

SWAMI VIVEKANAND UNIVERSITY, SIRONJA, SAGAR (M.P.)



SYLLABUS

For

**MBA- Fashion Designing
(MBAFD)**

Semester –I to IV

**Department of Management
Faculty of Management**

Duration of Course : Two Year

Examination Mode : Semester

Examination System: Non Grading

**Swami Vivekanand University, Sironja Sagar
2014 -2015**



Semester-I

(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% in Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0101: Communication Skills

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Communication- One way and two way communication, essentials of good communication, methods of Communication - oral, written and non-verbal, barriers of communication, techniques of Overcoming barriers, concept of effective communication

UNIT- 2

Marks:20

Written communication- Drafting reports, notices, agenda notes, business correspondence, preparation of summaries and précis, telegrams, circulars, representations, press release and advertisements, telephonic communications.

UNIT- 3

Marks:20

REPORTS- Essentials of technical report writing, defect reporting, analysis and how to make suggestions, writing personal resume and application for a job.

UNIT- 4

Marks:20

GROUP DISCUSSION–Techniques of conducting group discussions, international phonetics of alphabets and numeric.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0102: Introduction to Computers & Elementary Mathematics

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Elementary Mathematics -Introduction to Algebra, Trigonometry, Co-ordinate Geometry, Differential and Integral Calculus, Types and Generations of Computers, Number System and Data Representation Scheme, Flow Chart and Computer Application to Business.

UNIT- 2

Marks:20

Design Development & Colour Concepts Elements of Design, Colour, Line, Shapes and Texture etc.

UNIT- 3

Marks:20

Element of Textile Science Introduction Fiber Properties and Classification Natural Fibers ,Man Made Fibers and types of fiber and colour and designs

UNIT- 4

Marks:20

Basic of Fashion & Principles of Design the Principle of Design Fashion Terminology

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% in Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0103: Introduction to Textiles

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Introduction to textiles. Polymerization –Types of polymers-requirements of fiber forming polymers- Definition of textile fiber and filament. General considerations with regard to fiber properties.

UNIT- 2

Marks:20

Classification of fibers. Brief study on Cotton, Silk, Wool & Bast fibers (flax & jute only). Introduction to Manmade fibers – Filament Spinning methods - Brief study on Semi Synthetic fibers: Viscose, HWM fibers (modal and tencel) & Acetate fibres with their properties – Brief study on Synthetic fibers (polyester, nylon, polyacrylic & spandex) and their properties.

UNIT- 3

Marks:20

Introduction to Yarn Formation-Cotton Yarn Production sequence and Objectives– Comparison of Carded and Combed Yarn- Quality requirements for Hosiery Yarn. Study of Yarn numbering systems – Yarn and Package defects.

UNIT- 4

Marks:20

Classification of Fabric forming methods-Weaving operation – Process sequence- Comparison between Knitting and Weaving- Classification of Looms, Knitting Terms & Definitions - Comparison of Weft and Warp Knitting Classification of Warp and Weft Knitting Machines - Weft Knitting Machine Elements.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

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MBA- Fashion Designing

MBAFD0104: Knitting and Wet Processing

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Knitting Cycle of Single Jersey & Double Jersey - Basic Structures - Modern Knitting Concepts & Specialty Knitting - Simple Calculations Weft Knitting Stitches & Notations

UNIT- 2

Marks:20

Basic Weft Knit Structures - Properties - Derivatives of Single Jersey, Double Jersey Fabrics - Identification of Swatches.

UNIT- 3

Marks:20

Introduction to Wet Processing – Brief Study of Preparatory Processes of Dyeing and Objectives – Meaning of Dyes and Pigments – Various Classification Methods of Dyes – Principle & Method of Dyeing of Cotton Knitted Fabric – Principle and Working of Jigger, Beam Dyeing, Winch, Soft Flow and Air Flow Machines.

UNIT- 4

Marks:20

Introduction to Printing – Brief Study on Different Styles of Printing & Different Methods of Printing - Defects in Dyed and Printed Cloths: Causes and Remedies, Introduction to Finishing - Mechanical and Chemical Finishing.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



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MBA- Fashion Designing

**MBAFD0105: Seminar & Term Papers/Project Work & Comprehensive Viva-Voce
(Maximum Marks: 100)**

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case completions group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The weightage of these items will be announced by the teachers concerned in consultation with the Professor & Head/ Dean, Deptt. The plan for the semester will be announced separately. The topics of the selected shall be from the entire subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be notified by the Professor & Head/Dean, DMS. The evaluation is to be made externally out of 100 marks.

