

Tel.No.: 2419700/2419567
Fax: 0821-2419363/2419301

Email: registrar@uni-mysore.ac.in
www.uni-mysore.ac.in



Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysore 570 005

(Re-accredited by NAAC at "A" Grade with a CGPA of 3.47)

(NIRF-2020 Ranked 27 in University Category & 47 in Overall Category)

No.: PMEB/AC-10/758(1)/2019-20

Date: 25-01-2021.

NOTIFICATION

Sub.: Introduction of new courses under Specialized Programmes from the academic year 2020-21-reg.

- Ref.: 1. Decision of the BOS Meeting held on 27-11-2020.
2. Decision of the Academic Council meeting held on 07-12-2020.

The Board of Studies in **M. Des. (Fashion Design Management)** and **M.Des. (Interior Design Management)(PG)** at its meeting held on 27-11-2020 has recommended to introduce **M.Des. (Fashion Design Management)** and **M.Des. (Interior Design Management)** courses in University of Mysore under specialized/ specified programs. The Regulations, Syllabus and Scheme of Examination was approved from the academic year 2020-21.

The Academic Council has also approved the above said proposals at its meeting held on 07-12-2020 and the same is hereby notified.

The Regulations, Syllabus and Scheme of Examination of **M. Des. (Fashion Design Management)** and **M.Des. (Interior Design Management)** courses is uploaded in University website. The contents may be downloaded from the University website www.uni-mysore.ac.in.


REGISTRAR
REGISTRAR
University of Mysore
MYSURU - 570 005

To;

1. Registrar(Evaluation), University of Mysore, Mysuru.
2. Prof. D. Anand, Dean, Faculty of Commerce, DOS in Business Administration, MGM.
3. Prof. S.J. Manjunath, Chairperson, BOS, DoS in Business Administration, MGM.
4. Dr. H.L. Vijaykumar, Director, Vogue Institute of Fashion Technology C/o A.D. Biligowda First Grade College, Koppa, Maddur Taluk, Mandya Dist.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The Special Officer to Hon'ble Vice-Chancellor, University of Mysore, Mysuru.
7. The PA to Vice-Chancellor/Registrar/Registrar(Evaluation), University of Mysore, Mysuru.
8. Office Copy.



**REGULATIONS &
SYLLABUS FOR
M.Des. [FASHION DESIGN
MANAGEMENT]
UNDER SPECIALIZED PROGRAM
2020 ONWARDS**

RULES & REGULATIONS OF THE COURSE

1. Course title:

The program shall be called as **M.Des. [Fashion Design Management]**.

Short form for the course is M.Des. (FDM).

It is two years program consisting of four semesters; two semesters in each year. Candidate admitted to this course shall be governed by following rules and regulations

2. Eligibility, mode of selection

- a. A candidate who has passed any Bachelor's degree of three years duration, from a recognized University with overall 40% marks is eligible for admission to the first semester of the program. Selection will be on the basis of merit list drawn from the eligibility degree.
- b. There shall be a total intake of 40 candidates.

3. Course content:

- a. The course of study for the M.Des. (Fashion Design Management) comprises subjects, internship project work as prescribed. The academic calendar shall be as notified by the university from time to time. Pedagogy includes PowerPoint Presentation, lecturing, case studies, group discussion, seminar, computer practical, factory visit etc

4. Medium of instruction: -English.

5. Attendance, progress and conduct

- Each semester shall be taken as a unit for the purpose of calculating attendance.
- The students shall attend practical and theory classes as prescribed by the University during each semester.
- Minimum attendance of 75% of actual working hours is required in each paper, a student who doesn't satisfied the requirement of attendance shall not be permitted to write the examination in concern subject

- If the conduct/behaviour of the student is not found to be satisfactory, action will be initiated as per the University regulations.
- A candidate can take a maximum of four years for completion as per double the duration norms of University of Mysore.

6. Formation of Board of Examiners

- Chairman Board of Studies shall form Board of Examiners members consisting of Principal Partnership Institution, Head of the Concerned Department, Subject Faculties and University Representatives. The duties of Board of Examiners include setting question papers, conducting the examinations, valuation of answer scripts and submitting the marks list to University for result announcement.
- **Question paper:** Three sets of question papers shall be submitted by the subject faculty one month in advance both in hard and soft copies.
- **Valuation:** Valuation will be conducted by respective subject experts selected by BOE.

7. Scheme of examination

- There shall be a University examination at the end of each semester.
- There shall be a term end examination of 3 hrs duration for each theory subject and 3 hrs duration for practical subject at the end of the semester
- Repeaters has to take exam during respective semesters
- **Question paper:** 3 sets for each subject shall be set by faculty as per the panel of examiners approved by university prior to one month of exam, both in hard and soft copy.
- **Valuation:** valuation will be done by respective subject experts selected by BOE
- Each subject is divided into internal assessment and end term exam with marks allotted as shown below

a) Total Marks -Theory papers	100 marks
i. External examination:	70 marks
ii. Continues Assessment	30 marks

(Continues Assessment Includes test, Presentation, Assignments and Portfolios)

Continues Assessment (1st to 8th week) 15 marks

Continues Assessment (9th to 16th week) 15 marks

- Each student has to score minimum of 40% in each papers.

b) Total marks –Practical papers 100 marks

i. External examination: 70 marks

ii. Continues Assessment 30 marks

(Continues Assessment Includes Test, Presentation, Assignments and Portfolios)

Continues Assessment (1st to 8th week) 15 marks

Continues Assessment (9th to 16th week) 15 marks

- Each student has to score minimum of 40% in each papers.

c) Project work

- Project report (portfolio) completed during the semester will be evaluated, as follows
100 marks for project CA (portfolio) by internal guide, 100 marks for exam conducted by internal and external examiner appointed by BOE chairperson.

8. Declaration of results:

- The results and grades of the M.Des (FDM) shall be declared as per the regulations of the Choice Based Credit System - Postgraduate courses of University of Mysore.

9. Scheme

I SEMESTER

PAPER CODE	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory		Practical		Max	Min
						Max	Min	Max	Min	Max	Min		
20FDM1.1/20IDM 1.1	ORGANISATIONAL BEHAVIOUR	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 1.2/20IDM 1.2	BUSINESS COMMUNICATION	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 1.3	INTRODUCTION TO FASHION INDUSTRY	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 1.4	APPAREL PRODUCTION AND PLANNING	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 1.5	FASHION MARKETING MERCHANDISING	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 1.6	BASICS OF GARMENT CONSTRUCTION –I	4	2	0	3	30	-	70	28	-	-	100	40
20FDM 1.7	ELEMENTS OF TEXTILES – I	4	2	0	3	30	-	70	28	-	-	100	40
	TOTAL				21							700	

II SEMESTER

PAPER	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory		Practical		Max	Min
						Max	Min	Max	Min	Max	Min		
20FDM 2.1	QUANTITATIVE METHODS AND OPERATIONAL RESEARCH	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 2.2	SUPPLY CHAIN MANAGEMENT	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 2.3	APPAREL PRODUCT QUALITY ASSURANCE	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 2.4	FASHION RETAIL BUSINESSANALYTICS	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 2.5	CIRCULAR & SUSTAINABLE FASHION	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 2.6	BASICS OF GARMENT CONSTRUCTION –II	4	2	0	3	30	-	70	28	-	-	100	40
20FDM2.7	ELEMENTS OF TEXTILES – II	4	2	0	3	30	-	70	28	-	-	100	40
	TOTAL				21							700	

III SEMESTER

PAPER CODE	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory		Practical		Max	Min
						Max	Min	Max	Min	Max	Min		
20FDM 3.1/20IDM3.1	ENTREPRENEURSHIP DEVELOPMENT	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 3.2/20IDM 3.2	CUSTOMER RELATIONSHIP MANAGEMENT	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 3.3	FASHION BRAND MANAGEMENT	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 3.4	VISUAL MERCHANDISING & STORE MANAGEMENT	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 3.5	FASHION PORTFOLIO	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 3.6	GARMENT SURFACE ORNAMENTATION LAB	0	0	3	3	30	-	-	-	70	28	100	40
20FDM 3.7	DIGITAL FASHION STUDIO LAB	0	0	3	3	30	-	-	-	70	28	100	40
	TOTAL				21							700	

IV SEMESTER

PAPER CODE	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory		Practical		Max	Min
						Max	Min	Max	Min	Max	Min		
20FDM 4.1	E-COMMERCE IN FASHION	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 4.2	INTERNATIONAL BUSINESS IN APPAREL INDUSTRY	4	0	0	3	30	-	70	28	-	-	100	40
20FDM 4.3	INTERNSHIP	0	0	6	6	100	-	-	-	100	-	200	80
20FDM 4.4	FASHION PORTFOLIO & DESIGN COLLECTION LAB	0	0	9	9	100	-	-	-	200	-	300	120
	TOTAL				21							700	

I SEMESTER

ORGANIZATIONAL BEHAVIOUR

Sub Code: 20FDM 1.1/20IDM 1.1	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

OBJECTIVES

- To make students understand fundamental concepts and principles of management, Including the basic roles, skills, and functions of management
- To make students knowledgeable of historical development, theoretical aspects and Practice application of managerial process
- To understand the basic concepts and theories underlying individual behaviour besides Developing better insights into one's own self
- To make students aware of Individual behaviour in groups, dynamics of groups and team
- Building besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves

UNIT 1-Introduction

9Hrs.

Management: Introduction, definition of management, nature, purpose and Functions, levels and types of managers, managerial roles, skills for managers, evolution of Management thought, Fayol's fourteen principles of management and recent trends in Management. Review of a case study

UNIT 2-Planning and Organizing

10Hrs.

Planning: Nature of planning, planning process, objectives, MBO, strategies, level of strategies, policies, methods and programs, planning premises, decision making, process of decision making, types of decisions, techniques in decision making.

Organizing: Organization structure, formal and informal organizations, principles of organizations-chain of command, span of control, delegation, decentralization, and empowerment. Functional, divisional, geographical, customer based and matrix organizations, tram-based structures, virtual organizations, boundary less organizations. Review of a case study

UNIT3-Controlling

9Hrs.

Controlling, importance of controlling, controlling process, types of control, factors influencing control effectiveness. Review of a case study

UNIT 4-Introduction to Organisational Behaviour

9Hrs.

Organizational Behaviour: Introduction, definition, historical development, Fundamental principles of OB, contributing disciplines, challenges and opportunities. Review of a case study

UNIT5-Foundations of Individual Behaviour

9Hrs.

Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.

Personality: Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB.

Attitude: Formation, components of attitudes, relation between attitude and behaviour.

Perception: Process of perception, factors influencing perception, link between perception and individual decision making.

Emotions: Affect, mood and emotion and their significance, basic emotions, emotional intelligence, self-awareness, self-management, social awareness, relationship management.

UNIT 6-Motivation and Leadership

9Hrs.

Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories.

Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories-Fiedler's model, SLT, transactional and transformation leadership.

UNIT 7-Group Behaviour

9Hrs.

Definition, types, formation of groups, building effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution.

Recommended books

1. Essentials of Management-Koontz, 8/e, McGraw Hill
2. Management: Text and Cases-VSP Rao, Excel BOOKS

3. MGMT, An Innovative approach to teaching and learning Principles of Management, Chuck Williams, Cengage Publications, 2010
4. Principles and practices of Management, Kiran Nerkar, Vilas Chopde, Dreamtech Press, 2011
5. Management Theory & practice – Chandan J. S, Vikas Publishing House.
6. Management Theory & Practice Text & Cases – Subba Rao P & Hima Bindu, Himalaya Publication.
7. Stephen P Robbins, Timothy A. Judge, *Organizational behaviour*, Neharika Vohra, 14th Edition, Pearson, 2012.
8. Michael Butler, *Introduction to Organisational Behaviour*, Jaico Publishing House,
9. Ashwathappa, *Organization Behaviour*, Himalaya Publication House
10. Khanelwal, *ORGB - Nelson, Quick*, 2/e, Cengage Learning, 2012.
11. Anada Das Gupta, *Organizational Behaviour -*, Biztantra, 2011.
12. Arun Kumar and Meenakshi, *Organizational Behaviour: A modern approach*, Vikas Publishing House, 2011.
13. Rao V. S. P, *Organizational Behaviour* –Excel BOOKS, 2009. Mary Ellen Guffey, *Business communication: process and product* –, 3/e, Cengage Learning, 2002.
14. Communication – Rayudu C. S, HPH.
15. Lesikar, Flatley, Business communication, Rentz & Pande, 11/e, TMH, 2010
16. Penrose, Rasberry, Myers, *Advanced Business Communication*, 5/e, Cengage Learning, 2004.
17. Lehman, DuFrene, Sinha *BCom*, Cengage Learning, 2/e, 2012
18. Madhukar R. K, *Business communication*, 2/e, Vikas Publishing House.

BUSINESS COMMUNICATION

Sub Code: 20FDM 1.2/20IDM 1.2	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

OBJECTIVES:

- To make students equipped with the managerial skill sets to give solutions to the real-world business problems

UNIT 1-Introduction

9Hrs.

Attributes of communication: Essentials of good communication. Process of communication; Receiver, sender, encoding, decoding, response; Barriers to communication: physical barriers, language (semantic barriers) socio-psychological barriers, cross cultural barriers methods to overcome the barriers.

UNIT2-Objective and types of communication

9Hrs.

Information, order, education and training, motivation, counselling, warning, request, complaint; horizontal, vertical, upward, downward communication; Channels of communication: formal and informal communication; advantages and disadvantages; Grapevine communication: introduction, advantages and disadvantages.

UNIT 3-Media and mode of communication

10Hrs.

Media and Modes of communication: telephone, mobile phones, internet, print media, electronic communication, video conferencing, films, television, fax; methods of communication: verbal – oral and written; non-verbal communication, body language, gesture, handshakes, posture, eye contact; graphics; Forms of communication one to one communication, group communication, types of group communication; problems of group communication.

UNIT 4-Marketing**9Hrs.**

Meeting: types of meetings: advantages and disadvantages of meetings; conduct of meeting, writing notice, agenda and minutes; Listening, importance of listening, steps in listening, blocks to effective listening, improving listening skills.

UNIT 5- Writing communication**9Hrs.**

Written Communication: Tactful use of language, handling negative-ness; active and passive voice; techniques of emphasis; Business letters, layout of business letters; parts of a letter, style of layout, Types of business letters, personnel letters, enquiries and replies, orders and replies, complaints and claims, sales letters; Job applications, writing covering letter, writing resumes, letters to applicants.

UNIT 6-Summarization and Report writing**9Hrs.**

Uses of summarizing skills, Negotiation skills: Nature and need for negotiation, Factors affecting negotiation, negotiation strategies; Report writing: types of reports, structure of a report, parts, parts of a report; Presentations: layout of a presentation, advantages and disadvantages.

UNIT 7-Public relations and job interview**9Hrs.**

Public relations, objectives of public relations; internal public relations, external public relations; use of mass media in public relations; Interviews, purpose of interviews, types of interviews, candidate's preparation for the interview, role of the interviewer.

Recommended books

1. Chaturvedi P. D, & Mukesh Chaturvedi, *Business communication: concepts, cases and applications* –,2/e, Pearson Education,2011
2. Mary Ellen Guffey, *Business communication: process and product* –, 3/e, Cengage Learning, 2002.
3. Communication – Rayudu C. S, HPH.
4. Lesikar, Flatley, Business communication, Rentz & Pande, 11/e, TMH, 2010
5. Penrose, Rasberry, Myers, *Advanced Business Communication*, 5/e, Cengage Learning, 2004.
6. Lehman, DuFrene, Sinha B. *Com*, Cengage Learning, 2/e, 2012
7. Madhukar R. K, *Business communication*, 2/e, Vikas Publishing House.

8. Ashraf Rizvi M, *Effective technical communication*, TMH, 2005.
9. Sehgal M. K & Khetrapal V, *Business communication*, Excel BOOKS.
10. Krizan, Merrier, Jones *Business communication*, 8/e, Cengage Learning, 2012.
11. Raj Kumar, *Basic business communication*, Excel BOOKS, 2010.

INTRODUCTION TO FASHION INDUSTRY

Sub Code: 20FDM 1.3	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:

To introduce students to Fashion Industry.

To acquaint students with Fashion management education to empower them to be well equipped professionals.

Unit 1: 6 Hrs

Concept of fashion: Importance of Fashion: The Fashion process

The special language of Fashion: Components of Fashion: Fashion and the Individual

Origins and Channels of Fashion change: Fashion as a reflection in social and cultural context: The concepts, diffusion and characteristics of Fashion Innovation: Influential leaders of Diffusion

Introduction to various fashion industries

Unit 2: 12 Hrs

Fashion terminology, Fashion life cycles and seasons: Analysis of Fashion life cycles: Fashion theories and its importance: Role of Fashion designers: Career opportunities, Current trends in Fashion: Elements and fundamental principles of design, Analyse the impact of colour on Fashion: Colour theories

Unit 3: 10 Hrs

Fashion dictatorship: Growth of couture: Effects of Industrial revolution, Great Depression, World War I and II on Fashion, 19th century Fashion: Retailing in 19th century, Mass production: Invention of sewing machine

Unit 4: 10 Hrs

Fashion as a symbol: The language of Fashion symbols: The individual decision making process

Fashion as verbal and visual communication: Sources of information: Psychological approaches to Fashion adoption, Applications of Fashion symbolism

Unit 5: 10 Hrs

Fashion Psychology, Role of clothing in physical, social, psychological and cultural scenario

Human behaviour and clothing, Clothing and gender differentiation.

Unit 6:**8 Hrs**

Fashion design – Definition, Fashion categories based on age and activity – Types- casual, formal, sports and ethnic, Flat sketch and spec- Its importance and application, design sketching, ways of layout, flats for men, women and children's wear

Unit 7:**8 Hrs**

Fashion designers, History and look into design concepts of famous designers, both Indian and International

REFERENCE BOOKS:

1. Stephens, Gini “ *Fashion - From concept to customer*” Prentice Hall career and technology, 1994
2. Sproles, George B. and Burns, Leslie D. “ *Changing Appearances – Understanding Dress in Contemporary Society*” Fairchild Publications, 1994
3. Collier, Billie J. and Tortora, Phyllis G. “ *Understanding Textiles – 6th Edition*” Prentice Hall,2011
4. Pradhan, Swapna “ *Retailing Management – Text and Cases*” McGraw Hill Education, 2012
5. Murphy, W.S. “ *Textile Weaving and Design*” Abhishek Publications, 2000
6. Dickerson, Kitty “ *Inside the Fashion Business*” Pearson Education,2003
7. Crosgrave, Bronwyn “ *Costume and Fashion- A Complete History*” Octopus Publishing, 2000
8. Burns, Leslie D. and Bryant, Nancy O. “ *The Business of Fashion*” Fairchild Publications, 2002

APPAREL PRODUCTION AND PLANNING

Sub Code: 20FDM 1.4	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:

- To emphasis on the improved methods of material control in apparel production
- To acquaint student with quality concepts for implementing quality in apparel production

Unit 1: Introduction to Apparel control analysis and parameters 6 Hrs

Structures of apparel business, global apparel manufacturing, Apparel Manufacturing set-ups as per the Product specification. Apparel Production parameters – control parameters – Product Development - Time management.

