BSFT-601 KNITTING TECHNOLOGY

Marks 40 Internal;60 External

Credits 3

Objective:

To understand the term textiles in context of knitting and to develop knitting skills required for apparel industry.

Content:

UNIT-I

- Introduction to Knitting Technology
- Terms used in knitting.
- Difference between Knits and Woven.

UNIT-II

- Indian Knitting industry-past, present and future.
- Hand and machine Knitting.
- Working of knitting needles, loop formation and construction of knitting stitches
- Introducing Wrap and weft knitting

UNIT-III

- Characteristics of Wrap and weft knitted fabrics
- Weft knit stitches-single jersey, rib, purl, interlock, float and tuck stitches
- Warp knit stitches- tricot, milanese, rachel knit.
- Knitted fabric defects

Reference Books

- Knitting Technology: A Comprehensive Handbook and Practical Guide by David J.Spencer

- Knitting Fundamentals, Machines, Structures And Developments by N.Anbhumani

- Knitted clothing technology by terry Brackenbury

- Knitting technology by D.B.Ajgaonkar

BSFT 602 Production Management & Quality Control (Basics)

Marks 40 Internal;60 External

Credits 3

Objectives of the Course:

- To introduce the concept of Production Management and Quality Control.
- To help students understand the importance of Production Management & Quality Control in Apparel Industry

The examiner will set questions covering the whole syllabus

- Management: Definition, Purpose and Scope of Management.
- Principles of Management
- Functions of a Production Manager.
- Product Planning: Market Potential, Marketing Plan, Factors influencing Product Planning and Forecasting.
- Product Selection: Meaning, Factors affecting successful development of a new product.
- Order processing, material handling, warehousing, inventory management.
- Quality: Definition and Importance.
- Cost of Quality
- Role of Organizations of Quality Standards
- Inspection and steps of inspection

References:

1. Product management - Donal R. Lehmann, Russel S. Winer

BSFT 603   Product Promotion and Development

Marks: 60 Internal; 40 External

Credits 3

Objectives of the Course:

- To help students understand the concept of product development and importance of its promotion.

The examiner will set questions covering the whole syllabus

- Products and Services: Definition, 3 facets of a product; brand products and own label products, product benefits, product failure.
- Orientation of a Business: product orientation, sales orientation.
- Product development: meaning, types of new product, stages in product development process, product adoption and diffusion, product lifecycle.
- Market research: meaning, scope procedure, types and techniques.
- Promotion planning: meaning, budget and funding, promotional message, product mix, product diversification, kinds of diversification, product positioning, and product obsolesce.
- Students should conduct a project based study of the above.

Books Recommended

- o Marketing Principles and Practice; 2nd Edition; Dennis Ad Cock, Ray Bradfield, Al Halberg and Caroline Ross; Pitman Publishing.
- o Marketing, A Managerial Introduction, JC Gandhi, TATA MCGraw Hill

BSFT 604 Introduction to Fashion Merchandizing

Marks 40 Internal; 60 External
Credits 3

Objectives of the Course:

- To introduce the concept of Fashion Merchandising to the students.
- To help them understand the merchandising organization and process.

The examiner will set questions covering the whole syllabus
- **Merchandizing of Fiber and Fabric**: History and Development, **Sources, Supply Processing**, Operation, Advertising and Promotion of:
  1. Natural Fibers and Textiles
  2. Manmade Fibers and Textiles
  3. Fur and Leather Fibers and Textiles.
- **Status of Domestic Fashion Market** for Apparel, Accessories and Intimate Apparel of women, men and children.
- **Retail Merchandising**: Store –level Merchandising Functions, Corporate-level Merchandising Functions. Qualities of merchandisers and vendors, Career of a merchandiser.
- **Global Sourcing**: Structure of Buying offices, Structure of Export houses.
- **Trends in Fashion Retailing**: Store Layout and Merchandise Presentation, Store Furnishings and Fixtures, Atmospherics and Signage, Personal selling and qualities of sales persons.
- Private Labels and Brands, Range Planning.

Books Recommended

- Fashion Merchandising, An Introduction, Elaine stone, Jean A. Samples, McGRaw Hill Publlishing Company
- Merchandise Buying and Management; 2nd Edition; John Donnellen; Fairchild Publication.
- Fashion Marketing: Theory, Principles & Practice by Marianne Bickle (Jun 21, 2010)

BSFT-605 ENTREPRENURESHIP

Marks 40 Internal;60 External

Credits 3

Objective:
To develop entrepreneurship skills in the students by preparing them for the competencies required.

Content:

UNIT-I

- Entrepreneurship: Concept and Definitions, role and qualities of an entrepreneur
- Entrepreneurship and Economic Development,
- Classification and Types of Entrepreneurs, Entrepreneurial Competencies, Factor Affecting Entrepreneurial Growth -EDP Programmes, Entrepreneurial Training

UNIT-II

- Small Enterprises Rationale and objectives Definition of Small Scale
- Enterprise Launching Formalities
- Meaning of Project, Project identification, project planning
- Project design, need for network analysis (Techniques of PERT and CPM)
- Project appraisal and its significance.
- Social costs benefit analysis.

UNIT-III

- Institutions assisting/supporting entrepreneurs: DIC, SIDO, SIDBI, SIDC, SISI, NSIC, SFC.
- Management of Small Business: Marketing Management, Production Management, Finance Management, Human Resource Management, Export Marketing.

Reference Books:

BSFT 606   <u>Portfolio</u>

Marks 40 Internal;60 External

Credits 2

<u>Course Objectives :</u>

Portfolio is the compiling of the students work done during the course (all semesters) in a systematic designed manner. It should give a deep insight into the creative capabilities and capacities of the designer . this will be of utmost importance during the placements.

The main contents will be as :

- Introduction of the Designer Student

- Bio Data

- Contents

- Properly and systematically designed sheets from all areas covered during the semester.

- Extra curricular activities should be covered too.

  This is a 4 to 5 week module done under the guidance of faculty.

BSFT 607   **Advanced Computer Software Package II**

Marks 30 Internal;20 External

Credits 2

Marks 60 Internal; 40 External

Objectives of the Course:

To help the students have knowledge, understanding and application of tools of tukaCAD software.

The examiner will set questions covering the whole syllabus

- Introduction to the tools of TukaCAD.
- Application of the tools of the Pattern Making software to develop bodice blocks and sleeve blocks for 5 year old and 10 year old girls.
- Blocks made above to be extended beyond waist : straight A-line; with gathers; with pleats
- Making patterns of Collars: Baby collar, flat Peter Pan collar, raised Peter Pan collar.
- Making shaped facing and piping to finish neckline, Placket, Pocket.
- Learning to add all pattern details on a block: grain line, measurements, notches, seam allowances, piece name and number of pieces to be cut.
- **Students will get all pattern pieces printed on gateway sheet and keep the hard copy in their file folio.**

Books Recommended

TukaCAD guide /manual that comes with the software.

BSFT-608 DESIGN PROJECT

Internal Marks...30

External Marks...20

Credits 02

Objectives:

To understand the various aspects of carrying out a research work independently

Student will be able to comprehend its relevance in the present scenario of garment and textile industry.

Content:

The students are required to carry out a research project or a design project in the form of either line development or design development for industry/NGO/design organisation for a period of 3-4 months in the final semester.

Each student will be mentored by a faculty throughout the semester.

This project will culminate in the form of a report and a presentation for final evaluation by a jury of experts from the same/relevant field.