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Semester-II

(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0201: Fashion Design Concepts and Methodology

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Introduction to Fashion – definition and origin - terms & definitions - reasons for change in fashion - classification of fashion – Style, classic, FAD, Trend - fashion cycle. Fashion designing - designers role in styling and production of costumes.

Unit- 2

Marks:20

Design – Definition, Types - Structural and decorative design. Elements of design – line, shape, form, colour & texture. Lines – varieties and their application in a design. Shapes - Types – Natural, stylized, geometrical, and abstract. Colour – Definition and origin – Characteristics (hue, value and intensity) - Prang colour chart - color harmony and colour schemes. Psychology of colour and its application in apparel market. Texture – types of texture and its application in clothing.

Unit- 3

Marks:20

Principles of design - Balance, proportion, rhythm, harmony & emphasis. Balance - asymmetrical and symmetrical. Types – Formal, Informal and radial. Proportion or scale – planning the shapes and space. Rhythm – through repetition, alternation, progression and gradation. Emphasis using contrast colours and background. Harmony of lines, shapes, colour and textures.

Unit- 4

Marks:20

Introduction to neck lines, waistlines, hemlines, collars, sleeves, cuffs, plackets and pockets. Fullness applied in apparel –tucks, pleats, gathers, shirring, frills or ruffles, flounces. Silhouettes – Types and their application in everyday use. Skirts - Basic concepts in designing the variety of skirts. Trousers – Basic concepts in designing the variety of trousers. Wardrobe planning - design development for formal, casual, party and sports wears for men, women and kids based on their location

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0202:Garment Construction

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Elements and Functions of Clothing-Garment Analysis and Its Classification - Measurement and Size Charts for Men, Women, and Children - Requirement and Breakdown of Garments Flow Process - Torso and Bifurcated Garments – Case Study on Standard Body Measurements of Different Countries for Men, Women and Children Clothing.

UNIT- 2

Marks:20

Concepts of Basic Pattern and Grading – Rules for Developing Basic Patterns – Pattern Materials & Limitations – Pattern Making Tools – Introduction to Computer Aided Pattern Making and Grading.

Developing Necklines in Jewel Neck - Round Neck - 'U' Neck - Square Neck - Pentagon Neck Star Neck - Inside and Outside Scallop Bateau Neck Developing Sleeves in Plain - Loose - Puff Sleeves, Concepts and Theories for Making Components and Parts for Fashionable Garments of Different Categories.

UNIT- 3

Marks:20

Drafting and Cutting the Patterns of following Styles Basic T Shirt - Polo Shirt - Singlet - Athletic Sport - 'V' Neck. Drafting and Cutting the Patterns of following Styles High Neck - Henley Neck - T Shirt with Hood - Raglan Sleeve - Kimono Sleeve Drafting and Cutting the Patterns of Following Styles Children's Wear - Night Wear - Brief - Shorts – Legging Defects in Pattern, Causes and Remedies. Checking Fit of the Garments. Causes for Poor Fit

UNIT- 4

Marks:20

Description of Basic Garment Sewing Machinery - Parts - Needle, Take-Up Lever, Bobbin, Bobbin Case, Presser Foot, Tension Disc, Feed Dog. Identification and Classification of Sewing Machineries: Lock Stitch, Chain Stitch, Over Lock and Flat Lock. Machine Bed Types: Flat Bed, Cylindrical, Raised and Clamp Type. Feed Mechanisms: Drop, Needle Feed, Differential, Puller, and Clamp Feed. Various Attachments: Presser Feet - Sewing Guides - Folders, Binder, Edge-Guides.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% in Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0203: Techniques of Surface Ornamentation

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Brief Study on Classification of Stitches & Seams and their Applications. Study about Flow of Processes for Sewing Various Styles of Garments. Various Sewing Defects, Causes and Remedies, Brief Study on Trims and Accessories: Sewing Thread, Needle, Label, Zips, Lining, Interlining and Fasteners. Quality Parameters of Accessories and Trim

UNIT- 2

Marks:20

Introduction to Surface Ornamentation and Embroidery – General rules for Hand and Machine Embroidery – Special Attachments to Sewing Machines for Embroidery – Tools and Equipments – Needles – Threads.