Unit 2: Introduction to Apparel planning and production concepts 8 Hrs

Concepts of concurrent engineering and reverse engineering

Sampling department- importance of sampling department, objectives, types of sample- prototype, fit sample, pp sample, size set, production sample, shipment sample.

Cutting techniques: Cutting room controls: Lay lot planning: Bundle distributions: Modern methods in cut piece distribution and tracking different manufacturing systems;

Mass customization and made to order manufacturing systems; Disadvantages and control measures in sewing

Unit 3: Apparel operational techniques 12 Hrs

Operation break down and production sequence; Identification of bottle necks and critical area: Operation wise machinery allocation;

Usage of special attachments and tools for operation simplifications:

Production grid and flow chart. Technical design reading, Tech pack analysis& objective, creating tech pack.

Breakdown of operation sequence – Development of Flow process - Grid chart for operation sequence
Selection of production system - progressive bundle system, unit production system, modular manufacturing, piece work. Production planning, Linear manufacturing process.

Unit 4: Apparel production and control tools 10 Hrs

Production planning: Time and action calendar: Steps between prototypes to approved Sample production; Sample product data management and understanding specification sheets: Effective communication. Capacity planning & line balancing - Capacity calculation for cutting, sewing & finishing – Machine requirements – Line Balancing techniques.

Work study – method, motion & time study - computer Integrated production planning & management systems.

Unit 5: Apparel floor balancing

10 Hrs

Production floor balancing: Line balancing: Allocation of man power;

Production set up planning for a shirt factory: Production set up planning for a bottoms and jacket factory; Production set up planning for a fully integrated apparel manufacturing plant.

Unit 6: Apparel Quality Planning and Control

10 Hrs

In process quality inspection, objectives methods, advantages, inspection methodology, final inspection, random inspection, general inspection method for shirts, trouser and kids garments.

Quality planning: Quality procedures; Production meetings: Preproduction meetings; In line inspection: Final inspection: Rescreening conditions

Quality control in product development, quality control in printing, embroidery, washing and other accessories,

Unit 7: Packing

8 Hrs

Ratio of packing: Solid packing; Short shipment: Excess shipment; Calculation of volumetric weight:

Carton dimension

REFERENCE BOOKS:

1. Jacob Solinger, “Apparel Production Handbook”, Reinhold Publications, 1998
2. Carr H and Latham B., “The Technology of Clothing Manufacturing”, Blackwell Science, U.K.,1994
3. Ruth E. Glock, Grace I. Kunz, “Apparel Manufacturing, Sewn Product Analysis”, Fourth Edition, Pearson Education, ISBN: 8177580760159
4. Laing R.M., Webster J, “Stitches & Seams”, The Textile Institute, India, 1998
5. Shaeffer Claire, “Sewing for the Apparel Industry”, Prentice Hall, New Jersey, 2001

FASHION MARKETING AND MERCHANDISING

Sub Code: 20FDM 1.5	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:

The center of Fashion Retail is the management of Merchandise. Planning, sourcing, assortment and Inventory management are the success of the entire Retail function. The student should be able to develop the concept of Planning, procuring and Managing the skills of Merchandise at Retail level and as a manufacturing coordinator.

Unit 1: 6 Hrs

Introduction to Indian Fashion Apparel Industry structure, Apparel Manufacturing Exporters, Buying Houses, Merchant Exporters, Retail Domestic & International Brands. Role of Merchandiser at different levels

Unit 2: 8 Hrs

Merchandising Theory: What is merchandising, function, factors affecting merchandise functions, the merchandisers role and responsibilities- Planning, Directing, Coordinating, Controlling of Merchandise operations.

Unit 3: 10 Hrs

Merchandise Planning: Fundamentals of merchandise planning, merchandise perspective on pricing, planning and controlling merchandise budgets, planning and controlling merchandise assortments.

Unit 4: 8 Hrs

Developing and presenting product lines: Developing product lines, presenting product lines, global sourcing, and vendor management.

Unit 5: 10 Hrs

Retail pricing and evaluating merchandise performance, Concept elements, retail pricing policies, adjustments, Margin return as investment, Evaluating merchandise performance.

Unit 6: 10 Hrs

Planning Merchandising Budgets – Planning sales, Planning stock, Planning Mark-ups and markdowns, planning purchases, planning open-to-buy and Profit and Loss Statement.

Unit 7: 12 Hrs

Process flow in apparel industry – Buyer sourcing & communication – Enquiry – Order confirmation – order review and its importance – Planning & programming: Master planning, Scheduling or route card – Factors for route card - programming for yarn, knitting, dyeing, stitching, sampling, accessories – Samples: Meaning & importance – Types of samples – expedition of samples

REFERENCE BOOKS:

1. Fashion Retailing : From managing to merchandising – Dimitri Koumbis
2. Fashion Merchandising : Principles and practice - James Clark
3. Merchandising mathematics for retailing (Fashion) – Synthia R. Easterling & Ellen L. Flottman
4. Retail fashion merchandise – Assortment planning and trading : It is all about choices – Charles Nesbitt

BASICS OF GARMENT CONSTRUCTION – I

Sub Code: 20FDM 1.6	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:

- To impart knowledge and skills required for garment components.

NOTE: There will be tutorial practices for laboratory knowledge.

Unit 1

8 Hrs

Introduction to sewing machines – Classification of sewing machine and its applications –Domestic sewing machine, Industrial sewing machine, difference between Domestic & Industrial sewing machine, parts of a sewing machine, Varieties of industrial sewing machines- Single needle lock stitch machine, double needle machine-lock stitch & chain stitch machines, multi needle multi thread chain stitch machine, over-lock machine, sewing machine needles- types, parts & functions, care and maintenance of sewing machine , parts of sewing machine - machine bed and its types – feed mechanism and its types. Special Attachments.

Unit 2

10 Hrs

Introduction to Tools for pattern making and Garment construction- Measuring tools, marking tools, cutting tools, sewing tools, pressing tools, different GSM paper & its uses Pattern making terminologies & symbols (notches, punch/circles,) Pattern information (grain, component details and symbols) seam allowance, fabric terms (grain, bowing).

Unit 3

10 Hrs

Figure Analysis- Different types of figures, Principles of pattern Construction-Drafting, draping, and Flat Pattern-Principles, advantages and disadvantages.

Preparation of basic bodice block-front, back, sleeve, skirt front, back for women

Unit 4

8 Hrs

Sewing threads- function, Varieties, performance, characteristics

Sewing needle – different types of needle for different fabrics – needle size.

Unit 5**10 Hrs**

Stitches And Seams - Basic principles of stitch formation – classification of stitches based on federal standards — detailed study on application of all stitches. Detailed study on seam classification and seam finishes as per federal standards.

Unit 6**10 Hrs**

Fullness- Darts, pleats, tucks, gathers, godets, flounces, ruffles. Yokes-With and without fullness style lines.

Neck line Finishes- piping, facing (bias facing, shaped facing).

Plackets- definition, types Self, front placket, continues bound placket, two-piece sleeve placket and shirt placket

Pockets- Definitions, purpose, Patch pockets, Patch pockets with flap, Seam pockets, welt pockets & variations

Unit 7**8 Hrs**

Flat Pattern Technique –Pivot, slash and spread method, single dart, double dart series, parallel darts, graduating darts, Dart Manipulation- conversion of darts to tucks, pleats, gathers, seam lines etc.

REFERENCE BOOKS:

- 1.Helen Joseph and Armstrong, “Pattern Making for Fashion Designing”, Prentice Hall, Newyork, 2004
- 2.Harold Carr and Barbara Lathon, “The Technology of Clothing Manufacture”, Blackwell Sciences, UK,1996.
- 3.Technology Of Stitches & Seams – Coats Viyella Limited
- 4.Laing R M and Webster J, “Stitches and Seams”, Textile Progress, The Textile Institute, Manchester,1998.
- 5.Ukponmwan J O, Chatterjee K N and Mukhopadhyay A, “Sewing Threads”, Textile Progress Vol. 30, The Textile Institute, Manchester, 2001.
- 6.Joseph-Armstrong, Helen. “Draping for Fashion Design”. Fairchild Publications, New York, 2000.
- 7.Sultan Chand& sons”Management Accounting”New Delhi,2nd edition 1998

ELEMENTS OF TEXTILES -1

Sub Code: 20FDM 1.7	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objective:

➤ To introduce students to be briefly acquainted with the textile processes in Apparel Production

NOTE: There will be tutorial practices for laboratory knowledge.

Unit 1: Introduction to Textile fibres 8 Hrs

Definition, Sources, Classification of textile fibres, Properties of textile fibres, Identification of different types of fibres by physical and chemical methods- cotton, viscose, silk, wool, polyester and nylon fibres.

Unit 2: Weaving and its features 12 Hrs

Elementary weaves – classification of woven fabrics glossary and characteristics, Salient features and construction of Plain weave – rib and basket: Twill weave – variation (RHT,LHT):

Satin/Sateen weave – variation, Fabric design and graphical representation of the above weaves

Analysis of different fabrics for clothing construction and weaves like plain, twill, sateen, honeycomb, herring bone and mock leno etc. Finding the fabric geometrical parameters and cover factor

Salient features of crepe fabrics like georgette, chiffon, Warp and weft pile: Brocade and Damask, Terry pile structures.

Unit 3: Knitting & Non – Wovens 10 Hrs

Knitting process, Different types of stitches; Various types of knitted fabrics - birds eye, crochete, jersey, interlock, ottoman rib pique, polar fleece, feeder stripe, auto stripe, engineered stripes, Milano, pile knit, pointelle, purl, raschel, rib, tricot; Knit structure and representation; Defects in knitted fabrics, Applications and uses. On-woven Fabric- introduction and different types

Unit 4: Wet Processing and Printing 10 Hrs

Introduction to Wet processing, Scouring, Bleaching, Mercerization, Dyeing,

Printing methods – block, screen, transfer and digital, Styles of printing- Direct, Resist, Discharge and Transfer: After-treatments for dyed and printed product, Printing of fabrics by screen and block using pigment, reactive and direct dyes, Tie and dye method: Batik printing

Unit 5: Textile Finishes**8 Hrs**

Textile finishes, Classification of finishes (Functional finishes, aesthetic finishes, mechanical finishes and chemical finishes)

Unit 6: Yarn Testing**8 Hrs**

Yarn count, Yarn twist, Twist direction

Unit 7: Fabric testing**8 Hrs**

Fabric Geometrical Parameters Testing - Length, Width, Thickness, Determination of Fabric weight: GSM measurements and its application to different fabrics, Measurement of thickness, EPI and PPI, and Cover factor Fabric Properties Testing - Air permeability, Stiffness, Drape, Crease resistance, Bow and skew Colour Fastness Testing - Determination of colour fastness to laundering, Determination of colour fastness to rubbing, light and perspiration, Determination of fabric shrinkage, Colour fastness to rubbing using crock meter, Colour fastness to washing using laundrometer, Colour fastness to light .

REFERENCE BOOKS:

1. Booth,J.E. " *Principles of Textile testing*" CBS Publishers and Distributors, 2001
2. Murphy,W.S. " *Textile Weaving and Design*", Abhishek Publication, 2003
3. Murphy,W.S. " *Textile Finishing*", Abhishek Publication, 2000
4. Hall ,A.J. "*The Standard Handbook of Textiles*" Wood head Publishing 8th edition, 2004
5. Smith ,J.E. "*Textile Processing*" Abhishek Publication, 2003
6. Grosicki, Z.J. "*Watson's Textile Design and Color*" Wood head Publishing 7th edition,
7. Gohl,E.P.A and Velen
8. sky,L.D. "*Textile Science*" CBS Publishers and Distributors, 2003
9. Broughton,Kate "*Textile Dyeing*" Rockport Publishers,1996
10. Saville, B.P. "*Physical testing of textiles*" Wood head Publishing limited, 1999

II SEMESTER

QUANTITATIVE METHODS AND OPERATIONAL RESEARCH

Sub Code: 20FMD 2.1	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

OBJECTIVES

The central objective of operations research is optimization, i.e., "to do things best under the given circumstances. To develop an understanding on basic management techniques and their role in managerial decision making. Characteristics of a measure of dispersion; Range, Quartile deviation, Average deviation, Standard deviation, Relation between standard deviation and other measures, Relative measures of dispersion, Lorenz Curve.

Unit 1:

6 Hrs

Introduction, historical background - Scope and Features of Operations Research -Phases and Types of Operations Research Models - Operations Research methodology, Techniques and Tools - Structure of Mathematical Model - Limitations of Operations Research

Unit 2:

8 Hrs

Linear Programming Introduction – Meaning – Requirements of Linear Programming Applications – Problem Formation – Graphical methods and Simplex method of solving optimization problems – Duality – Technical issues in Simplex method Special Purpose Algorithms Transportation model – Balanced and Unbalanced problems – North–West Corner rule – Least Cost Method – Vogels Approximation method – MODI method – Assignment model – Hungarian model – Travelling Salesman Problem

Unit 3:

10 Hrs

Inventory Models Inventory costs – Cost of average inventory – Optimum Number of orders per year – Optimum days supply per order – Optimum rupee value per order – Assumptions – Applications of EOQ in Production process – Reorder point – Lead Time – Safety Stock Waiting Line Models – Definitions of waiting lines – Single channel Queue models (Poisson Distributed arrivals and Exponentially Distributed Service Time) – Multiple channel Queue models (Poisson Distributed Arrivals and exponentially distributed Service Times) – Simulation of Queuing System

Unit-4:

8 Hrs

Game Theory & Network Models Game Theory: Two person Zero sum Games – Pure Strategy – Mixed Strategy – Dominance – Mix N Games – Graphical solution - Network Models: PERT – CPM – PERT cost – Resource allocation – Float and slack – Other network models

Unit-5:

10 Hrs

Replacement Models and Sequencing Replacement Models: Capital equipment replacement – Replacement of terms that fail completely – Individual Vs Group replacement; Sequencing: Problems with ‘n’ jobs and 2 machines problems with ‘n’ jobs and 3 machines

Unit 6:

10 Hrs

Simple Correlation and Regression: Introduction; Correlation Analysis; Regression Analysis. Time Series Analysis: Introduction; Meaning of Time Series; Applications of Time Series; Variations in Time Series; Measurement of trend or secular trend; Measurement of seasonal variations.

Unit 7:

12 Hrs

Index Numbers: Introduction; Meaning of index number; Types of index number; Uses of Index Numbers; Methods of constructing Index Numbers; Test For Adequacy of Index Number Formulae; Consumer Price Index Number- Assumptions of cost of living index number; Methods of constructing Consumer Price Index, Limitations of Index Numbers.

Sampling Techniques: Introduction to Sampling Techniques; Need for Sampling; Basic Concepts; Efficiency of Sampling Methods; Alternative Sampling Methods

REFERENCE BOOKS:

1. Budnik, Frank S. Dennis MgKaney and Richard Mojena, Principles of Operations Research, All India Traveller Bookseller, New Delhi, 1995. 35
2. Gould, F.C. etc., Introduction to Management Science, Englewood Chiffs, Prentice Hall Inc., New Jersey, 1993.
3. Kapoor, V.K., Operations Research, Sultan Chand & Sons, New Delhi, 2011.
4. Panneerselvam, Operations Research, Prentice Hall of India, New Delhi, 2003.
5. Paul Loomba N., Management A Quantitative Perspective, Collier Macmillan Publishing Co., New York, 1990.
6. Richard I. Levin and Charles A. Krikpatrick, Quantitative Approaches to Management, 6th Edition, McGraw Hill Kogakuha Ltd., Tokyo, 1998.
7. Sharma, J.K., Operation Research: Theory & Application, Macmillan India Ltd., New Delhi, 2001.
8. Taha, Operations Research – An Introduction, Prentice Hall of India, New Delhi, 2003

SUPPLY CHAIN MANAGEMENT IN APPAREL INDUSTRY

Sub Code: 20FDM 2.2	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Course Objective:

- Make the students understand how to improve the performance of the firm and its supply chain through coordination among multiple sites, functions, customers and suppliers
- Recognize the salient strategic challenges and opportunities for managing supply chains specific to global fashion industry
- Introduce how technology drives the Supply Chain.
- Familiarize them with several supply chain strategies that have been adopted by leading companies and review the experiences of e-enabled fashion businesses.

Unit 1	4 Hrs
Introduction of Supply Chain concepts- What is SCM, Why SCM, Key issues in SCM	
Unit 2	8 Hrs
History and Evolution of SCM Fashion Supply Chain- Evolution of retail logistics	
Unit 3	12 Hrs
Value of information Bullwhip effect: Quantifying the Bullwhip Method for coping with the Bullwhip effect	
Unit 4	10 Hrs
Supply Chain integration Push, Pull, & Push-Pull systems Distribution strategies	
Unit 5	10 Hrs
Issues in outsourcing and distribution Outsourcing and supply chain perspectives Managing Short life cycle products with uncertain demand, Demand uncertainty and SCM approach	
Unit 6	8 Hrs
E-Business An Introduction; Key Process; Electronic Supply Chain commerce and supply chain Perspectives on Electronic Supply Chain E-business and the supply chain	
Unit 7	12 Hrs
Reverse supply Chain & Greening Supply Chain Reverse Flow of Material New Product Return End-of- life product return Environmentally friendly SCM practices	

REFERENCE BOOKS:

1. Sahay, B.S. : Supply Chain Management for Global Competitiveness
2. Christopher, Martin: Marketing Logistics
3. Donald J Bowersox & David J Closs, Logistics Management- the Integrated Supply Chain Process
4. Frederick Reichheld and Phil Schefter, E-Loyalty: Your Secret Weapon on the Web
5. Gattorna J I & Walters D W: Managing the Supply Chain
6. Lambert, Stock and Ellram : Fundamentals of Logistics Management
7. Turban, Lee, King and Chung: Electronic Commerce: A Managerial Perspective;
8. William C. Copacino : Supply Chain Management – The Basics and Beyond
9. W. Chan Kim & Renee: Knowing a winning business idea when you see one

APPAREL PRODUCT QUALITY ASSURANCE

Sub Code: 20FDM 2.3	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:

Fashion Retail solely depends on the loyalty of the customers, which has its base in assuring the quality that is value for the customer. This is to impart the feeling of importance of product Quality assurance before it reaches the POS.

