Purchasing pattern making
  - III. Production scheduling
  - IV. Spreading and cutting procedure
  - V. Contracting
  - VI. Garment assembly

**UNIT III- INDUSTRIAL MACHINES** **15**

7. Introduction to industrial machines-
  - I. cutting : round , straight and band
  - II. fusing: collars, facing
  - III. sewing: chain stitch, lock stitch, button hole, blind stitching

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8. Use of components and trims –
  - (i) Performance and properties of components and trims.
  - (ii) labels and motifs
  - (iii) linings and interlinings
  - (iv) face, braids, elastics
  - (v) fasteners; loops
  - (vi) seam binding and tapes
  - (vii) shoulder pads, eyelets

#### UNIT IV- DYEING AND PRINTING

15

Application of design:

9. i. Printing methods – block, screen, stencil, and roller.
  - ii. Styles of printing –Eco print (by leaves and Flowers), Rust Print (by metal sources) direct, discharge and resist.
10. Dyeing – introduction to natural and synthetic dyes  
(Acid, basic, sulphate, vat, reactive and direct dyes)
11. Stages of dyeing : Fiber, yarn and fabric
12. Explain to different kind of surface technique by using dyes (tie and dye, ice dye, batik and oil marble etc.)

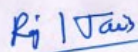
#### Learning Outcome

- After studying the subject, the student will possess the basic knowledge of Fashion, Manufacturing technology, Industrial machines & Dyeing Printing .

#### Suggested books and reference–

- Apparel Manufacturing Technology by T. Karthik, P. Ganesan, D. Gopalakrishnan
- Garment Manufacturing Technology Edited by Rajkishore Nayak and Rajiv Padhye
- Understanding fashion, Rouse Elizabeth, (1999), Blackwell science.

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- Eco colour by india, Flint,( 2008), interweave press.
- Harvesting the color , Rebecca burgess, (2011), Artisan.
- Wild Color ,Jenny Dean,(1999 & 2010), Watson-Guption publications.

### **Suggested e-resources**

- <https://amzn.in/d/0fs0LrUa>
- <https://prasantasarkar.com/upload/Garment-manufacturing-fabric-to-finish.pdf>

### **SEMESTER – V**

### **CORE COURSE III**

Practical Credit -2

30 practicals (2 hours each)

### **GPM -75P-302- FASHION ILLUSTRATIONS**

Max. Marks: 50

Min. Pass Marks: 17

1. Sketching and designing of men/women garments (5 each)
2. Design and prepare an adult dress for fashion shows.

### **Scheme of Examination –**

- Practical exam (total 50 marks)
- Internal and record: 10 marks
- Major problem: 20 marks
- Minor problem: 20 marks


### **Learning Outcome-**

- The learners will be able to Sketch & develop garments.
- The learners will be able develop new redesigned garments.

### **Suggested books and reference**

- Fashion designing drawing and presentation, Ireland, P. J. (1982), Batsford Ltd. 4<sup>th</sup> Revised edition.

- Fashion illustration and rendering, Bhargava Ritu, 2005, Jain Publications Pvt. Ltd. New Delhi.

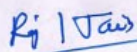
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**Suggested e-resources**

- <https://www.amazon.in/Fashion-Resource-Book-Reseach-Design/dp/0500290350>
- [https://api.pageplace.de/preview/DT0400.9781498763769\\_A27446793/preview-9781498763769\\_A27446793.pdf](https://api.pageplace.de/preview/DT0400.9781498763769_A27446793/preview-9781498763769_A27446793.pdf)

**SEMESTER – VI**  
**CORE COURSE III**

Code of Course	Title of the Course	Level of Course	Credits of course
GPM -76T-303	INTERNATIONAL MARKETING (Theory)	6	4
GPM -76P-304	DYEING AND PRINTING ( Practical)	6	2
<b>Type of Course</b>		<b>Delivery Type of the Course</b>	
<b>Major</b>		<b>Theory-</b> Lecture, Sixty Lecture including diagnostic and formative assessments - during lecture hours <b>Practical-</b> Laboratory work and field visits.	
<b>Prerequisites</b>	Central Board of Secondary Education or equivalent.		
<b>Objectives of the Course (Theory)</b>	<ul style="list-style-type: none"> <li>• To create awareness of basics of Fashion</li> <li>• To study the psychological effects of clothing on the individual in social situation.</li> <li>• To develop understanding of manufacturing technology of the garment Industry.</li> <li>• To understand the fundamental concepts of dyeing and printing.</li> </ul>		
<b>Objectives of the Course (Practical)</b>	<ul style="list-style-type: none"> <li>• Development skills in Fashion Drawing</li> <li>• Understanding the history of illustrations</li> </ul>		

  
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**SEMESTER – VI**

**CORE COURSE III**

**Theory Credit -2**

**GPM -76T-303-INTERNATIONAL MARKETING**

**B.A/B.Com:- Max. Marks: 20+80 marks      Min. Pass Marks: 8+32marks**

**B.Sc:- Max. Marks: 20+80 marks      Min. Pass Marks: 8+32marks**

**UNIT I**

**15**

1. International Marketing: nature and scope of international marketing.
2. International marketing v/s domestic marketing.
3. Importance of international marketing.
4. Problems and challenges of international marketing.

**UNIT II**

**15**

5. Selection of agents
6. Identification of markets for readymade garments.
7. Market entry conditions.
8. Channels of distribution.
9. Direct and indirect export

**UNIT III**

**15**

10. Trade fair and Exhibitions
11. Pricing, role of price and non price factors, factors influencing pricing, price quotation, information needed for export pricing.
12. Role of trading and export houses

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13. Institutional segments and packaging for exports: packing material, boxing and pressing department, machinery and equipments used in packaging department.

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14. Quality control

15. Labeling and consumer protection.

### Learning Outcome

To learn the entire process of export import of garments

### Suggested books and reference

- International Marketing, Kothari R.K, Rathore B.L, & Jain P.C, (2014-2015), R.B.D. Publishing House, Jaipur

### Suggested e-resources

- [https://books.google.co.in/books?id=ilw3EAAAQBAJ&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.co.in/books?id=ilw3EAAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false)
- [https://books.google.co.in/books/about/EBOOK\\_International\\_Marketing\\_5e.html?id=ilw3EAAAQBAJ&redir\\_esc=y](https://books.google.co.in/books/about/EBOOK_International_Marketing_5e.html?id=ilw3EAAAQBAJ&redir_esc=y)

### SEMESTER – VI

### CORE COURSE III

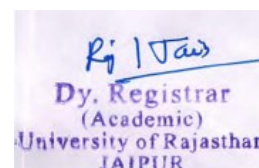
Practical Credit -2

30 practicals (2 hours )

### GPM -76P-304- DYEING AND PRINTING

Max. Marks: 50

Min. Pass Marks: 17



- 1 Prepare sample of tie dye, Ice dye, oil marble and batik print, block printing, screen printing and stencil printing. Eco print and rust print with the help of leaves, flowers and metals.
- 2 Field trips to Export houses and mass production centers.
- 3 Exhibitions

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**Scheme of Examination –**

- Practical exam (total 50 marks)
- Internal and record: 10 marks
- Major problem: 20 marks
- Minor problem: 20 marks

**Learning Outcome-**

- The learners will be able to develop different styles of printing .
- The learners will be able develop new redesigned styles

**Suggested books and reference**


- Fashion designing drawing and presentation, Ireland, P. J. (1982), Batsfort Ltd. 4<sup>th</sup> Revised edition.

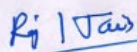
**Suggested e-resources**

- <https://www.scribd.com/document/326587478/TCP-BOOKS>

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