UNIT- 3

Marks:20

Hand Embroidery stitches - Running Stitch – Laced Running Stitch - Back stitch – Stem Stitch – Satin stitch – French Knot - Bullion Knot – Cross Stitch - Blanket Stitch – Button Hole Stitch – Corel Stitch – Spider Web Stitch – Fly Stitch – Feather stitch - Chain Stitch – Lazy Daisy Stitch – Romanian Stitch – Chevron Stitch – Cretan Stitch – Faggoting Stitch – Fern Stitch – Fish Bone Stitch – Herringbone Stitch – Couching. Techniques of Crocheting, Tatting and hand knitting to produce different designs.

UNIT- 4

Marks:20

Special stitches - Counted thread work on canvas material – Drawn Thread Work – Cut Work – Bead Work – Mirror Work – Sequins Work. Designing and producing fabric appliques and placing it on children and women’s apparel.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% in Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0204: Print Design

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Introduction to print designs – Repeat Patterns – Block, Drop, Brick Variations. Tie and dye techniques

UNIT- 2

Marks:20

Spotting, Marble effect, Chevron effect using stitches and different types of folding to create new designs.

UNIT- 3

Marks:20

Techniques of Batik – Free hand drawing, Stitches over a design, Marble effect, splashing of wax on fabric before dyeing and other creative ideas.

UNIT- 4

Marks:20

Fabric Painting – Outline drawing, Shading with dry and wet strokes. Stencil preparation and use of stencils to produce designs - tooth brush spraying and other creative techniques.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

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MBA- Fashion Designing

MBAFD0205: Comprehensive Viva-Voce

(Maximum Marks: 100)

The Comprehensive Viva-Voce Examination would assess the theoretical, Practice as well as behavioral competence of the candidate. The evaluation in panoramic covering the subject taught in the entire two year programme to examine the managerial skills the candidate is supposed to possess. The candidate is required to update him/her self with the computer education he/she has undergone; the management games and exercises they have been taught and the cases that have been discussed during the session. The candidate in this Examination is supposed to be abreast with the corporate and business environment within and outside the nation.

In Addition to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do add to new knowledge to which the students should acquaint themselves with. Workshops, group Discussion and Seminars are the additional sources of knowledge.



Semester-III

(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0301: Textile Science

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

- UNIT- 1** **Marks:20**
Element of Textile Science -Yarn Introduction, Yarn concept, Yarn Manufacturing, Wools, Weaves, Weaving and Knits.
- UNIT- 2** **Marks:20**
Fashion Illustration- Drawing Skills, Figure, Drawing Face, Hair Style, Hand and Foot Drawing.
- UNIT- 3** **Marks:20**
Garment Construction Introduction to garments construction Objective, Machines, Problems Seams, Seam Finishes and Top Stitching.
- UNIT- 4** **Marks:20**
Practical- Drawing sketching and drawing skills.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% in Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0302: Product Development and Fashion Promotion

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Understanding Consumer -Consumer Demand need, wants, trends- future and past trends and surveys.

UNIT- 2

Marks:20

Fashion Forecasting: Fashion, fashion forecasting, forecasting technique and methods.

UNIT- 3

Marks:20

Product Knowledge and Design Application, Range Development, product testing, and sampling.

UNIT- 4

Marks:20

Advertising and Selling, Fashion Promotion and Advertising

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0303: Fashion Marketing and Merchandising

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Concept of Marketing- Eras of marketing, marketing concepts, definition of marketing and Importance of marketing.

UNIT- 2

Marks:20

Fashion Cycle:- Introduction to Fashion cycle.

UNIT- 3

Marks:20

Marketing Mix: - product, price, Place, Promotion and market segmentation and Marketing Environment.

UNIT- 4

Marks:20

Introduction to Merchandising Costing and Pricing, Merchandising Planning, Visual Merchandising.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% in Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0304: Garment Finishing and Care

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Garment Washes and Finishes: Introduction to Garments, Fabrics, types of Fabrics, and garments washes.

UNIT- 2

Marks:20

Packing: Garments packaging, types of packaging, Labeling, Tags and Designing.