Unit 1

6 Hrs

Introduction, Importance of quality in apparel and RMG industry, importance of product positioning in the market, intrinsic quality and extrinsic quality parameter, branding and customer loyalty in brand image building.

Unit 2

12 Hrs

Apparel fabrics, fiber content, fabric characteristics, physical analysis, finishing of the fabric, and appropriateness of fabric to the ultimate end use of apparel.

Unit 3

12 Hrs

Shaping devices, thread and its quality parameters, fiber content in the thread, number of ply, twist, single yarn strength, luster, dyeing quality of yarn, hairiness. Stitches, types of international stitch standard, its effectiveness on apparel, SPI, types of stitch for different components of the apparel, darts, dart equivalents, seams, seam types, seam finishes.

Unit 4

8 Hrs

Underlying fabrics, underlying interfacing, interlining, linings, their quality, suitability, finishing quality.

Unit 5

10 Hrs

Pockets- inseam pockets, applied pockets, slashed pockets, neckline treatments, binding, neckline facing, inset bands, collars.

Sleeve treatment - sleeve types, sleeve finishes.

Waistline treatments - edge treatments, internal treatments.

Closures - closure styles, mechanisms.

Hem-treatments, type finishes, special hem treatments.

Decorative detail-soft trim, hand trim, structural trim.

Unit 6

10 Hrs

Size and fit – variation to the actual measurements, allowances, shrinkage, button, button hole, quality finishing, overall finishing of the garment, apparel outlook, presentation, packing/packing material, care label.

Unit 7

6 Hrs

Quality management concepts - quality control and inspections – SQC, TQM. ISO. Laboratory testing for quality and performance.

REFERENCE BOOKS:

1. Fashion Entrepreneur: Starting Your Own Fashion Business (Fashion Design Series) by Sandra Burke (1 December 2012) –
2. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi
3. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA)
4. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
5. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delh
6. Entrepreneurial Development - Dr S.S. Chand.
7. Entrepreneurship & Small Business Management. – M.B.Shukla.
8. Entrepreneurship Development --- E.Gordon, K.Natarajan.
9. Fashion Entrepreneurship: Retail Business Planning by Michele M. Granger and Tina Sterling (1 January 2003)

FASHION RETAIL BUSINESS ANALYTICS

Sub Code: 20FDM 2.4	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives

Understanding of how to apply marketing research skills and methodologies, to begin to critically explore and analyze issues pertaining to Fashion Retail, special skills required for analysis of findings of the research pertaining to fashion industry under the thorough knowledge of Fashion Industry.

Unit 1

6 Hrs

RETAILING AND ITS ORGANISATION: Characteristics and functions, trends, types, retailing channels, international fashion retailer strategy, challenges in retail business. Organisation structures of fashion retailing - single unit specialty store, small department store, large department store, human resource management in retailing.

Unit 2

12 Hrs

CONSUMER BEHAVIOR: Types and levels of consumer decision making. Factors affecting consumer decision making- Consumer demographics, lifestyle, shopping attitude, perception, learning and behaviour. Consumer profiling and Customer relationship management.

Unit 3

10 Hrs

RETAIL LOCATION, DESIGN: Location – types, choice, location and site evaluation. Store layout – type, feature areas. Space planning – location of departments and merchandise, planograms, retail performance measures. Experiential retailing.

Unit 4

12 Hrs

MERCHANDISE MANAGEMENT AND ANALYTICS: Components of merchandise management – Merchandise planning - Inventory turnover, Sales forecasting - Collaborative planning forecasting replenishment (CPFR), Merchandise mix, Merchandise budget plan for fashion merchandise. Retail analytics – Scope, Ways for optimising marketing, operation and merchandising decision. Analysing merchandise performance - ABC analysis, sell-through analysis, multi attribute method.

Unit 5

8 Hrs

RETAIL PRICING AND LATEST TRENDS IN RETAILING: Retail pricing - Pricing strategies, Pricing on internet. Consumer responsiveness to prices. Latest trends - Ethics and social responsibility, Consumerism, Subscription retailing, Omni channel retailing. E-Tailing - Scope, Online retail categories, pitfalls, successful business models, security problems and solutions.

Unit 6:

8 Hrs

RETAIL STRATEGY: Factors influencing the Retail shopper: Primary business models in Retail: Implementations in a Retail strategy: Retail value chain; Retail expansion- Export: Franchising: Acquisition and Mergers: Joint venture

Unit 7:**8 Hrs**

RETAIL MERCHANDISER: Concept, quick response, Just –in-Time, Merchandiser calendar, trend analysis, forecast analysis, concepts of apparel product line, planning, directing, coordinating and controlling.

REFERENCE BOOKS:

1. Doing Research in Fashion and Dress, An introduction to Qualitative methods, Yunia Kawamura, Berg, Oxford, New York
2. Research Methodology for Fashion Industry, Judy Zaccagini Flynn & Irene M Morser, Fairchild Books- A division of Conde Nast Publications Inc.
3. Research Methodology, Kothari C R, New Age International Publisher
4. Research Methodology, Panneer Selvam, PHI Learning Pvt Ltd

CIRCULAR & SUSTAINABLE FASHION

Sub Code: 20FMD 2.5	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:

Unit 1: First Things First — Choosing Better Materials

6 Hrs

In Module 1 our journey through the product lifecycle begins. Six important materials are presented: Cotton, Polyester, Viscose, Wool, Down and Leather. Learners then explore 1) how these materials are conventionally made; 2) the impact these materials have on people and the planet; 3) better existing alternatives. Participants are also asked to learn about their company's current materials policy and reflect on how they can contribute to better material choices at their company.

Unit 2: Textile Dyeing & Finishing — The Toxic Challenge

8 Hrs

The journey of the product lifecycle continues in Module 2, with a focus on harmful chemicals, the primary sustainability challenge during textile dyeing and finishing. At the end of this module, participants know and understand 1) how dyeing and finishing works in practice; 2) the environmental and health impacts of dyeing and finishing, 3) current solutions, such as The Restricted Substances List and leading standards and certifications.

Unit 3: Garment Manufacturing — Improving Working Conditions

10 Hrs

Key challenge during garment manufacturing: working conditions. By the end of this module, participants understand

1) what makes supply chains so complex, and how this creates challenges for ensuring good working conditions; 2) the key social challenges prevalent in apparel supply chains; 3) current solutions, such as social auditing and collaborative initiatives.

Participants are asked to learn more about their company's approach to ensuring good working conditions and to reflect on how they can contribute to better fair labour practices.

Unit 4: Empowering Customers — Product Use & Re-use

10 Hrs

The key sustainability impacts during garment use and end-of-use, and they are introduced to a range of practices designed to engage the customer in reducing these impacts. The participants are then asked to analyse and improve a range of inspiring cases, as well as assess what it would take to implement their ideas at their respective companies.

Unit 5: Getting Creative — Sustainable Design

10 Hrs

6 design concepts and approaches with better resource use in mind. These include 1) dematerialization; 2) durability; 3) zero waste; 4) disassembly; 5) up-cycling; and 6) mono-materiality.

Participants are asked to apply their learnings from the entire course by redesigning a product of their choice (ideally from their company's product portfolio) and are given an opportunity to create a simple professional action plan to help guide them in their work after the course is completed.

Unit 6: Diving Deeper**10 Hrs**

1)The future of the apparel industry and the need for industry transformation; 2) how to be a better change agent; and 3) the link between sustainability and creating value for a business. The module contains new content about circularity in apparel and textiles, and explains how this concept relates to the rest of the course.

Unit 7: Biobased innovation & new materialism**10 Hrs**

Introduction to new biobased materials for textiles, understand the change in production processes and reflect on the future influence of biobased materials in fashion.

REFERENCE BOOKS:

1. Sustainable Fashion in a circular economy Author: Kirsi Niinimäki – 2019
2. The sustainable fashion handbook – Sandy Black
3. Sustainable fashion in textiles – Kate Fletcher
4. Overdressed: The shockingly high cost of cheap fashion – Elizabeth L. Cline
5. To die for : Is fashion wearing out the world – Lucy Siegle
6. Naked Fashion : The new sustainable fashion revolution – Safia Mineey

BASICS OF GARMENT CONSTRUCTION- II

Sub Code: 20FMD 2.6	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:

- Fashion illustration basics and its role in fashion design
- To introduce basic procedure of standard stitching
- To create awareness of anthropometric measurements

NOTE: There will be tutorial practices for laboratory knowledge.

Unit 1: Elements of Design

8 Hrs

Fashion illustration basics - 8 and 10 head fashion figures in simple standing poses, simple blocking and fleshing of fashion figure. Fabric rendering- Cotton, silk, denim, printed fabric, georgette, chiffon, knitted, lace, embroidered). Fashion figures in Punk, Casual, Chic, Traditional and Contemporary looks.

Unit 2: Basics of Stitching

12 Hrs

Practice of stitching on: SNLS-, DNLS, Over lock etc. Practice for Hand stitches (Temporary and permanent), Practice for Machine stitches, Preparing samples for various Seams

Unit 3: Drafting

10 Hrs

Drafting (Full Scale): Basic Bodice, Sleeve and Skirt (For Women), Drafting (Full Scale): Bodice and Knickers (For Kids), Drafting (Full Scale): Formal Shirt and Pleated Trouser (For Men)

Unit 4: Finishes

10 Hrs

Neckline finishes- Facing, Shaped Facing and Piping/Binding, Placket finishing- Continuous/ One piece, Bound/ Two piece Placket Zippers: Preparing samples for Lapped zip, Centred zip, Concealed zip

Unit 5: Component Stitching

10 Hrs

Stitching of samples for Garment Components- Collars, Yokes, Pockets, Sleeves (2 samples for each type)

Unit 6: Garment Construction

6 Hrs

Waist line Frock (For Girls), Garment Construction: Bu-shirt (For Boys)

Unit 7: Grading

8 Hrs

Grading: Men's Shirt and Sleeve blocks, Grading: Women's Skirt block

REFERENCE BOOKS:

1. Piper, Davis, "*The joy of art*" – Mitchell Beazley Publisher, 1984
2. Gold Stein and Gold Stein, "*Art in everyday life,*" Calcutta – IBH Publishing Co, 1975
3. Armstrong, Helen J "*Pattern Making for Fashion Design*", Prentice Hall
4. Carr, Harold & Latham Barbara, "*The Technology of Clothing Manufacture*" Oxford Pub., USA, 1994
5. Cooklin, Gerry, "*Introduction to Clothing Manufacture*" Blackwell Science, UK, 1991

ELEMENTS OF TEXTILE - II

Sub Code: 20FMD 2.7	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objective:

Study of commercial dyeing, printing & finishes with specialties and utility and also quality of fabrics.

NOTE: There will be tutorial practices for laboratory knowledge.

Unit 1

8 Hrs

Introduction to preparatory processes for making woven & knitted fabrics , Dyeing sequence of cotton fabric preparatory process and their objectives. Objectives, commercial recipe and technical parameters of Gas Singeing, Rot and Enzymatic desizing, caustic Scouring and Bleaching using Hydrogen peroxide, degumming and Bleaching of silk using Hydrose and Hydrogen peroxide.

Objectives of Mercerisation

Unit 2

12 Hrs

Classification of dyes and their application. Chemical bonding with fibres. Dyeing of cotton fabric with Direct, reactive HE, H and M class, vat dyeing silk dyeing with acid, metal complex and reactive dyes. Polyester dyeing with disperse colour. Garment dyeing: Classification; Principles of Garment Dyeing Machines; Factors influencing garment dyeing: Selection of fabrics, sewing thread, accessories & dyes. Advantages and Limitations. Garment Printing Machines . Brief introduction of Natural dyes

Unit 3

10 Hrs

Objectives of printing. Methods of Printing Viz Block, screen., transfer and digital printing. Direct resist and discharge styles of printing. After printing process for dyed materials

Unit 4

8 Hrs

Finishes: Temporary and permanent finishes. Stiffening, softening, calendaring. Functional finishes Viz Crease Resistance, durable press, flame retardant, anti-microbial, stain guard and perfume finishes. Sustainable process to meet the international requirement. Impact of effluent in the environment.

Unit 5

8 Hrs

Fabric quality testing: Objective of fabric quality testing. Measurement of Tensile strength, stiffness, drape, pilling, abrasion and air permeability. Importance of measuring the geometrical parameters of woven and knitted fabrics and the measurement of cover factor for woven and dimensional properties for knitted fabrics. Seam, button and Zipper strength for the garments

Unit 6

10 Hrs

Analysis of the properties measures from the above tests. dimensional changes for washing, colourfastness for washing, light and perspiration.

Unit -7

8 Hrs

Environmental issues concerning Textile and Apparel finishing. Finishes which are hazardous for human health, International Brands safety issues as far as the Textile and Apparel finishing are concerned.

REFERENCE BOOKS:

1. Clark M “Handbook of Textile and Industrial Dyeing: Principles, processes and types of dyes” Wood head publications, England, 2011.
2. Bhagwat R S “Handbook of Textile Processing Machinery” Colour Publications, Mumbai, 1999.
3. Miles L W C, “Textile Printing”, SDC, England, 1994.
4. Chemical Processing, Koushik C V & Antao Quality, CBT & Course Material Form
5. The Complete Technology Book on Dyes & Dye Intermediates NIIR Board Consultants & Engineers National Institute of Industrial Research

III SEMESTER

ENTREPRENEURSHIP DEVELOPMENT

Sub Code: 20FDM 3.1 /20IDM 3.1	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:

- This course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business

Unit 1: Concept and Emergence of Entrepreneurship

8 Hrs

Entrepreneurship: concept, knowledge and skills requirement; Characteristics of entrepreneurs, Role of entrepreneurship in economic development; Value addition and Employment Creation Entrepreneurship process, factors impacting emergence of entrepreneurship; Managerial V/S entrepreneurial approach and emergence of entrepreneurship; Women Entrepreneurship in India - Growth and Possibilities; Entrepreneurship Development in Urban India

Unit 2: Starting Business

10 Hrs

Starting the venture, generating business idea sources of new ideas; methods of generating ideas, creative problem solving, opportunity recognition; environment scanning ;competitor and industry analysis,

Unit 3: Feasibility Study

8 Hrs

Feasibility study, market feasibility; technical/operational feasibility; financial feasibility;

Unit 4: Business Plan

12 Hrs

Business plan; preparing project report; presenting business plan to investors; Why Business Plans Don't Get Funded: An Entrepreneurial Perspective; Community Environment for Entrepreneurship; Functional plans,

Unit 5: Marketing and Manpower Planning

8 Hrs

Marketing plan -marketing research for the new venture; steps in preparing marketing plan, contingency planning; organizational plan – form of ownership; designing organization structure, job design,

manpower planning; financial plan; cash budget, working capital; proforma income statement; proforma cash flow, proforma balance sheet, break even analysis;

Unit 6: Small Scale Industries and Financial Institutions

8 Hrs

Meaning and Growth of MSEs; Small Scale Industries; Significance; problems and remedies; Industrial Policies; foreign direct investment (FDI); Sources of finance, debt or equity financing, commercial banks; venture capital, Financial Institutions supports Entrepreneurs,

Unit 7: National Skill Development Programs for Entrepreneurship

10 Hrs

National Policy for the Development of Women Entrepreneurs in India; National Skill Development; Skill Development in India: Vocational Education and Training System; supporting entrepreneurs

REFERENCE BOOKS:

1. Allen, Kathleen R, (2006) *“Growing And Managing a Small Business An Entrepreneurial Perspective”* Publisher- Houghton Mifflin College Div
2. Madhurima Lall & Shika Sahai (2008) *Entrepreneurship, Excel Publication, 2nd edition*
3. Arun Mittal & S L Gupta (Author) (2011), *“Entrepreneurship Development”*, International Book House Pvt. Ltd. (2011)
4. G.R Krishna, Nobert Koubek, A.K. Singh, Nagendra.S (2011) *“Entrepreneurship And Development”*, Edited Book, SITA publications , Mumbai, 2011
5. Rajeev Roy (2011) *“Entrepreneurship”* Oxford Higher Education, Aug-2011

CUSTOMER RELATIONSHIP MANAGEMENT

Sub Code: 20FDM 3.2/20IDM 3.2	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives

- To understand the working concepts and principles of CRM
- To understand and manage Customer Relationship.
- To understand trends of CRM as an IT enabled function

Unit 1: Introduction to CRM

8 Hrs

History of CRM,, Definition and concepts of CRM, Marketing Era - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling -Service Level Agreements (SLAs).

Unit 2: Marketing concepts in CRM

10 Hrs

CRM in Marketing, importance of CRM- One-to-one Relationship Marketing - Cross Selling & up Selling- Customer Retention, Behaviour Prediction - Customer Profitability & Value -Channel Optimization - Event-based marketing.

Unit 3: CRM and Customer Services

12 Hrs

CRM and Customer Service - The Call-Centre, Call Scripting - Customer Satisfaction Measurement. Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation.

Unit 4: E-CRM

10 Hrs

CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

Unit 5: CRM Analysis

8 Hrs

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts- Data analysis - Market Basket Analysis (MBA), Personalization and Collaborative Filtering.

Unit 6: CRM Implementation

8 Hrs

CRM Implementation - Defining success factors - Preparing a business plan requirements, Choosing CRM tools –and approaches- Managing customer relationships

Unit 7: CRM Strategy and scenario

8 Hrs

Re setting the CRM strategy. Selling CRM internally - CRM development Team - comparison of Indian and international scenario.

REFERENCE BOOKS:

1. Alok Kumar Rai, *Customer relationship management concept & cases*, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, *Customer relationship management*, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, *Customer relationship management*, Prentice Hall of India Private Limited, New Delhi, 2008

FASHION BRAND MANAGEMENT

Sub Code: 20FDM 3.3	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

OBJECTIVE:

Brand management, a highly skilled field requires a deep knowledge of marketing and experience with its application in the real world. It requires a combination of analytical and communication skills to be demonstrated continuously. Brand management includes managing the tangible and intangible characteristics of brand i.e. defining the brand, positioning the brand, and delivering the brand. Teaching Methods Brand management workshops, Branding exercises, Brand creations, cases, Brand management games

Unit 1:

8 Hrs

Introduction - Meaning - Basic Understanding of Brands - Definitions - Branding Concepts - Functions of Brand - Significance of Brands - Brand Name - Different Types of Brands - Co-branding -Store brands Brand Mark Vs Trade Mark – Brand Loyalty – Brand Equity – Brand Extension Strategies – Characteristics of a Good Brand – Family Brand Vs Individual Brand.

Unit 2:

10 Hrs

Branding Strategies Strategic Brand Management process - Building a strong brand - Brand positioning - Establishing Brand values–Brand vision–Brand Elements–Branding for Global Markets–Competing with foreign brands Product - Positioning–New Product Development - Effect of Branding Strategy on Consumer Needs, Emotions and Competitive Environment

Unit 3:

10 Hrs

Packaging Packaging – Definition and Importance – Packaging Strategies – Packaging and Labelling – Uses of Packaging – Developments in Packaging – Multiple Packaging – Product Obsolescence – Style and Fashion – Fashion Cycle – Services Marketing – Origin and Growth – Classification of Services – Marketing of Financial Services – The Indian Scene – Designing of Service Strategy.

Unit 4:

12 Hrs

Brand Building - Brand Extension Brand image Building - Brand Loyalty programs - Brand Promotion Methods -Role of Brand ambassadors, celebrities- Online Brand Promotions - Brand Adoption Practices - Brand Extension: Advantages and Disadvantages - Different type of brand extension - Factors influencing Decision for extension - Product Life Cycle - Re-branding and re-launching - Spin-off product - Implications of Launching New Products in the name of Existing Brand

Unit-5:**8 Hrs**

Brand Performance Measuring Brand Performance - Brand Equity Management - Global Branding strategies - Brand Audit - Brand Equity Measurement - Brand Leverage - Role of Brand Managers - Branding challenges & opportunities - Create Brands, Activate Brands, Produce Brand Assets and Protect Brand Equities - Desirable to Consumers and Profitable to the Producer. Intellectual Property Rights.

UNDERSTANDING LUXURY: History and the luxury goods industry, Definition, Premium vs Luxury, Types of luxury goods, Major operators in the luxury industry, Scope of luxury brands in Indian market, SWOT analysis of high profile Indian luxury brands, Major luxury sectors, Key to success of luxury goods.

Unit 6:**8 Hrs**

LUXURY BRANDING ANALYSIS: Luxury brand character and brand value, Luxury brands and its signs, Luxury brand lifecycle, Identity, Ethics and aesthetics, Luxury and brand stretching, Building luxury brands using consumer based brand equity pyramid.

Unit 7:**8 Hrs**

LUXURY CLIENTS AND CUSTOMER BEHAVIOUR: Market size, Client profiling, Types of luxury clients, Customer behaviour of luxury clients, Luxury clients vs Mass market shoppers, Risk study, Luxury and India. Luxury and world, Luxury goods vs consumer behaviour.

DISTRIBUTION STRATEGY: Distribution systems, International distribution, Luxury and digital distribution, Luxury brand distribution strategy, Distribution strategies of leading luxury brands.

ADVERTISING AND RETAILING: Advertising in luxury – Strategies, concepts, advertising mix, Licensing procedures, Duty free operations. Retailing in luxury, Retail vs wholesale in luxury, Entry and exit in luxury sector, Communication in luxury, Depth of communication, Communication tools in luxury, E-tailing, Internet and Luxury.

REFERENCE BOOKS:

1. Kevin Lane Keller, Ambi Parameswaran, Issac Joseph, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3 rd Edition, 2012
2. Moorthi Y LR, Brand - Management - 1st edition, Vikas Publishing House, 2012
3. Lan Batey, Asain Branding - A Great way to fly, PHI, Singapore, 2002.
4. PaulTmepoal, Branding in Asia, John Willy, 2000.
5. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.

VISUAL MERCHANDISING & STORE MANAGEMENT

Sub Code: 20FDM 3.4	IA Marks: 30
No of Lecture Hours / Week: 03	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:

- To provide students with professional training and functionality in the field of Visual Merchandising.
- To give students a solid understanding of the skills required to maximize the impact of any retail display space.

Unit 1: Visual Merchandising

8 Hrs

Introduction, concepts and role, importance in store planning and utilizing basic visual merchandising techniques. Role of atmosphere in garment retailing – immediate effects and simulation types, visual merchandisers in garment retailing.

Unit 2: Visual Merchandiser Profile

10 Hrs

Roles and responsibilities of VM: Understanding the brand identity; Merchandise planning, presentation and budgeting; Cross merchandising: Impulse buying: Calendar planning

Unit 3: Store Windows and Layout & Mannequins

10 Hrs

Store interiors and exteriors; Types of store displays and planograms, Layout of a complete store, Types and alternatives, Handling of mannequins; Dressing of mannequins

Unit 4: Space Planning and store design

10 Hrs

Introduction and Purpose of space planning, Types of fixtures: Props; Lighting, Window display for a product or merchandise, Elements of store design

Unit 5: Lighting

8 Hrs

lights types, selection, advantages and disadvantages, music, using effective graphics and signage for theme, campaign and promotional aspects - safety and security. Theme, interior and exterior displays used in garment retail outlet, boutique and haute couture, accessories show rooms, mannequins, fabric and paper displays.

Unit 6: Display Basics

10 Hrs

Display and Design Basics; Principles of Design Colour Blocking; Display - Shapes, colour and Pattern & Texture in Merchandise display, Types of Displays and Importance, Display of props, Promotions and mannequins on floor, Importance of Signage Graphics

Unit 7: Visual Merchandising Implementations

8 Hrs

Objectives and importance of store management, responsibility of a store manager, major functions of a store, complete customer data management, understanding of customer, store operations monitoring, housekeeping of the store, merchandise understanding, analysis of sales, stocks, loss, merchandise handling & controlling, stock shrinkage safety in stores, customer loyalty development and customers ratings.

REFERENCE BOOKS:

1. Bliss, Laura L —Study Guide Visual Merchandising and Display, III edition" Fairchild
a. Publications, 1995
2. Vedomani, Gibson. "Retail Management - 4th Edition", Jaico Publishing House, 2012
3. Portas, Mary. "The Art of Retail Display", Thames and Hudson Limited, 1999
4. Winters, Arthur A. and Goodman, Stanley —Fashion Advertising and Promotion- 6th edition",
Fairchild Publications, 1984
5. Diamond, Ellen and Jay —Fashion Advertising and Promotions", Fairchild Publications, 1995

FASHION PORTFOLIO

Sub Code: 20FDM 3.5	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:-

- To impart practical skills for portfolio presentations its importance and significance and presentations
- To help students to understand the basic requirement of CAD in portfolio presentations.

Unit 1: Introduction to Portfolio preparation & CAD

8 Hrs

Portfolio preparation -Definition, types and importance,

Portfolio preparation: Contents of portfolio, Different portfolio presentation skills and Material management

CAD definition, Fundamentals of CAD – Introduction, application of computers for design, Benefits of CAD, Computers & the Fashion Industry, CAD in Today’s Fashion Industry.

Photoshop & Corel Draw / Illustrator – Introduction, features, tools used and its applications

Unit 2: Fashion forecasting and colour Forecasting

12 Hrs

Fashion Forecasting and colour Forecasting, Use of online service for forecasting

Fashion trend forecasting websites – Introduction, leading online trend-analysis and research service on creative and business intelligence for the apparel, style, design and retail industries, insight and creative inspiration, real-time retail coverage, seasonal trend analysis, consumer research and business information.

Introduction to fashion trend forecasting websites, how to navigate the website, sourcing the computer about fashion trend forecasting

Unit 3: Portfolio development

10 Hrs

To be planned for a season or occasion Mood board, Story board, Fabric board, colour board

To be presented separately or in a combined form.

Unit 4: Working Drawing & Presentation technique

12 Hrs

Fabric development chart, Design development chart, Working Drawing – Costing, Spec Sheet

Final presentation

UNIT-5: Developing of Garments**8 Hrs**

Developing of garments by Drafting, Draping and Flat pattern.

Produce one collection from portfolio (Number of garments in a collection – 4 garments)

UNIT-6: Fashion Dressing and Fashion Photography**8 Hrs**

Make Up, Indoor and outdoor hairstyle Fashion Stylish ,Fashion Accessories, Fashion Photography.

Knowledge of different lighting – indoor and outdoor, aperture, speed and locations used in fashion photography. Study the work of well-known fashion photographers

UNIT-7: Window display**6 Hrs**

Presentation & Graphics –Planning a presentation, Computer – generated presentation, catalogues, boards (Preparing portfolio presentation), Multimedia and 3D presentation.

Window display products / commodities for a retail shop using VM software

REFERENCE BOOKS:

1. J Jarnow and KG Dickenson, “Inside the Fashion Business”Prentice Hall
2. Gini Stephens Frings “ Fashion- from concept to consumer” Pearson Education
3. JerliganEasterling “Fashion Merchandising And Marketing’ Pearson Education
4. Polly Guerin “ Creative fashion Presentations” Fairchild Publications
5. Winfred Aldrich, CAD in Clothing & Textiles, Blackwell Science, 1994.
6. Fashion Design on Computers By M.kathleenColursy, Prentice Hall.

GARMENT SURFACE ORNAMENTATION LAB

Sub Code: 20FDM 3.6	IA Marks: 30
No of Contact Hours / Week: 03	Exam Marks :70
Total no. of Contact Hours: 48	Duration for Exam : 3 Hrs

Objectives:

To impart knowledge on various traditional embroideries of India

- To gain practical knowledge on different embroideries of India.

Practical 1:

Introduction to Needle Craft and Brief History.

Introduction to Traditional embroideries.

Practical 2:

Traditional Indian embroidery- History, types, Symbolism of embroidery of different states of India –Kutch, Kathiawar, Sindh, Phulkari, Kantha, Kashida - Material, motifs, symbolism, colour, stitches, technique, relevance.

Practical 3:

Tribal Embroidery- Introduction, Types –Nagaland, Manipuri, Lambadi, Thoda with their traditional influence, symbolism, techniques, fabric, stitches & colour.

Practical 4:

Middle East Embroidery – Introduction, types – Bargello and Persian embroidery.

Practical 5:

European Embroidery- Introduction, types – Italian Lace Making & Tapestry

REFERENCE BOOKS:

1. Satheesan, Innova: Indian ethnic designs, Honesty Publishers and Distributors, Mumbai.2009
2. Savithri Pandit: Indian Embroidery 1999
3. Shailaja. D. Naik: Traditional Embroideries of India-APH Corp, New Delhi 1996
4. Sheila Paine: Embroidered Textile –Thames & Hudson Ltd.1990
5. Shrikant, Usha, Designs for a lifetime, Honesty publishers and Distributor

DIGITAL FASHION STUDIO LAB

Sub Code: 20FDM 3.7	IA Marks: 30
No of Lecture Hours / Week: 03	Exam Marks :70
Total no. of Contact Hours: 48	Duration for Exam : 3 Hrs

Objectives

- To understand the applications of CAD in Fashion
- To work with software's related to CAD

Instructions:

Following software required for the practicals

- Fashion forecasts website
- Photoshop for collage work
- CorelDraw / Illustrator for Flat sketches.

Practical 1: Introduction to Photoshop & Fashion Forecasting

Introduction to fashion trend forecasting websites, How to navigate the website, Sourcing the computer about fashion trend forecasting

Photoshop tools in detail, enhancing images, Masking, transforms, working with layers. Merging & blending layers, text effects. Create an advertising brochure

Practical 2: Using Photoshop Software

Create Mood / Inspiration, Create client / customer, Create colour and Texture board using Photoshop.

Practical 3: Introduction to CorelDraw / Illustrator

Introduction to Coral Draw / Illustrator. Learning basic tools of Coral Draw / Illustrator.

Logo Designing, Creating Tags & Labels – Main label, Size label, Wash Care label, Content label using Corel Draw / Illustrator. Motif Development – Symmetrical / Asymmetrical, Balanced / Unbalanced, Repeats – Full, ½ Drop, ¼ Drop, ¾ drop - H/V, Design Placements on Borders, Pallu & All over.

Practical 4: Designing Flat Sketches

Design flat sketches along with stitch specification for the following: Children – Girls (A-line & yoke frock), Boys (shirt & shorts) Adults – Women's (Top, Skirt, gown), Men's (Shirt, Kurtha, Trouser). For the above create spec sheets, cost sheets for each garment using Fashion Studio software / Photoshop / Corel Draw.

Practical 5: Designing Fashion Accessories

Creating fashion accessories like necklace, bracelet, anklets, ear ring, and head gear .Etc Using Coral Draw. Window display products / commodities for a retail shop using VM software

RECOMMENDED BOOKS:

1. CAD for Fashion Design by Renee Weiss Chase, Prentice hall Pub.
2. CAD/CAM Computer Aided Design & Manufacturing by Mikell P Groover&Mory W Zimmers. Jr, Pearson Education Pub.
3. CAD/CAM/CIM by R.Radhakrishnan, S.Subramanyan, V.Raju, New Age International Pub.
4. Fashion Design on Computers By M.kathleenColursy, Prentice Hall.

IV SEMESTER

E COMMERCE IN FASHION INDUSTRY

Sub Code: 20FDM 4.1	IA Marks: 30
No of Lecture Hours / Week: 04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

OBJECTIVE:

- To enable students to acquire knowledge of the different principles and frameworks that form the foundation of the retail industry
- To evaluate, plan and choose channels of Retail distribution
- To interpret and analyse strategic planning of Fashion retailers.

Unit 1: Introduction to Ecommerce Fundamentals 8 Hrs

Introduction, History & Types of Ecommerce, Understanding Online Shopping, Ecommerce Marketplace Data Research, Finding Potential Customers, Selling products in Ecommerce Marketplace, Pricing Strategy to sell products online

Unit 2 : Ecommerce Website Development 8 Hrs

Registering a Domain Name, Understanding Website Designing, How to build a readymade website in low cost, Hosting website, Creating search engine friendly contents, Publishing ecommerce website

Unit 3: Ecommerce Business Operations 10 Hrs

How to sell products online, Building affiliate network, Payment gateway solution, Shopping cart Solution, Inventory Management, Ecommerce Logistics & Order Fulfilment

Unit 4: Ecommerce Laws & Security 8 Hrs

Protecting customers payment information, Understanding legal responsibility of merchant & customer, Understanding security measures for Ecommerce store, Protecting Ecommerce store from hacks & Virus

Unit 5: Retail Ecommerce 8 Hrs

Introduction to Digital Transformation, Online Business Platforms, Entering from Retail to Online, Ecommerce Marketplace, Retail online store's user experience

Unit 6: Ecommerce Global B2B Trade 10 Hrs

Introduction to International Trade Process, How to Import & Export, Documentation required B2B business, Custom clearance procedure, Shipping & Logistics process in B2B Trade

Unit 7: Growth Hacking 12 Hrs

Growth Hacking process, Growth hacker funnel, Push and Pull strategies in growth hacking, Growth Hacking tools, Retailing Online users

REFERENCE BOOKS:

1. Lusch and Dunne — Retail Management” South- Western Publishing, 2002
2. Pradhan, Swapna — Retailing Management" Tata Mcgraw Hill Publications, 2011
3. Vedamani, Gibson — Retail Management| Jaico Publications, 2012
4. Rabolt and Judy —Concepts and Cases in RetailandMerchandise Management" Fairchild
5. Publications, 1997
6. Swapna pradhan, Retailing Management: Text and Cases. Tata McGraw hill, New Delhi- 2nd
edition, 2006
7. M.Chael hevy and barton.A Weitz,Retail Management, Irwin McGraw hill, international
8. editition,U.S,1798.
9. Judith. W.Kincaid, Customer Relationship Management: Getting it right, Pearson Education,
New Delhi, 2003.

INTERNATIONAL BUSINESS IN APPAREL INDUSTRY

Sub Code: 20FDM 4.2	IA Marks: 30
No of Lecture Hours / Week:04	Exam Marks :70
Total no. of Contact Hours: 64	Duration for Exam : 3 Hrs

Objectives:

To facilitate an understanding of International Business in a multi-polar, multi-cultural world; to examine the critical factors for success in different countries.

Unit 1 INTRODUCTION

4 Hrs

Definition — Trade and Investment flow - theories of international trade -Economic theories — forms of international business

Unit 2 INTERNATIONAL BUSINESS ENVIRONMENT

10 Hrs

Globalization of business — WTO and trade liberalization — emerging issues —implications for India — Regional Trade Blocks — Inter — regional trade among regional groups.

Unit 3 GLOBAL BUSINESS STRATEGIC MANAGEMENT

12 Hrs

Structural design of MNE's — Strategic planning — Strategic considerations- National VS Global competitiveness.

Unit 4 EXIM TRADE

12 Hrs

Export trade, procedure, steps and documentation direction of India's trade, Export financing — document related to export trade — Export marketing —Import trade, procedure and steps documentations and problems, EXIM policy, Balance of payment. Institutions connected with EXIM trade.

Unit 5 CONTROL & EVALUATION OF INTERNATIONAL BUSINESS

8 Hrs

Control MNE's — approaches to control — the role of information systems —performance measurement — mechanics of measurement — various, performance indicators—Evaluation and Evaluation systems

Unit 6 CONFLICT IN INTERNATIONAL BUSINESS & NEGOTIATIONS

8 Hrs

Factors causing conflict — Conflict resolution actions — the role of negotiations in international business — the role of international agencies in conflict resolution.

Unit 7

10 Hrs

INTERNATIONAL MARKETING

Introduction, scanning international markets, mode of entering into potential markets, Global Marketing Strategies, Branding for International Markets

International Strategic Management: Introduction, Strategic Management, Strategic Planning, Strategic Management Process

Ethics in International Business: Introduction, Business Ethics Factors, International Business and Ethics, National Differences in Ethics, Corporate Governance, Code of conduct for MNCs

REFERENCE BOOKS:

1. Francis Cherunilam; International Business, Prentice Hall Of India
2. Hill; International Business; Mcgraw-Hill
3. Shukla, International Business, Excel Books
4. Francis Cherunilam- International Business Environment – HPH
5. S.N.Charry :- Elements of International Business, Biztrantra

INTERNSHIP

Sub Code: 20FDM 4.3	IA Marks: 100
	Exam Marks :100
	Duration for Exam : 3 Hrs

Objective: To impart practical knowledge on working of apparel/retail craft cluster. The students are required to carry out the internship or craft documentation for a minimum period of 45 days in a reputed apparel export manufacturing unit/apparel retail industry or craft cluster across the country.

They should understand the layout, working, products, and clientele of the manufacturing units /retail/craft cluster.

Student should have high quality photographs of their internship/craft documentation and it should be part of their report.

Documentation should contain the following:

- Introduction
- Objectives
- Literature review
- Methodology
- Process
- Summary and Conclusion
- Bibliography

FASHION PORTFOLIO AND DESIGN COLLECTION LAB

Sub Code: 20FDM 4.4	IA Marks: 100
Total No. of Contact Hrs: 48	Exam Marks : 200
Total no. of Practical Sessions :16	Duration for Exam : 3 Hrs

Design collection will be based on the portfolio developed and also fabric & supporting material identified during the 5th semester.

One collection of 5 wearable garments to be produced.

To prepare the toiles as per the illustration.

Preparation of paper patterns.

Construction & finishing of the garments as per the tech pack.