UNIT- 3

Marks:20

Garment Care - Special garments care and garments after care.

UNIT- 4

Marks:20

Storing- Inventory, trends and Different Fashion Products.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



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MBA- Fashion Designing

MBAFD0305: Seminar & Term Papers/Project Work & Comprehensive Viva-Voce

(Maximum Marks: 100)

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case completions group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The weightage of these items will be announced by the teachers concerned in consultation with the Professor & Head/ Dean, Deptt. The plan for the semester will be announced separately. The topics of the selected shall be from the entire subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be notified by the Professor & Head/Dean, DMS. The evaluation is to be made externally out of 100 marks.

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Semester-IV

(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 36% in Written Examination & 36% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

MBA- Fashion Designing

MBAFD0401: History of Costume

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

History of costumes- Pre-historic Costumes in India, and Influence of various Civilizations on Indian Costumes.

UNIT- 2

Marks:20

Trends -Costumes of the World, cultures of different countries and rites and rituals.

UNIT- 3

Marks:20

Fashion in Era's:- fashion according to eras, Repeated trends, consumer preference in each Era's and evaluation.

UNIT- 4

Marks:20

Cultures: - Introduction to cultures of different countries and their importance in designing.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

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MBA- Fashion Designing

MBAFD0402: Basics of Quality Control

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Introduction to Quality Control, Quality Control Systems and Standards Quality from Design to Dispatch, Quality Inspection, Quality Marks and Organizations.

UNIT- 2

Marks:20

Pattern Making – I Basic Bodice and Sleeve Drafting, Basic Skirt Drafting, Basic Trouser Drafting, Basic Dress Draft, and Introduction to Draping.

UNIT- 3

Marks:20

Pattern Making – II Drafting Princess Seams and Yokes, Drafting Types of Skirts, Drafting Types of Sleeves, and Stitching a Garment.

UNIT- 4

Marks:20

Computer Aided Design Introduction to CAD, Software of CAD, Advantages of CAD, an Introduction of Auto CAD, Freehand Sketch and Drawing Garments.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



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MBA- Fashion Designing

MBAFD0403: Fashion Designing and Illustration-Practical

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Free hand drawing of lines and strokes Drawing Heads and faces – Hairstyles – arms, hands, legs and feet. Introduction to 8 head theory and developing a stick figure into block and flesh figures. Understanding the basics of different head theories and application of 10 head theory in illustration.

UNIT- 2

Marks:20

Rendering of fabric swatches and fabric drapes using different media – colour pencils, marker pens, water colour, poster colours and drawing ink.

UNIT- 3

Marks:20

Introduction to flat sketches - different types of skirts, trousers, necklines, collars, sleeves, coats and jackets. Designing flat sketches for children – Boy and Girl - casual wears, night wear, and sportswear and occasional wear.

UNIT- 4

Marks:20

Designing flat sketches for women – Formal wear - casual wear - sportswear - night wear - lingerie - beach wear, party wear and ballroom gowns. Designing flat sketches for men - Formal wear - casual wear – sportswear illustrating children – Boy and girl in Front view, Back view, Side view and 3/4th view adopting the head theories. Illustrating Women in Front view, Back view, Side view and 3/4th view adopting the head theories. Illustrating Men in Front view, Back view, Side view and 3/4th view adopting the head theories. Converting photographic poses from magazines into fashion illustration – stylized figures. Creation of Portfolio – Preparation of mood board – customer profile - color palette - swatch board - - flat sketch and illustration.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



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MBA- Fashion Designing

MBAFD0404 Computer Applications in Fashion Designing

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

UNIT- 1

Marks:20

Using MS Word, Prepare the Given Report, Using MS Excel, Prepare the Given Balance Sheet.

UNIT- 2

Marks:20

Using MS Excel Get the Output in Various Formats Such As Histogram, Pareto Chart Etc., For the Given Data.

UNIT- 3

Marks:20

Using MS Excel does the Given Calculation and Prepare the Required Statement.

UNIT- 4

Marks:20

Using MS Power Point Prepare The Flow Chart and Presentation Slides for the Given Topic. Design new motifs and create print designs using Coral draw package. Work on Adobe Photo Shop and create portfolios. Using Illustrator software, illustrate men and women in different costumes.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



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