Presentation of the design collection to internal committee.

Photo shoot of design collection – Indoor & outdoor (photograph to be part of portfolio).

Presentation of the design collection in the fashion show (photograph to be part of portfolio).

(Design collection is the continuation of portfolio development. 5 ensembles to be constructed as approved in the portfolio. The design collection is to be presented compulsorily by the students in fashion show. All the ensembles are to be developed by the student inside the lab only. During internal and external evaluation, photographs to be presented to the valuator as proof of independent working to design garments. Internal assessment marks to be given through the continuous evaluation of the student and also the presentation given to the internal committee with an external jury member from Industry. University exam is based on design collection and Portfolio. Student is required to present the design collections to the examiners and substantiate their design concept and process).



REGULATIONS & SYLLABUS FOR

M.DES [INTERIOR DESIGN

MANAGEMENT]

UNDER SPECIALIZED PROGRAM

2020 ONWARDS

Rules & Regulations of the course

1. Course Title: M. Des [Interior Design Management]-M. Des. [IDM]

- It is two years program consisting of four semesters; two semesters in each year. Candidate admitted to this course shall be governed by following rules and regulations.

2. Eligibility

- A candidate who has passed any Bachelor's degree of three years duration, from a recognized University with overall 40% marks is eligible for admission to the first semester of the program.
- Selection Process will be based on the merit drawn from the eligibility degree.
- There shall be a total intake of 40 candidates.

3. Course content:

- The course of study for the M. Des [Interior Design Management] comprises subjects, project work as prescribed. The academic calendar shall be as notified by the university from time to time. Pedagogy includes PowerPoint Presentation, lecturing, case studies, group discussions, seminars, computer practical, internship, Industrial visits etc

4. Medium of instruction: -English.

5. Attendance, progress and conduct

- Each semester shall be taken as a unit for the purpose of calculating attendance.
- The students shall attend practical and theory classes as prescribed by the University during each semester.
- Minimum attendance of 75% of actual working hours is required in each paper, a student who doesn't satisfied the requirement of attendance shall not be permitted to write the examination in concern subject
- If the conduct/behaviour of the student is not found to be satisfactory, action will be initiated as per the University regulations.
- A candidate can take a maximum of four years for completion as per double the duration norms of University of Mysore.

6. Formation of Board of Examiners

- Chairman Board of Studies shall form Board of Examiners members consisting of Principal Partnership Institution, Head of the Concerned Department, Subject Faculties and University Representatives. The duties of Board of Examiners include setting question papers, conducting the examinations, valuation of answer scripts and submitting the marks list to University for result announcement.

7. Scheme of examination

- There shall be a University examination at the end of each semester.

- There shall be a term end examination of 3 hrs duration for each theory subject and 3 hrs duration for practical subject at the end of the semester.
- Repeaters has to take exam during respective semesters.
- Question paper: 3 sets for each subject shall be submitted by faculty from panel of examiners, prior to one month of exam, both in hard and soft copy.
- Valuation: valuation will be done by respective subject experts selected by BOE
- Each subject is divided into internal assessment and end term exam with marks allotted as shown below

a. Total Marks -Theory papers 100 marks

1. External examination 70 marks
2. Continues Assessment 30 marks
 - Continues Assessment (1st to 8th week) 15 marks*
 - Continues Assessment (9th to 16th week) 15 marks*

(Continues Assessment Includes test, Presentation, Assignments and Portfolios)

- Each student has to score minimum of 40% in each paper.

b. Total marks –Practical papers 100 marks

1. External examination 70 marks
2. Continues Assessment 30 marks
 - Continues Assessment (1st to 8th week) 15 marks*
 - Continues Assessment (9th to 16th week) 15 marks*

(Continues Assessment Includes test, Presentation, Assignments and Portfolios)

- Each student has to score minimum of 40% in each paper.

c. Project work

- Project report & portfolio completed during the semester will be evaluated, as follows.
- 200 marks for Continuous Assessment for project report & portfolio by internal guide.100 marks will be for examination conducted external examiner appointed by BOE Chairperson.

d. Internship

- During Holidays after 3rd semester students are placed into an internship/practical experience.in an registered architectural firm/interior designing firm/mnc's for 45 days.
- Project report and Portfolio will be submitted to college in the time of 4th semester examination.
- 100 marks for Continuous Assessment for project report & portfolio by internal guide.100 marks will be for examination conducted external examiner appointed by BOE Chairperson

8. Declaration of results:

- The results and grades of the M. Des (Interior Design Management) shall be declared as per the regulations of the Choice Based Credit System of University of Mysore.

9. Scheme:

I SEMESTER

PAPER CODE	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory exam		Practical Exam		Max	Min
						Max	Min	Max	Min	Max	Min		
20IDM1.1/20FDM1.1	Organizational Behaviour	4	0	0	3	30	–	70	28	–	–	100	40
20IDM1.2/20FDM1.2	Business Communication	4	0	0	3	30	–	70	28	–	–	100	40
20IDM1.3	Research Methodology in Design	4	0	0	3	30	–	70	28	–	–	100	40
20IDM1.4	History of Interiors	4	0	0	3	30	–	70	28	–	–	100	40
20IDM1.5	Construction Materials-I	4	0	0	3	30	–	70	28	–	–	100	40
20IDM1.6	2D & 3D Graphics	2	2	0	3	30	–	70	28	–	–	100	40
20IDM1.7	Fundamentals of Interior design	2	2	0	3	30	–	70	28	–	–	100	40
	TOTAL	24	4		21	–	–	–	–	–	–	700	–

II SEMESTER

PAPER CODE	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory exam		Practical Exam		Max	Min
						Max	Min	Max	Min	Max	Min		
20IDM2.1	Human Resource Management	4	0	0	3	30	–	70	28	–	–	100	40
20IDM2.2	Store Operation Management	4	0	0	3	30	–	70	28	–	–	100	40
20IDM2.3	Interior Services-I	4	0	0	3	30	–	70	28	–	–	100	40
20IDM2.4	Estimation and Costing	4	0	0	3	30	–	70	28	–	–	100	40
20IDM2.5	Construction Materials-II	4	0	0	3	30	–	70	28	–	–	100	40
20IDM2.6	Interior Landscaping	2	2	0	3	30	–	70	28	–	–	100	40
20IDM2.7	Interior Space Planning	2	2	0	3	30	–	70	28	–	–	100	40
	TOTAL	24	4		21	–	–	–	–	–	–	700	–

III SEMESTER

PAPER CODE	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory exam		Practical Exam		Max	Min
						Max	Min	Max	Min	Max	Min		
20IDM3.1/20FDM3.1	Entrepreneurship development	4	0	0	3	30	-	70	28	-	-	100	40
20IDM3.2/20FDM3.2	Customer Relationship Management	4	0	0	3	30	-	70	28	-	-	100	40
20IDM3.3	Furniture Design	4	0	0	3	30	-	70	28	-	-	100	40
20IDM3.4	Interior services-II	4	0	0	3	30	-	70	28	-	-	100	40
20IDM3.5	Construction Detailing -Lab	0	0	3	3	30	-	-	-	70	28	100	40
20IDM3.6	Cad in interiors-Lab	0	0	3	3	30	-	-	-	70	28	100	40
20IDM3.7	Interior design -Lab	0	0	3	3	30	-	-	-	70	28	100	40
	TOTAL	16		09	21	-	-	-	-	-	-	700	-

IV SEMESTER

PAPER CODE	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory exam		Practical Exam		Max	Min
						Max	Min	Max	Min	Max	Min		
20IDM4.1	Professional Practice	4	0	0	3	30	-	70	28	-	-	100	40
20IDM4.2	Project Management	4	0	0	3	30	-	70	28	-	-	100	40
20IDM4.3	Internship	0	0	6	6	100	-	-	-	100	-	200	80
20IDM4.4	Project Report	0	0	14	9	200	-	-	-	100	-	300	120
	TOTAL	8		20	21	-	-	-	-	-	-	700	-

Project work

- 200 marks for Continuous Assessment for project report & portfolio by internal guide. 100 marks will be for examination conducted external examiner appointed by BOE Chairperson.

Internship

- During Holidays after 3rd semester students are placed into an internship/practical experience in a registered architectural firm/interior designing firm/mnc's for 45 days.
- Project report and Portfolio will be submitted to college in the time of 4th semester examination.
- 100 marks for Continuous Assessment for project report & portfolio by internal guide. 100 marks will be for examination conducted external examiner appointed by BOE Chairperson

**I SEMESTER
ORGANIZATIONAL BEHAVIOUR**

PAPER CODE: 20IDM1.1/20FDM1.1	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS.

OBJECTIVES

- To make students understand fundamental concepts and principles of management, Including the basic roles, skills, and functions of management
- To make students knowledgeable of historical development, theoretical aspects and Practice application of managerial process
- To understand the basic concepts and theories underlying individual behaviour besides Developing better insights into one's own self
- To make students aware of Individual behaviour in groups, dynamics of groups and team
- Building besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves

UNIT 1-Introduction

9Hrs.

Management: Introduction, definition of management, nature, purpose and Functions, levels and types of managers, managerial roles, skills for managers, evolution of Management thought, Fayol's fourteen principles of management and recent trends in Management. Review of a case study

UNIT 2-Planning and Organizing

10Hrs.

Planning: Nature of planning, planning process, objectives, MBO, strategies, level of strategies, policies, methods and programs, planning premises, decision making, process of decision making, types of decisions, techniques in decision making.

Organizing: Organization structure, formal and informal organizations, principles of organizations-chain of command, span of control, delegation, decentralization, and empowerment. Functional, divisional, geographical, customer based and matrix organizations, tram-based structures, virtual organizations, boundary less organizations. Review of a case study

UNIT3-Controlling

9Hrs.

Controlling, importance of controlling, controlling process, types of control, factors influencing control effectiveness. Review of a case study

UNIT 4-Introduction

9Hrs.

Organizational Behaviour: Introduction, definition, historical development, Fundamental principles of OB, contributing disciplines, challenges and opportunities. Review of a case study

UNIT5-Foundations of Individual Behaviour

9Hrs.

Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.

Personality: Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB.

Attitude: Formation, components of attitudes, relation between attitude and behaviour.

Perception: Process of perception, factors influencing perception, link between perception and individual decision making.

Emotions: Affect, mood and emotion and their significance, basic emotions, emotional intelligence, self-awareness, self-management, social awareness, relationship management.

UNIT 6-Motivation and Leadership

9Hrs.

Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories.

Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories-Fiedler's model, SLT, transactional and transformation leadership.

UNIT 7-Group Behaviour

9Hrs.

Definition, types, formation of groups, building effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution.

Recommended books

1. Essentials of Management-Koontz, 8/e, McGraw Hill
2. Management: Text and Cases-VSP Rao, Excel BOOKS
3. MGMT, An Innovative approach to teaching and learning Principles of Management, Chuck Williams, Cengage Publications, 2010
4. Principles and practices of Management, Kiran Nerkar, Vilas Chopde, Dreamtech Press, 2011
5. Management Theory & practice – Chandan J. S, Vikas Publishing House.
6. Management Theory & Practice Text & Cases – Subba Rao P & Hima Bindu, Himalaya Publication.
7. Stephen P Robbins, Timothy A. Judge, *Organizational behaviour*, Neharika Vohra, 14th Edition, Pearson, 2012.
8. Michael Butler, *Introduction to Organisational Behaviour*, Jaico Publishing House,
9. Ashwathappa, *Organization Behaviour*, Himalaya Publication House
10. Khanelwal, *ORGB - Nelson, Quick*, 2/e, Cengage Learning, 2012.
11. Anada Das Gupta, *Organizational Behaviour -*, Biztantra, 2011.
12. Arun Kumar and Meenakshi, *Organizational Behaviour: A modern approach*, Vikas Publishing House, 2011.

13. Rao V. S. P, *Organizational Behaviour* –Excel BOOKS, 2009. Mary Ellen Guffey, *Business communication: process and product* –, 3/e, Cengage Learning, 2002.
14. Communication – Rayudu C. S, HPH.
15. Lesikar, Flatley, Business communication, Rentz & Pande, 11/e, TMH, 2010
16. Penrose, Rasberry, Myers, *Advanced Business Communication*, 5/e, Cengage Learning, 2004.
17. Lehman, DuFrene, Sinha *BCom*, Cengage Learning, 2/e, 2012
18. Madhukar R. K, *Business communication*, 2/e, Vikas Publishing House.

BUSINESS COMMUNICATION

PAPER CODE: 20IDM1.2/20FDM1.2	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To make students equipped with the managerial skill sets to give solutions to the real-world business problems

UNIT 1-Introduction

9Hrs.

Attributes of communication: Essentials of good communication. Process of communication; Receiver, sender, encoding, decoding, response; Barriers to communication: physical barriers, language (semantic barriers) socio-psychological barriers, cross cultural barriers methods to overcome the barriers.

UNIT2-Objective and types of communication

9Hrs.

Information, order, education and training, motivation, counselling, warning, request, complaint; horizontal, vertical, upward, downward communication; Channels of communication: formal and informal communication; advantages and disadvantages; Grapevine communication: introduction, advantages and disadvantages.

UNIT 3-Media and mode of communication

10Hrs.

Media and Modes of communication: telephone, mobile phones, internet, print media, electronic communication, video conferencing, films, television, fax; methods of communication: verbal – oral and written; non verbal communication, body language, gesture, handshakes, posture, eye contact; graphics; Forms of communication one to one communication, group communication, types of group communication; problems of group communication

UNIT 4-Marketing**9Hrs.**

Meeting: types of meetings: advantages and disadvantages of meetings; conduct of meeting, writing notice, agenda and minutes; Listening, importance of listening, steps in listening, blocks to effective listening, improving listening skills.

Module 5: Writing communication**9Hrs.**

Written Communication: Tactful use of language, handling negative-ness; active and passive voice; techniques of emphasis; Business letters, layout of business letters; parts of a letter, style of layout, Types of business letters, personnel letters, enquiries and replies, orders and replies, complaints and claims, sales letters; Job applications, writing covering letter, writing resumes, letters to applicants.

UNIT 6-Summarization and Report writing**9Hrs.**

Uses of summarizing skills, Negotiation skills: Nature and need for negotiation, Factors affecting negotiation, negotiation strategies; Report writing: types of reports, structure of a report, parts, parts of a report; Presentations: layout of a presentation, advantages and disadvantages.

UNIT 7-Public relations and job interview**9Hrs.**

Public relations, objectives of public relations; internal public relations, external public relations; use of mass media in public relations; Interviews, purpose of interviews, types of interviews, candidate's preparation for the interview, role of the interviewer.

Recommended books

1. Chaturvedi P. D, & Mukesh Chaturvedi, *Business communication: concepts, cases and applications* –,2/e, Pearson Education,2011
2. Mary Ellen Guffey, *Business communication: process and product* –, 3/e, Cengage Learning, 2002.
3. Communication – Rayudu C. S, HPH.
4. Lesikar, Flatley, Business communication, Rentz & Pande, 11/e, TMH, 2010
5. Penrose, Rasberry, Myers, *Advanced Business Communication*, 5/e, Cengage Learning, 2004.
6. Lehman, DuFrene, Sinha B. *Com*, Cengage Learning, 2/e, 2012
7. Madhukar R. K, *Business communication*, 2/e, Vikas Publishing House.
8. Ashraf Rizvi M, *Effective technical communication*, TMH, 2005.
9. Sehgal M. K & Khetrpal V, *Business communication*, Excel BOOKS.
10. Krizan, Merrier, Jones *Business communication*, 8/e, Cengage Learning, 2012.
11. Raj Kumar, *Basic business communication*, Excel BOOKS, 2010.

RESEARCH METHODOLOGY IN DESIGN

PAPER CODE: 20IDM1.3	IA MARKS : 30
NO OF LECTURE HOURS / WEEK:04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS:64	DURATION FOR EXAM: 3HRS.

OBJECTIVES:

- The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper (s).

UNIT 1-Business Research

9Hrs.

Meaning, types, process of research- management problem, defining the research problem, formulating the research Hypothesis, develop the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.

UNIT 2-Types of Business Research Design

9Hrs.

Exploratory and Conclusive Research Design Exploratory Research: Meaning, purpose, methods – secondary resource analysis, comprehensive case methods, expert opinion survey, focus group discussions. Descriptive Research - Meaning, Types Experimental research design – Meaning and classification of experimental designs- Pre experimental design, Quasi-experimental design, True experimental design, statistical experimental design. Observation Research– Meaning – Uses – Participation and Non-participation – Evaluation– Conducting an Observation study – Data collection

UNIT 3-Sampling

9Hrs.

Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non-Probability Sampling– convenience sampling- judgemental sampling, snowball sampling- quota sampling – Errors in sampling.

UNIT 4-Data Collection

10Hrs.

Primary and Secondary data, Primary data collection methods - Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection. Questionnaire design – Meaning - process of designing questionnaire. Secondary data -Sources – advantages and disadvantages Measurement and

Scaling Techniques: Basic measurement scales-Nominal scale, Ordinal scale, Interval scale, Ratio scale.
Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Multi-Dimensional Scaling.

Module 5: Preparing the Data for Analysis

9Hrs.

Editing, Coding, Classification, Tabulation, Validation, Analysis and Interpretation

UNIT 6-Hypothesis

9Hrs.

Meaning, Types, characteristics, source, Formulation of Hypothesis, Errors in Hypothesis Parametric and Non-Parametric Test: T-Test, Z-Test, F-Test, (Theory Only) Statistical Analysis: Bivariate Analysis (Chi-Square only), Multivariate Analysis (Theory Only)

UNIT 7-Report writing and presentation of results

9Hrs.

Importance of report writing, types of research report, report structure, guidelines for effective documentation. identify the problem and collect relevant literatures and data for analysis. Data Interpretation and report writing: Short and Long reports. Report presentation methods, ex: Power Point Presentation, etc

Recommended books

1. C R Kothari, Vishwa Prakashan, *Research methodology*,2002
2. Donald R. Cooper & Pamela s Schindler *Business research methods.*, TMH/9e/2007
3. SL Gupta and Hetesh Gupta, *Business research methods*, McGraw hill – 2012
4. Naresh K Malhotra, *Marketing research*, Pearson Education /PHI/5e/2007
5. J K Sachdeva, *Business research methodology*, HPH-2e-2011
6. William M C Trochi, *Research methods*, Biztantra, 2/e, 2007
7. R Krishnaswami, M Ranganatham *Methodology of research in social sciences*, HPH, 2007
8. Deepak Chawla and Neena Sondhi, *Research methodology – concepts and cases*, Vikas Publication – 2011
9. C Murthy, *Research methodology*, Vrinda Publication – 2011
10. R Krishnaswami, M Ranganatham *Methodology of research in social sciences*, HPH, 2007
11. Deepak Chawla and Neena Sondhi, *Research methodology – concepts and cases*, Vikas Publication – 2011
12. C Murthy, *Research methodology*, Vrinda Publication – 2011

HISTORY OF INTERIORS

PAPER CODE: 20IDM1.4	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To analyse various art forms and understand their application in interior
- To study the History and its influences on social and cultural aspects on interior design

UNIT 1-Introduction

9Hrs.

Introduction to art and design. Purpose and relevance of Art to Interiors, Purpose of study of History of Interiors, and its Importance.

UNIT 2- History of Furniture's in the ancient world

9Hrs.

History of Furniture's in the ancient world: Greek Furniture, influence of the other countries and its importance and types, Roman furniture forms, Romanesque Furniture,

UNIT 3- Renaissance period

9Hrs.

Baroque characteristics and types of Furniture, Neo Classical characteristics, Renaissance Characteristics and types of furniture Regency and Rococo Characteristics and types Art Nouveau characteristics and types French Provincial Characteristics and style and designers.

UNIT 4- Furniture development in England

10Hrs.

Furniture development in England classification of English furniture indoor, early street, early Georgian, Age of Greek designers, Victorian style, the arts and craft movement, designers

UNIT 5-Indian Interiors

9Hrs.

History of Indian Interiors: Hindu style – Rajasthani, Saharanpur, Dravidian style, Islamic style, Jain style, Buddhist style and designers.

UNIT 6-20th Century Interior

9Hrs.

History of 20th Century Interior and furniture: Furniture Development in Germany, Furniture Development in France, Art deco style, Furniture development in USA.

UNIT7-Gothic&Medieval Period Furniture

9Hrs.

Gothic Style of early medieval period, Ancient Egyptian Furniture and characteristics.

Recommended books:

1. Alan Barnard & Jonathan Spencer, Encyclopaedia of Social and Cultural Anthropology, Taylor & Francis, 1996
2. Alan Colquhoun, Modern Architecture, History of Arts, First Edition, Paperback publishers, ISBN: 13978-0192842268
3. Barry Burgdoll, European Architecture (1750-1890) Oxford History of Arts, First Edition, Paperback publishers, ISBN: 13978-0192842220
4. Charles. V. Stanford, Studies in Indian society, Culture and Religion, South Asia Books, 1988.
5. Clifford Geertz, the Interpretation of Cultures, Basic Books, 1977. .
6. Human Behaviour in the Social Environment: A Social Systems Approach, Gary Lowe, Irl Carter, Ralph Anderson, Aldine Transaction, 1999
7. Kenneth Frampton, Modern Architecture: A Critical History, Fourth Edition, Thames and Hudson, ISBN: 13978-0500203958
8. Kumar Raj (Ed) Essays on Indian Art and Architecture. Discovery pub., New Delhi, 2003
9. Niggel Rapport, Social and Cultural Anthropology: The Key Concepts, Routledge, 2000

CONSTRUCTION MATERIALS-I

PAPER CODE: 20IDM1.5	IA MARKS : 30
NO OF LECTURE HOURS / WEEK:04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS:64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To know the Basic materials used in construction.
- To understand the methods of interior construction techniques.

UNIT 1- Brick Masonry**9Hrs.**

Brick masonry- Bricks in interiors, Manufacturing process, physical and chemical properties
 Applications: Foundation, walling material, types of brick walls, brick masonry (English, Flemish, rat trap bond) detailed brick layout at corners, junctions and brick piers, style of construction. Exposed brick work, madras terrace roof, jack arch roof, brick paving, brick arches and domes, reinforced brick roofs and walls, brick piers, Types of bricks – traditional, wire cut, moulded bricks and its sizes, etc.

UNIT 2- Stone Masonry**10Hrs.**

Stone masonry Introduction, Properties and applications. Types of stones, dressing of stones, finishes, its application in interiors. Geological Classification of rocks – stones (granite, laterite, quartzite, marble, slates), uses of stone, deterioration & preservation of stone, availability, properties and application of

stones for construction in India. Stone for finishing, cutting & polishing. Granite & Marble. Types of stone masonry.

UNIT 3-Cement & Mortar

9Hrs.

Cement & mortar and its application – Introduction and Properties Types of cement – Portland, Pozzolana etc. Mortar – its properties Types of mortar – lime mortar and cement mortar, Concrete and admixtures, R.C.C, R.B. concrete.

UNIT 4- Timber

9Hrs.

Timber and its usage in construction – Introduction and Properties. Timber – as a building material, Seasoning & preservation of timber, Hardwood & softwood. Industrial timber – Ply woods, Block boards, Fibre board Market survey – sizes & rates, brands.

UNIT 5- Ferrous and Non-Ferrous metals

9Hrs.

Ferrous and non-ferrous metals – Introduction and Properties, Alloys and its application in interiors. Steel and its application, Steel alloys. Aluminum and its application in interiors, Aluminum alloys

UNIT 6-Plastics

9Hrs.

Plastics and miscellaneous Materials-- Introduction and Properties
Types of plastics, use of plastics in interiors, fiber plastic, silicon and its usage.

UNIT 7-Concrete

9Hrs.

Cement and concrete as building materials. Brief history of their use through examples. Composition, manufacture, properties, types and uses of concrete. Concrete and its composition, Mix design. Nature of aggregates for mix including classification, sources, shape, size, grading, sampling and analysis. Proportioning, water-cement ratio, workability. Stages in concrete construction- formwork, mixing, placing, curing.

Recommended books:

1. Gurcharan Singh, Building materials, Standard Publishers Distributors, Delhi, Pg : 1378
2. Pratap R.M (1988) Interior Design Principles and practice, Standard publishers' distribution, Delhi.
3. Rangwala, Building Construction, Charotar Publishing House Pvt. Ltd., Gujarat, Pg: 752
4. Sushil Kumar, Building Construction, Standard Publishers Distributors, Delhi Pg: 812
5. S.P. Arora, S.P. Bindra, Text book of Building Construction, Dhanpat Rai Publications New Delhi

2D & 3D GRAPHICS

PAPER CODE: 20IDM1.6	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- Introducing students to fundamental techniques of architectural representation and to equip with the basic principles of representation.
- Enhancing the skills in developing a graphical language of architecture.

UNIT1-Introduction

9Hrs.

Introduction to graphics, Types of Architectural symbols used in Interior Design. Representation technique of plan, elevation & section in drawing. Different themes of rendering, architectural rendering techniques using pen & ink, color, values, tones, and general approach to rendering. Architectural representation of trees, hedges, foliage, Materials, human figures, symbols door windows etc., exposure to various mediums of presentation

UNIT2-Scales, Dimensions

9Hrs.

Introduction to Scales, Dimensions, Importance of using scale in Drawing, Importance of Dimensioning, Types of Dimensions, Types of scales. Construction of lines, Geometrical objects, and regular polygons.

UNIT3- Development of Surfaces

9Hrs.

Development of Surfaces, Its Importance Methods of surface development by Parallel-line, Radial-line, Triangulation methods, approximate methods, development of lateral surfaces of right solids, Cubes, prisms, cylinders, pyramids, cones. Section of solids such as prisms, pyramids, cylinders, cones and spheres etc.

UNIT4- Projections

10Hrs.

Introductions to projections, methods of orthographic projections, Orthographic projections in Interior. Types and Importance and application Introduction to views, types and advantages. Isometric, Axonometric and Oblique view of objects, building components and Interior of the room.

UNIT 5- Sciography

9Hrs.

Introduction to Sciography, Principles of shade & shadow, Shadows of lines, planes & simple Solids due to near & distant sources of light, shadows of architectural elements, Construction Of Sciography on building, Application of Sciography on pictorial views.

UNIT 6-Perspectives**9Hrs.**

Introduction to perspectives, difference between views & perspectives, Types of perspectives, one point, two point & three-point, Anatomy of Perspectives - Objects, study of picture plane, Station point, vanishing point, Eye level, Ground level etc., its variation & effects. Perspective drawing of simple and complex objects, one point and two-point perspective of Interiors and exteriors, sectional perspectives.

UNIT 7- Sections of Solids**9Hrs.**

Understanding sections of solid and true shape of sections through cutting of block models, viewing them from different angles and sketching them. Understanding intersection of solids and composite forms through making block models and viewing them from different angles and sketching them. Simple drawing problems on orthographic, isometric and axonometric projection of the above.

Recommended books

1. Charles George Ramsey, Harold Reeve Sleeper, Architectural Graphic Standards: Students Edition 11th Edition, Paperback Publishers, ISBN: 13978-0470085462
2. Ivo.D. Drpic, Sketching and Rendering of Interior Space, Watson- Guptill, 1988.
3. Maureen Mitton, Interior Design Visual Presentation: A Guide to graphics, models and presentation techniques, 3rd edition, Wiley publishers, 2007
4. Stephen Kliment, Architectural Sketching and Rendering: Techniques for Designers and Artists,
5. Martin, L. C. (1970). Architectural Graphics. 2nd Ed. Macmillan Pub Co.
6. Morris, I. H. (1902). Geometrical Drawing for Art Students. Longmans.
7. Zell, Mo. (2008). The Architectural Drawing Course. 1st Ed. Thames and Hudson.

FUNDAMENTALS OF INTERIOR DESIGN

PAPER CODE: 20IDM1.7	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVE:

- Training them in visual composition using two dimensional and three-dimensional objects.
- To introduce to the students the fundamentals of design and development of design vocabulary, to nurture design thinking and to enable them to apply the same thought process in developing three-dimensional compositions

Studio Project:The students are expected to design interiors for a small studio Apartment/ in a specific site, for a bachelor in urban, peri-urban or rural setting. The projects investigate the study of built form, function, activity, and its relationship to the site and surroundings.

UNIT 1- Elements of design**10Hrs.**

Elements of design - Line and direction, form and shape, size, colour, light, pattern, texture and space - application of elements to form designs. Basic Application of elements of Design- Line, Point, form and shape, size, colour, light, pattern, texture and space.

UNIT 2- Principles of design**9Hrs.**

Introduction to Principles of design –Balance, rhythm, emphasis, harmony, proportion, Unity – importance of Principles in interiors and its Applications in Space

UNIT 3- Concept of colour**9Hrs.**

Introduction to Concept of colour - significance of colour in the interiors and exteriors-Dimensions of colour –Hue, value, intensity, Effects of Hue, value and Intensity, Types of Colour Schemes. Psychological impact of colour

UNIT 4-Anthropometrics**9Hrs.**

Introduction to Anthropometrics and dimensioning, basic anthropometrics, its study and the graphic representation, Proportions of male and female body on the basis of 7 ½ head, Structural dimensions, Functional dimensions, and Graphic representation

UNIT 5- Furniture's and its standard**9Hrs.**

Furniture's and its standard sizes for different space and different usage rooms, Dining, Living, and Bedroom. And user space for different activities, Furniture representation,

UNIT 6- Furniture layout**9Hrs.**

Furniture layout for different activities, drawing room, dining room, bedrooms Clearance for user space in toilet, seating arrangements for different activities,

UNIT 7- User space for different activities**9Hrs.**

Clearance for user space in drawing room, Clearance for user space in dining room, Clearance for user space in bedroom, Clearance for user space in kitchen

Recommended books

1. Ahmed A Kasu, An Introduction to Art, Craft, Technique, Science & Profession of Interior Design, Ashish Book Centre, New Delhi, Pg: 701
2. Pratap R.M (1988), Interior Design principles and practice, standard publishers' distribution, Delhi.
3. Chauhan, P. (2005). Learning Basic Design. Mumbai: Rizvi College of Architecture.
4. Ching, F. D. K. (1997). Design Drawing. Hoboken: John Wiley & Sons.

II SEMESTER
HUMAN RESOURCE MANAGEMENT

PAPER CODE: 20IDM2.1	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To prepare the students to understand the changing environment and its implication for managing the Human Resources to achieve the competitive advantage and corporate excellence.
- To make the students to understand the linkages between corporate vision mission strategies policies and human resources management.
- To help the students to understand the intricacies of Human Resources management and acquire skills in effectively managing human resources in whatever functional areas of management they would be engaged

UNIT 1-Human Resource Management

9Hrs.

Introduction, meaning, nature, scope of HRM. Importance and Evolution of the concept of HRM. Major functions of HRM, Principles of HRM, Organization of Personnel department, Role of HR, Manager. HRM's evolving role in the 21st century.

UNIT 2-Job Analysis & Human Resource Planning

9Hrs.

Job Analysis: Meaning, process of Job Analysis, methods of collecting job analysis data, Job Description and Job Specification, Role Analysis. **Human Resource Planning:** Objectives, Importance and process of Human Resource Planning, Effective HRP.

UNIT 3-Recruitment, Selection& Placement

10Hrs.

Recruitment: Definition, Constraints and Challenges, Sources and Methods of Recruitment, New Approaches to Recruitment. **Selection:** Definition and Process of Selection. **Placement:** Meaning, Induction/Orientation, Internal Mobility, Transfer, Promotion, Demotion and Employee Separation.

UNIT 4-Training & Development, Performance Appraisal

9Hrs.

Training and development: Training v/s development, Training v/s Education, Systematic Approach to Training, Training Methods, Executive Development, Methods and Development of Management Development, Career and Succession Planning. Meaning of HRD, Importance of HRD, Difference between HRM & HRD.

Performance Appraisal: Concept of Performance Appraisal, the Performance Appraisal Process, Methods of Performance Appraisal, Essential Characteristic of an Effective Appraisal System

UNIT 5-International HRM

9Hrs.

Introduction: The Enduring Context of IHRM; IHRM: Sustaining the International Business Operations; Recruitment and Selection process in International scenario, Training and Development of in multi-cultural scenario; Repatriation and Knowledge Management;

UNIT 6-Organization Change

9Hrs.

Organization Change: The need and n importance of change, Forces of Change, Types of Change, characteristics of effective change programs, Models of Change, Resistance to change, How to Overcome resistance to change.

UNIT7-Industrialrelations

9Hrs. Industrial

relations: Meaning, importance, Dunlop model of IR, Approaches to IR. **Trade unions and trade unionism:** Theories of trade unions, trade union law, trade unionism in India, issues and problems, employees' associations, managerial unionism.

Introduction to labour Laws: Factories act 1948, workmen compensation 1923, ESI act 1948, Provident fund act 1952, Bonus act, 1965, Gratuity Act of 1972

Recommended books:

1. Wayne F Cascio, Managing human resources, TMH
2. Fisher, Schoenfeld and James Shaw, Human resource management, Biztantra
3. Raymond, John, Barry and Patrick, Human resources management, TMH
4. Robert Mathis and John Jackson, Human resource management, Thomson
5. Gary Dessler, Human resource management, Pearson
6. Jyothi and Venkatesh, Human resource management, Oxford
7. Angelo DeNisi and Ricky Griffin, Human resource management, Biztantra
8. Wayne Mondy and Robert Noe, Human resource management, Pearson.

STORE OPERATION MANAGEMENT

PAPER CODE: 20IDM2.2	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To introduce the POS operations to the student. Various aspects to effectively manage the stores.

UNIT 1-Settingup Retail organization,

9Hrs.

Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.

UNIT 2-Operations Management

9Hrs

Operations Management: Financial dimensions – The strategic profit model, Operating a retail business – Store format, size and space allocation,

UNIT 3-Interior & Exterior Store design and layout

10Hrs

Interior & Exterior of Store Layout and Space planning, Types of Layouts, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors. The store's exterior and interior design sets the tone for the shopping experience. Design can signal a clean, well-organized but relatively spartan discount store (think Target), a well-stocked, industrial looking warehouse (Home Depot or Lowe's) or an upscale, well-appointed department store (Nordstrom's) or clothing boutique (Anthropologie). Another consideration is the display layout. Racks, shelves, or displays can be arranged straight, at angles, or in a geometric pattern to create visual interest in addition to organization. Similarly, traffic patterns for customers can be gridded, almost like streets, looping or curving, or more free flowing. Changes in these patterns can affect what customers see and what they purchase.

UNIT 4-Store Management, Responsibilities

9Hrs.

Store Management, Responsibilities of Store Manager, Store Security, and Parking space Problem at Retail Centres, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments. Handling customer and customer complaints.

UNIT 5-Logistic and Information system Trading Area

9Hrs

Logistic and Information system, improved product availability, improved assortments, strategies, Quick Response System. Just-in-Time system. Trading Area Analysis, Site Selection for retailing

UNIT 6- Signage**9Hrs**

Posting signs, both outside and inside, help to direct customers and make them aware of products, services, and offers. Without good signage, a store can be difficult to navigate, and customers might not see what store managers want them to see.

UNIT 7- Visual merchandising and display**9Hrs**

Create attractive displays of products to set a tone and an expectation. Sometimes, you aren't just selling a product - you're selling an experience. A pleasing display of merchandise sends a message to the would-be buyer, and so does a sloppy, unkempt table. Even the height at which items are placed can make a big difference. Some professionals use a retail planogram, a type of diagram, to detail the placement of items in a store.

Recommended Books:

1. Store Management: Menon, MacMillan Publishing Company
2. Retailing Management: Swapna Pradhan, 3rd Edition, Tata McGraw Hill Education Pvt. Ltd.
3. Retail Marketing Management: David Gilbert, 2nd Edition, Financial Times management
4. Retailing: George H, Lucas Jr., Robert P. Bush, Larry G Gresham, Houghton Mifflin, 1994
5. The Art of Retailing: A. J. Lamba, Tata McGraw Hill Education Pvt. Ltd.
6. Retail Management; A Strategic Approach: Barry Berman and Joel R Evans,

INTERIOR SERVICES-I

PAPER CODE: 20IDM2.3	IA MARKS : 30
NO OF LECTURE HOURS / WEEK:04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS:64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To impart the knowledge and skills required for understand the internal building services and their integration with interior design

UNIT 1- Natural Lighting**9Hrs.**

Introduction to natural lighting, daylight factor, recommended daylight factors for interiors, calculation of the opening for natural lighting, guidelines for good natural lighting, factors affecting illumination reflection and transmission and their applications, advantages and disadvantages

UNIT 2: Artificial Lighting**10Hrs.**

Introduction to artificial lighting, different types of lighting, types of arrangements, principles of lighting, luminous intensity of light sources, variety of lamps, position of lighting points, their importance, advantages and disadvantages.

UNIT 3- Calculation of artificial lighting and electrical wiring**9Hrs.**

Introduction to fixtures, types of fixtures and luminaries, lighting accessories, protection devices, guidelines for electric distribution system, earth protection, and their applications, advantages and disadvantages and its uses

UNIT 4-Wiring**9Hrs.**

Recommended level of illumination, guidelines for lighting design, lumen method of design, wiring process, introduction to wiring, types of wiring, benefits, importance and applications. Layout of a house, wiring layout of a commercial building

UNIT 5-Eco lighting**9Hrs.**

Introduction, types of Eco Lighting, materials and application of LED and solar, Types of LED lights

UNIT 6- Exterior lighting**9Hrs.**

Introduction, types, materials, system and their applications, advantages and disadvantages and its application.

UNIT 7- Lighting fixtures**9Hrs.**

Types of fixtures and luminaries & Lighting accessories, Protection devices & Earth protection, Guidelines for electric distribution system, Types of intercoms and PABX systems

Recommended books

1. By-Ahmad a. Kasu, Specification of Interior design, Iquara Publications, Delhi, 2011,
2. By- Francis D.K. Ching, Corky Binggeli, Interior Design Illustrated, Wiley Publications, NewJersy,2005,345pages
3. By M.C. Graw, Time saver Standards for Architectural Design Data, Publications, Delhi, 2011,918 Pages.

ESTIMATION & COSTING

PAPER CODE: 20IDM2.4	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To enable the students to understand the concept of estimation and costing for interiors
- To analyse various components based on specification.

UNIT 1-Introduction to Costing

9Hrs.

Introduction to costing, terminology, its application and benefits, cost influences and construction costs, furniture, fixtures and equipment, contractor's overhead and profit, professional fees, taxes and contingencies other installation

UNIT2-Types of Estimation

9Hrs.

Introduction to estimation, benefits, types of square footage, parameter, items - wise, take - offs. Factors to be considered for special design, example of an estimate

UNIT 3-Specification

9Hrs.

Introduction to specifications, types of specifications, prosperity specifications, based – bid Specifications, descriptive specifications, performance specifications, master specifications its Advantages and benefits

UNIT4-Specification Writing

9Hrs.

Introduction to writing of specification, purpose and definition of specification, guidelines for writing specifications, coordination with the construction drawings, furniture specification, checklist for construction drawing and specification, specification for walls, floors, wardrobes, ceiling, painting. Procedure for writing specification for the purpose of calling tenders

UNIT5- Rate analysis

9Hrs.

Introduction to V Rate analysis, Rate Analysis – definition, method of preparation, quantity & labour estimation for woodwork, steelwork, aluminum work, glass & its rate for different, thickness & sections, finishing enamel paint, deco paints, melamine, du coats, and hand polishing, veneering and laminating) for walls & ceilings. Electrical & plumbing products, wiring, ducting, and laying of tiles & wall paneling in the estimate format of the project

UNIT6-Costing of fixtures and fitting**10Hrs.**

Introduction to costing of fixtures and fitting, cost of the following items: Electrical fitting like, luminaries, fan, cables, switches, joinery in wood, enamel paint painting to joinery, varnishing, French polishing plumbing equipment like piping, shower panels, cubicles, tubs, jacuzzies, taps, motors, fountains, false ceiling of aluminum panels, steel & wooden frame work,

UNIT 7: Detailed estimation of house civil work Interior**9Hrs.**

Foundation, columns, Beams, Walls. Doors and Windows, Plastering, Flooring, Paintings, Wood work, Lighting fixtures, Furnishings

Recommended books:

1. B.S. Patil, "Civil Engineering Contracts and Estimates", Orient Longman Publishers, 2015, ISBN:978 8 1737 155 94
2. Dutta, B.N., "Estimating and Costing in Civil Engineering", UBS Publishers Distributors Pvt. Ltd., New Delhi, 2014
3. Mantri, Sandeep, "The A to Z of Practical Building Construction and its Management", Satya Prakashan, New Delhi, 2013
4. Rangwala, "Estimating Costing and Valuation", Charotar Publishing House, 2011, ISBN: 978 93 85039 05 8

CONSTRUCTION MATERIALS-II

PAPER CODE: 20IDM2.5	IA MARKS : 30
NO OF LECTURE HOURS / WEEK:04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS:64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To understand the various materials used in construction.
- To learn the methods and techniques of interior construction.

UNIT1-Wallsandpartitionwalls**10Hrs.**

Walls and partition walls-Introduction, types and application. Load bearing and non-load bearing walls, wooden partition – its construction details. Different types of plaster like lath and its installation. Plastic surfaces, Gypsum boards partitions, Metal stud partitions.

UNIT 2-Paints**9Hrs.**

Paints – Introduction, types and application. Characteristics of good paint – its ingredients. Method of

proper application of paint and polishes – painting process. Types of paints –oil and water-based paints. Polishes, Wall papers and finishes. Different types of plasters

UNIT 3- Glass in Interiors

9Hrs.

Glass in Interiors– Introduction, types and application Glass – different types of glasses, and its uses in interiors, Glass and glass products – Composition and fabrication of glass, classification, types of glass-wired glass, fibre glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings.

UNIT 4- Flooring

9Hrs.

Flooring– Introduction, types and application. Different types of flooring and its usage in interiors, Cement and brick flooring, Wood flooring. Resilient flooring. Stone flooring. Ceramic tile flooring, Terrazzo flooring, and Soft flooring

UNIT 5-Foundations footings.

9Hrs.

Foundations footings. Beams and slabs– Introduction, types and application Different Types of foundations and its use based on the soil. different types of footings beam slabs, Different Terminology.

UNIT 6-Beams and slabs

9Hrs.

Introduction Beams and slabs –Types of slabs, beams, Terminology, Importance of beams, slabs,

UNIT 7- Sill Lintels and Chajjas

9Hrs.

Introduction, types and application Terminology, Different Types of Sill, lintels chajjas based on material and use.

Recommended books:

1. Edward Allen, Joseph Lano, Fundamentals Building Construction: Materials and Methods, 6th Editions, Wiley Publishers, ISBN:978-1-118-13891-5
2. Francis D.K. Ching, a Visual Dictionary of Architectural.
3. Materials for Construction and Civil Engineering Science, Processing and design. Editors: Goncalves, M. Clara, MargaridMo, Fernanda, ISBN:978-3-319-08236-3
4. Rangwala, S.C Building construction, charter publishing house, Anand 1963.
5. Pratap R.M (1988), Interior design principles and practice, Standard publisher's distribution, Delhi.
6. S.K. Duggal, Building Material, 3rd Revised Edition, New Age International publishers.

INTERIOR LANDSCAPING

PAPER CODE: 20IDM2.6	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVE:

- To understand the importance of plants in landscape gardening.

UNIT 1-Landscapes in History

10Hrs.

Human civilisations and attitude to nature and landscapes across history and cultures. Outline of Japanese, Italian Renaissance and English gardens. Outline of landscape and garden design in Indian history. Gardens depicted in Sanskrit literature, Nandavanams and residential gardens of South India. Moghul gardens. Public parks and residential gardens of the colonial period. Contemporary public landscape projects. Study of notable examples. Spatial development in landscape design.

UNIT 2- Elements in Landscape Design

9Hrs.

Introduction to hard and soft landscape elements. Different types of hard landscape elements. Plant materials, water and landform - classification, characteristics, use and application in landscape design. Introduction to landscaping, advantages, factor to be considered for interior landscaping.

UNIT 3- Basics of Ecology

9Hrs.

Introduction to landscape architecture as a discipline and field. Basic concepts of ecology and the impact of human activities on them. Bio, Geo, chemical cycles including water cycle, carrying capacity of an ecosystem. Environmental impact assessment. Reclamation and restoration of derelict lands.

UNIT 4-Types of Indoor Plants & Plant Texture

9Hrs. Types

of indoor plants, function of indoor plants, classification of plants, light intensity, soil separator planting medium, Plant texture, plant height plant spacing, plant containers built-in planters & balcony rail planters construction details for planters.

UNIT 5-Watering

9Hrs.

Methods of Watering, Importance of Watering, Watering by hand, automated low-volume irrigation systems, sub-irrigation systems, drainage, pest control, suspended plants.

UNIT 6- Description of Plants & Artificial and Preserved Plants

9Hrs.

Description of plants, pruning of plants, physiological disorders and maintenance. Artificial and preserved plants, flower arrangement: Introduction, classification, types of flowers different types of arrangement for home, office, hotels and flower container

UNIT 7- Plants & Design

9Hrs.

Planting as a design element for structuring the landscape. Differentiation between trees, shrubs, ground cover and creepers. Planting for appearance of form, leaf color and texture, branching habit and trunk form and their texture, color of flowers and fruits. Spring, winter summer and autumn variation in appearance.

Recommended Books:

1. Alex, R and Sudha Devi, "Interior Plant scaping and Foliage Ornamental Plants", 2013, LAP Lambert Academic Publishing, 2013, ISBN: 978-3659381836
2. Bree Claffey, "Indoor Green: Living with Plants", 1st edition, Thames and Hudson, 2017
3. James M Delphine, "Interior Plant Scaping", Delmar Cengage Learning, 2012, ISBN:9781435439634
4. Michelle Satilla "Gardenista: The Definitive Guide to Stylish Outdoor Spaces", Thomas Allen and sons, ISBN: 978 1 57965 652 2
6. Nelson hammer, "Interior landscaping design", Rockport publishers, ISBN:9781564964878
7. Stefano Corbo, "Interior Landscapes –A visual Atlas", Images Publishing Dist Ac, 2016, ISBN: 978 1 86470 614 7.

INTERIOR SPACE PLANNING

PAPER CODE: 20IDM2.7	IA MARKS : 30
NO OF LECTURE HOURS / WEEK:04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS:64	DURATION FOR EXAM: 3HRS

OBJECTIVE:

- To understand the basic procedure of analysing the design.
- To enable the students to learn the concept of space in interior design and to understand the importance of space planning

UNIT 1-Introduction

9Hrs.

Introduction to space planning, terms and intent, necessity of space planning, synthesis of space planning, introduction to space design with use of computer, the design program - observation

UNIT 2-Importance of Design Process

9Hrs.

Introduction to defining design, evaluating design - function, structure and materials, aesthetics, analyzing existing space and its advantages

UNIT 3-Program Development**9Hrs.**

Space design, data collection, analysis, synthesis - zonal and block diagram, adjacency matrix, stacking plans, circulation, evaluation, execution, feedback- evaluation- literature study, case study, Proto typical plan sketches, relationship diagram

UNIT 4-Space Development**9Hrs.**

Introduction to space development, building conceptual concepts, present preliminaries, develop final plan, present final plan using 3d drawing, models along with its benefits

UNIT 5-Construction Documents**9Hrs.**

Introduction to construction documents, layout plan, construction plans, telephone and electrical plans, finishes plans, furniture plans and section details. Revised final design, Construction plans.

UNIT 6-Consultants**9Hrs.**

Introduction to types of consultants - Acoustical consultant, lighting consultant, plumbing consultant, AC consultant, special consultant based on project needs, rain water harvesting, solar, green building, landscaping, terrace gardening. Develop time in schedule based on inputs by consultant.

UNIT 7-Space development of Residential & institutional buildings**10Hrs.**

Literature & case study, Data collection & area analysis, Zonal and block diagram, Design of any one Space.

Recommended books:

1. Ernst and Peter Neufert, "Neufert Architect's Data", Wiley Blackwell Publication, United Kingdom, 2012 ISBN:9781 4051 9253 8
2. Joseph De Chiara, Julius Perero and Martin Zelnik, "Time Saver Standards for Interior design and Space Planning", McGraw Hill, London, 2011, ISBN:978 0 07170 465 6
3. Joseph De Chiara, Michael J Crosbie, "Time Savers Standards for Building Types", 4 edition, McGraw Hill Education, 2014, ISBN: 97800701638

III SEMESTER
ENTREPRENEURSHIP DEVELOPMENT

PAPER CODE: 20IDM3.1/20FDM3.1	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- This course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business

UNIT1-Concept and Emergence of Entrepreneurship **10Hrs.**

Entrepreneurship: concept, knowledge and skills requirement; Characteristics of entrepreneurs, Role of entrepreneurship in economic development; Value addition and Employment Creation Entrepreneurship process, factors impacting emergence of entrepreneurship; Managerial V/S entrepreneurial approach and emergence of entrepreneurship; Women Entrepreneurship in India - Growth and Possibilities; Entrepreneurship Development in Urban India

UNIT 2-Starting Business **9Hrs.**

Starting the venture, generating business idea sources of new ideas; methods of generating ideas, creative problem solving, opportunity recognition; environment scanning; competitor and industry analysis,

UNIT 3-Feasibility Study **9Hrs.**

Feasibility study, market feasibility; technical/operational feasibility; financial feasibility;

UNIT 4-Business Plan **9Hrs. Business**

plan; preparing project report; presenting business plan to investors; Why Business Plans Don't Get Funded: An Entrepreneurial Perspective; Community Environment for Entrepreneurship; Functional plans,

UNIT-5 Marketing and Manpower Planning **9Hrs.**

Marketing plan -marketing research for the new venture; steps in preparing marketing plan, contingency planning; organizational plan – form of ownership; designing organization structure, job design, manpower planning; financial plan; cash budget, working capital; proforma income statement; proforma cash flow, proforma balance sheet, break even analysis;

UNIT-6 Small Scale Industries and Financial Institutions**9Hrs.**

Meaning and Growth of MSEs; Small Scale Industries; Significance; problems and remedies; Industrial Policies; foreign direct investment (FDI); Sources of finance, debt or equity financing, commercial banks; venture capital, Financial Institutions supports Entrepreneurs,

UNIT-7 National Skill Development Programs for Entrepreneurship**9Hrs.**

National Policy for the Development of Women Entrepreneurs in India; National Skill Development; Skill Development in India: Vocational Education and Training System; supporting entrepreneurs

Recommended books

1. Allen, Kathleen R, (2006) “Growing and Managing a Small Business an Entrepreneurial Perspective”
Publisher- Houghton Mifflin College Div
2. Madhurima Lall & Shika Sahai (2008) Entrepreneurship, Excel Publication, 2nd edition
3. Arun Mittal & S L Gupta (Author) (2011), “Entrepreneurship Development”, International Book House Pvt. Ltd. (2011)
4. G.R Krishna, Nobert Koubek, A.K. Singh, Nagendra.S (2011) “Entrepreneurship and Development”, Edited Book, SITA publications, Mumbai, 2011
5. Rajeev Roy (2011) “Entrepreneurship” Oxford Higher Education, Aug-2011

CUSTOMER RELATIONSHIP MANAGEMENT

PAPER CODE: 20IDM3.2/20FDM3.2	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVES

- To understand the working concepts and principles of CRM
- To understand and manage Customer Relationship.
- To understand trends of CRM as an IT enabled function

UNIT1-Introduction to CRM**10Hrs.**

History of CRM, Definition and concepts of CRM, Marketing Era - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling -Service Level Agreements (SLAs).

UNIT 2-Marketing concepts in CRM**9Hrs.**

CRM in Marketing, importance of CRM- One-to-one Relationship Marketing - Cross Selling & up

Selling- Customer Retention, Behaviour Prediction - Customer Profitability & Value -Channel Optimization - Event-based marketing.

UNIT 3-CRM and Customer Services

9Hrs.

CRM and Customer Service - The Call-Centre, Call Scripting - Customer Satisfaction Measurement. Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation.

UNIT 4-E-CRM

9Hrs.

CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

UNIT 5- CRM Analysis

9Hrs.

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts- Data analysis - Market Basket Analysis (MBA), Personalization and Collaborative Filtering.

UNIT 6-CRM Implementation

9Hrs.

CRM Implementation - Defining success factors - Preparing a business plan requirement, Choosing CRM tools –and approaches- Managing customer relationships

UNIT 7-CRM Strategy and Scenario

9Hrs.

Re setting the CRM strategy. Selling CRM internally - CRM development Team - comparison of Indian and international scenario.

Recommended books

1. Alok Kumar Rai, *Customer relationship management concept & cases*, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, *Customer relationship management*, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, *Customer relationship management*, Prentice Hall of India Private Limited, New Delhi, 2008
4. Jagdish Seth, et al, *Customer relationship management*
5. V. Kumar & Werner J., *Customer relationship management*, Willey India, 2008

FURNITURE DESIGN

PAPER CODE: 20IDM3.3	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVES

- To enable the students to learn about the types and importance of furniture, know about the Selection, care and arrangement of furniture.

UNIT 1- Evolution of Furniture

9Hrs.

Brief overview of the evolution of furniture from Ancient to present: Various stylistic transformations. Furniture designers and movements. Analysis of furniture in terms of human values, social conditions, technology and design criteria.

UNIT 2- Functional and Formal issues in Design

9Hrs.

study and evaluation of popular dictums such as —Form follows function||, Form and function are one, and —God is in Details|| etc.

UNIT 3- Evaluation of Visual Design

9Hrs.

study of Gestalt theory of design – law of enclosure, law of proximity, law of continuity etc. Human factors, engineering and ergonomic considerations: principles of universal design and their application in furniture design.

UNIT 4-Furniture

9Hrs.

Introduction to furniture design as related to parameters such as human comfort and function (including anthropometrics and ergonomics), built in or freestanding, materials and methods of construction, cultural particularities, changing trends and lifestyles, innovations and design ideas. Study of representative examples. Furniture design exercises involving conceptual understanding of the aboveMaterials

UNIT 5- Furniture Design

10Hrs.

furniture design, bringing out their origin, evolution and current scope of work. Definition and process of interior design. Introduction to the design of interior spaces as related to typology, function and themes. Vocabulary of design in terms of elements (point, line, shape, form, space, colour, light, pattern, texture) and principles (balance, proportion, scale, rhythm, hierarchy, unity, contrast, harmony,

emphasis, movement) with specific reference to examples from interior design. Exercises in understanding vocabulary of design through case studies and conceptual design.

UNIT 6- Manufacturing Process

9Hrs.

An introduction of various manufacturing processes most frequently adopted in furniture design such as Injection Moulding, investment casting, sheet metal work, die casting, blow- moulding, vacuum - forming etc.

UNIT 7- Modular Approach to Furniture Design

9Hrs.

–various materials, combination of materials and its application design parameters, ergonomics etc. Drawings and prototype. Survey of several modular systems available for different functions in the market. Exploration of wood, metal, glass, plastics, FRP as materials for system design. Cost criteria of furniture design.

Recommended books:

1. Criss B Mills, “Designing with Models”, Wiley Publications, 2011, ISBN-13:978 0 47164 8376
2. David Neat, “Model Making Materials and Methods”, The Crowood Press Ltd., 2008, ISBN:978 1 84717 729 8
3. Stanford Hohausser, “Architectural and Interior Model”, 2nd edition, Van Nostrand Reinhold Inc., U.S., 1971, ISBN: 978 0 44223 668 7
4. Stuart Lawson, “Furniture Design: An Introduction to Development, Materials and Manufacturing”, Laurence King Publishing, 2013
5. Werner Megan, “Architecture Drawing and Model Making”, Princeton Architectural Press, 2011, ISBN: 9781 56898 870 2

INTERIOR SERVICES-II

PAPER CODE: 20IDM3.4	IA MARKS : 30
NO OF LECTURE HOURS / WEEK:04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS:64	DURATION FOR EXAM: 3HRS

OBJECTIVE:

- To enable the students to understand the basic principles of drainage and water supply in buildings.
- To learn calculations and connections for water supply and sanitation.

UNIT 1-Water Supply**9Hrs.**

Introduction to water supply, types of water supply systems, calculation of water supply requirements and storage of water. Water supply in multi store building - application, advantages and its benefits

UNIT 2-Sanitation**9Hrs.**

Introduction to sanitation, types of sanitation, introduction to drainage system, types of drainage system, traps - different types used. Septic tank, two types of plumbing systems - ventilation systems, inspection chambers/manholes

Unit 3- Sanitary Fittings**9Hrs.**

Introduction to sanitary fitting and classification. Different types of hand wash basins, water closets and urinals, showers/diverters/panels, mixers/cisterns and bath tubs/jacuzzi, towel rails/rods, mirrors, storages, materials application, and its benefits, toilet plans tiling plan, drainage sanitary piping plans

UNIT 4-Ventation**9Hrs.**

Natural ventilation for the building: Introduction to ventilation. Guidelines for natural ventilation, its types and its application. Mechanical ventilation - ventilation with fans, ventilation with ducts, recommended fresh air supply. Calculation of openings for natural ventilation and its benefits

UNIT 5- Air-Conditioning**10Hrs.**

Introduction to air-conditioning and duct table system along with its types and application, need and atmospheric conditions for human comfort, process of air conditioning, types of air conditioning system and window units, packaged air conditioner, vertical air-cooled packaged unit, horizontal package unit, central plant systems, ducts grills and diffusers

UNIT6-FireProtection**9Hrs.**

Introduction to fire protection causes of fire and preventive measures. Fire resistant construction, responsibility of designer towards fire resistance specification and requirements, application and usage, introduction to fire protection by laws and its applications as per government's statutory law.

UNIT 7: Conveying Systems**9Hrs.**

Basic design Principles, criteria for planning sizing, selection and layout of vertical distribution Systems – (lifts, Escalators and moving walkways) along with mechanical, dimensional details Elevators- types of elevators - design criteria, capacity, frequency, car size, speed, number and Size of elevators, layout of banks of elevators, planning and locating service cores in buildings, Types of elevators – pit ,machine room details – NBC code Escalators and Conveyors parallel and Criss cross escalators, horizontal belt conveyors, horizontal moving walkways – design criteria, Speed size, capacity, and number.

Recommended books

1. Ch'ing, Francis D.K., Binggeli, Cork, "Interior Design Illustrated", Willey Publications, New Jersey, 2004
2. Hall, Fred, Greeno, Roger, "Building Services Handbook", Butterworth Heinemann, UK, 2001
3. Purnima, B.C., 'Environmental Engineering-I-Water Supply Engineering', Laxmi Publications (P) Ltd, New Delhi, 2005
4. Rangwala, S.C., "Water Supply and Sanitary Engineering", Charotar Publishing House, Gujarat, 1988
5. Singh, Gurcharan, "Water Supply and Sanitation Engineering (Environmental Engineering)", Standard Publishers Distributors, 2007

CONSTRUCTION AND DETAILING -LAB

PAPER CODE: 20IDM3.5	IA MARKS : 30
NO OF HOURS / WEEK: 03	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 48	DURATION FOR EXAM: 3HRS

OBJECTIVE:

- To give introduction to building and interior element and construction methods and materials

UNIT 1-Arches & Lintels

9Hrs.

Classification of arch – according to shape, Classification of arch – according to material, Lintels – classification according to material, Classification of arch according to number of centres

UNIT 2-Doors

9Hrs.

Types of doors based on materials. Types of doors based on method, Types of doors based on design, Special types of doors. Terminology &Application,

UNIT 3-Windows

9Hrs.

Types of windows based on materials, Types of windows based on method, Types of windows based on design, Special types of windows. Terminology &Application

UNIT 4-Staircases

10Hrs.

Terminology, Types of stairs – straight, dog-legged, circular, spiral, Stairs of different material – timber, steel, RCC, Balustrades and hand rails

UNIT 5-False Ceiling**9Hrs.**

Types of false ceiling Materials for false ceiling, Wooden& gypsum board false ceiling, Plaster of Paris False ceiling, PVC and decorative sheets False ceiling

UNIT 6-Carpentry Joints**9Hrs.**

Principles, classification and Terminology in joints, lengthening & widening joints, angle & oblique joints, bearing & framing joints

UNIT 7-Partitions and Structural Glazing**9Hrs.**

Block partitions, Metal stud partition, Gypsum board partition, Glazed partitions.

Recommended books:

1. Sushil Kumar, Building Construction, Standard Publishers Distributors, Delhi Pg: 812
2. S.P. Arora, S.P. Bindra, Text book of Building Construction, Dhanpat Rai Publications New Delhi
3. Gurcharan Singh, Building materials, Standard Publishers Distributors, Delhi, Pg: 1378
4. Rangwala, Building Construction, Charotar Publishing House Pvt. Ltd., Gujarat, Pg: 752

COMPUTER AIDED INTERIOR DESIGN - LAB

PAPER CODE: 20IDM3.6	IA MARKS : 30
NO OF HOURS / WEEK:03	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS:48	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To understand general use of computers and use of computer for design of 2 dimensional objects.
- To enable students to understand the importance of AutoCAD in Interiors and learn the application of AutoCAD in Interior design

UNIT 1-Fundamentals of CAD**10Hrs.**

Introduction to AutoCAD, importance and application of AutoCAD in interiors. Fundamentals of computers, file menu-saving closing files, importing and exporting files, saving files in different formats. Printing and publishing, undo/redo, matching properties & its application.

UNIT 2-Drawings Objects.**9Hrs.**

Introduction to object drawing, different types of lines - pline, construction lines, splines, multiline, types of objects, circles and curves arc, polygon, ellipse, donut and its application and use in interiors

UNIT 3-Editing Objects**9Hrs.**

Introduction to object editing, types in editing the drawing with different command trim, extend, stretch, erase delete, introduction to viewing, types of viewing – zoom, pan, holstering utility and its advantages and important, hatch boundary, hatch, editing, introduction to layers, types of layer creation and uses in interiors

UNIT 4-Setting out of properties**9Hrs.**

Hatch, Layer setting, Dimensions, Texts, Introduction to hatch, dimensions, text, layer, point style creation, dimension, text, multiline, pline

UNIT 5-Advanced object creation**9Hrs.**

Editing, creating and inserting blocks, attributions, along with different types, application and importance, Block creation and editing, Union, subtract & intersecting, 3d mirror and rotating, Revolve Extrude.

UNIT 6-Advanced features**9Hrs.**

Import images, Templates, Design centre, Rendering, Introduction to drawing setting and types of setting drawing limits units, object selection, drafting, setting, polar tracking, grid and snap, its application advantages and uses

UNIT 7-page setup & plot styles.**9Hrs.**

Introduction to creation of solid, wireframe, objects, basic rendering skills, use of viewport command, different options of view command. Working on model space, paper space, setting the scale for drawings, different types, its application and importance
Layouts, Plot styles, Scale setting, Page settings

Recommended books:

1. Gopalkrishna, K. R., Sudhir, “A Text Book of Computer Aided Engineering Drawing”,
2. Subhas Stores, Bangalore, 2013
3. Jin Feng, “Basic AutoCAD for Interior Designers”, Peachpit Press, 1999
4. Joseph A. Fiorello, “CAD for Interiors: Beyond the Basics”, John Wiley & Sons, 2010
5. Prof Sham Tickoo, “Autocad2013 for Engineers and Designers”, Dreamtech Press, 2012
6. Strock, Cheryl R., “Advance AutoCAD”, BPB Publications, 2010

INTERIOR DESIGN – LAB

PAPER CODE: 20IDM3.7	IA MARKS : 30
NO OF HOURS / WEEK: 03	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 48	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- Students must design any residential commercial or educational building interiors should include case study of a similar project done by eminent people (area up to 3000sft)
- To enable the students to learn the Process of interior design and to understand the relationship of space with that of function for basic living activity.
- To enable the students to learn to convert creative ideas into practical designs.

Studio project:

Design exercise could be Villa/Bungalow having more than one floor in an on-urban setting. Projects to introduce the concepts of shared open space, clustering, Community engagement. Emphasis will also be laid on site planning.

UNIT1-Introduction

10Hrs.

Introduction to Designing of Residential Interior spaces such as rooms of Apartments, by applying space planning techniques, anthropometrics & Aesthetic qualities for a particular space.

UNIT2-CaseStudy

9Hrs.

Case studies and Literature studies (Minimum 2nos each) for a Residential Interiors and studying various aspects like Planning, Circulation, Aesthetics, Furniture design, Material adopted etc.

UNIT 3-Data Analysis

9Hrs.

Designing the Residential Interior of a given project includes, Measured drg of the site, Observation of special design elements, Analysis of the data collected & Creating a design program.

UNIT 4-Development of Project

9Hrs.

Mind mapping of the design program, arriving and presentation of conceptual design with help of sketches, material samples etc.

UNIT 5-Concept Drawings

9Hrs.

Converting conceptual design into final drawings suitable for execution with anthropometrics.

Unit 6-Presentation drawing**9Hrs.**

Presentation of the final drawings with details of furniture layout along with models.

Unit 7-3D Drawings**9Hrs.**

Presentation of the final 3d drawings with details and renders.

Recommended books

1. Ernst and Peter Neufert, "Neufert Architect's Data", Wiley Blackwell Publication, United Kingdom, 2012 ISBN:9781 4051 9253 8
2. Joseph De Chiara, Julius Perero and Martin Zelnik, "Time Saver Standards for Interior design and Space Planning", McGraw Hill, London, 2011, ISBN:978 0 07170 465 6
3. Joseph De Chiara, Michael J Crosbie, "Time Savers Standards for Building Types", 4 edition, McGraw Hill Education, 2014, ISBN: 9780070163874
4. Joseph De Chiara, Julius Panero, "Standards for Interior Design and Space Planning", McGraw Hill Professional, 2011, ISBN: 9780 07170 465 6

IV SEMESTER
PROFESSIONAL PRACTICE

PAPER CODE: 20IDM4.1	IA MARKS : 30
NO OF LECTURE HOURS / WEEK: 04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS: 64	DURATION FOR EXAM: 3HRS

OBJECTIVE:

- To enable the students to understand the professional practice
- To learn the rules and regulations of professional practice in interior design

UNIT 1-Ways of Practice **10Hrs.**

Introduction to professional practice, types of firms, advantages and disadvantages of working in established firm, advantages and disadvantages of working in a small firm

UNIT 2- Freelancing **9Hrs.**

Introduction to freelancing, advantages and disadvantages of freelancing, advantages and disadvantages of joining a showroom

UNIT 3- Owning an office **9Hrs.**

Owning an office, problems in starting up an office, rules and regulations to follow in owning an office, registration to local authorities

UNIT 4-Code & ethics **9Hrs.**

Types of clients, ideal client, bad client, searching for a client, role of an interior designer and necessity, project execution, methods of checking on site

UNIT 5 -Code of professional conduct **9Hrs.**

Code of professional conduct of interior designs, membership, payment of subscription, members and their responsibility, trade members, associate and fellow members

UNIT 6-Project Scheduling Controlling& Valuation **9Hrs.**

Construction schedule (related to interior design field), Labour schedule, Material schedule, Financial schedule Equipment schedule, Organization schedule.

UNIT 7-Legal Aspects**9Hrs.**

Arbitration - definition and advantages. Sole and joint arbitrators. Role of umpires, award. Arbitration clause in contract agreement -role of architect, excepted matters. Easement – meaning, types of easements. Copy rights and patenting – provisions of copy right acts in India, copy right in architectural profession. Consumer Protection Act - intent, architects responsibility towards his clients.

Recommended books:

1. Christine. M. Piotrowski, “Professional Practice for Interior Designers” 3rd edition, John Willey& Sons, 2001, ISBN: 978 0 47121 028 3
2. Christine. M. Piotrowski, “Interior Design Management”, John Wiley & Sons, 1992, ISBN: 0471 28431 9
3. Christine. M. Piotrowski, “Designing commercial Interiors”, 3rd edition, John Willey publishers, 2016, ISBN: 978 0 47172 349 3
4. Robert K. Hale, “Starting Your Career as an Interior Designer”, Allworth Press, 2009
5. Robert L. Alderman, “How to Prosper as an Interior Designer: A Business and Legal Guide”, John Wiley & Sons, 1997
6. Sandeep Mantri, “Practical Building Construction and Its Management”, Satyaprakashan, Publications, New Delhi, 2011

PROJECT MANAGEMENT

PAPER CODE: 20IDM4.2	IA MARKS : 30
NO OF LECTURE HOURS / WEEK:04	EXAM MARKS :70
TOTAL NO OF LECTURE HOURS:64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To equip students with a practical approach to implement building projects, basic knowledge about construction industry, project management techniques needed for managing and coordinating building projects in a professional manner.

UNIT 1-Introduction to project management,**10Hrs.**

Introduction to project management, construction industry, stakeholders, roles, responsibilities and functional relationships, Construction projects – objectives and lifecycle, existing construction practices & project management systems, Project Team, organization, roles, responsibilities. Concepts of project planning, scheduling & controlling. Project scale and construction technology, human aspects in managing projects.

UNIT 2- Project Planning**9Hrs.**

Project Planning and Scheduling Inputs for project planning, defining activities and their interdependency, time and resource estimation. Work breakdown structures. Linear Scheduling methods - bar charts, LOB, their limitations. Principles, definitions of network-based scheduling methods: CPM, PERT. Network representation, Network analysis – forward and backward passes

UNIT 3-Project Monitoring and Control**9Hrs.**

Project Monitoring and Control Site layout and organization, Site investigations. Quality tests for construction material and processes. Quality control inspections. Project progress tracking. Crashing Project Schedules, its impact on time, cost and quality. Project direct and indirect costs. Safety in Construction Projects.

UNIT 4-Resources Management**9Hrs.**

Resources Management and Value Engineering Methods of material/resource estimation and management, Resources scheduling and levelling. Labour welfare, applicable labour Legislations. Construction equipment types, characteristics & applications. Value engineering, its application in building design and construction.

UNIT-5-Contracts and Tenders**9Hrs.**

Contracts and Tenders Types of building contracts, their merits and de-merits. Types of building tenders, contents of tender documents, tendering process. General conditions of contract, security deposits, interim certificates, defect liability periods, retention amounts, mobilization money and virtual completion.

UNIT 6- Introduction to M.S. Project**9Hrs.**

Introduction to M.S. Project, safety management, causes of accidents and safety measures. Prevention of fire at construction sites.

UNIT 7: Time and Cost Management**9Hrs.**

Financing of projects (how various projects are financed), capital budgeting, financial risk analysis, financial control of projects, tendering and estimating, activity sequencing, duration and time planning, scheduling and control, labor costing and subcontracting

Recommended books:

1. Brain Cooke, Peter Williams, “Construction Planning and Programming and Control”, Wiley sons and Blackwell Publication, 2009, ISBN:9781 4051 8380 2

2. Frank Harris, Ronald McCaffer and Francis Edum-Fotwe, “Modern Construction Management”, Wiley Sons and Blackwell Publication, 7th Edition, 2013, ISBN: 978-0-470-67217-4
3. Fred Sherratt, “Introduction to Construction Management” Routledge, 2015, ISBN: 9781315756229
4. R.H B Ranns and E J M Ranns, “Practical Construction Management”, Routledge, 1990, ISBN: 978 0 415 36257 3
5. Callahan, M. T., Quackenbush, D. G., & Rowings, J. E. (1992). Construction Project Scheduling. McGraw-Hill.
6. Chitkara, K. K. (2004). Construction Project Management: Planning, Scheduling and Controlling. Tata McGraw–Hill Education
7. O'Brien, J. J., and Plotnick, F. L. (2009). CPM in Construction Management. McGraw-Hill Profession

INTERNSHIP

PAPER CODE: 20IDM4.3	IA MARKS : 100
NO OF LECTURE HOURS / WEEK:04	VIVA VOCE :100
TOTAL NO OF LECTURE HOURS:64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

The objectives of the Internship are to enable students to gain knowledge on functioning of Architectural / Interior Enterprise through on job training in various reputed Architectural / Interior Organizations for 45 days.

During Summer students are placed into an internship/practical experience. This provides a unique opportunity for the students to gain hands on work experience in the interior design industry, with a company in the same areas their desired career path. This internship Program aims to provide real world learning experience of organizations. Industry specialization areas include development activities, professional consultancy services, fund management as well as policy exposure in Government agencies 100 marks for Continuous Assessment for project report & portfolio by internal guide.100 marks will be for examination conducted external examiner appointed by BOE Chairperson

PROJECT WORK

PAPER CODE: 20IDM4.4	IA MARKS : 200
NO OF LECTURE HOURS / WEEK:04	VIVA VOCE :100
TOTAL NO OF LECTURE HOURS:64	DURATION FOR EXAM: 3HRS

OBJECTIVES:

- To make a student undertake a detailed investigation/ research on a topic of his/her choice (selective design) and come out with comprehensive design proposals/ findings
- Convert the results of investigation/research into a suitable design
- To test whether a student has acquired the requisite skill and competence in Interior design

Thesis gives the student an opportunity to apply the discipline and skills of the programme to an individually selected research topic, requiring a measure of original development, providing a vehicle for conducting an in-depth investigation, analysis and critical review of relevant material.

The Thesis should reflect the Philosophy of Interior Design and the technical knowledge gained from the entire course which may include the simulations.

The Thesis is the culmination of work done on the programme and is considered to be of prime importance.

The process of producing the Thesis consists of a number of Thesis Workshop day long events followed by group discussions and one to one tutorial. Each student is allocated a Thesis supervisor who is responsible for academic guidance through the process.

All students are encouraged to produce a publishable paper based on the Thesis material. At the end of the semester each student is expected to submit all the original drawings as per the department's specifications.

Three copies of the report in the prescribed format set by the department has to be submitted after taking approval from the supervisor/guide.

The department shall schedule a date for the viva-voce as per the academic calendar. The performance sheet submitted by the Guide/supervisor and the Thesis committee should be the basis for allowing the student to appear for the final viva-voce.

The Thesis Project shall be submitted in the form literature and case study report, presentation drawings, models, reports, slides and CD's as required for the project.

Periodic reviews will be conducted internally consisting of a panel and at the end of the semester there will be a viva voce conducted by the university comprising of panel with two external members.

200 marks for Continuous Assessment for project report & portfolio by internal guide.100 marks will be for examination conducted external examiner appointed by BOE Chairperson.