



**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,
NANDED**

Revised Syllabus

For

FACULTY OF INTERDISCIPLINARY

Bachelor of Vocational Fashion Technology

SEMESTER PATTERN (SEMESTER I TO VI)

CHOICE BASED CREDIT SYSTEM (CBCS)

With Effect from: 2020-2021

INTRODUCTION:

"Fashion-Technology" connects streamlines fashion, apparel and different aspects of the fashion industry to consumers and other fashion industry professionals by utilizing & implementing technology in order to make the user's experience more efficient and enjoyable.

Fashion industry is an international and highly globalized industry, with clothing often designed in one country, manufactured in another, and sold world-wide.

The fashion industry has long been one of the largest employers. However, by any measure, the clothing industry accounts for a significant share of world economic output.

The fashion industry consists of four levels:

- (1) The production of raw materials, principally fibers and textiles but also leather and fur,
- (2) The production of fashion goods by designers, manufacturers, contractors, and others,
- (3) Retail sales,
- (4) Advertising and promotion.

These levels consist of many separate but interdependent sectors.

These sectors are:

- Textile Design and Production,
- Fashion Design and Manufacturing,
- Fashion Retailing,
- Marketing and Merchandising,
- Fashion Shows
- Marketing.

Each sector is devoted to the goal of satisfying consumer demand for apparel under conditions that enable participants in the industry to operate at a profit. In this course student visualizes, plans and implements a dress or attire including its fabric, texture, color, accessories etc.

The design is sketched before the dress is put in for stitching and all nuances like comfort, size, season etc are taken into consideration for the same.

Creating a style, using the right fabric, the right cut and a good finish.

India has a rich tradition in textiles right from the ancient times. Even in today's modern India, the textile industry in India occupies a unique position in our economy to nearly a third of the country's export earnings.

The Textile industry in India is growing at a tremendous pace and is fast catching up with the rest of the world. Today, Indian designers are accepted worldwide for their unique style and have succeeded in carving a niche for themselves.

The students who enroll in this course are provided with industry- specific technical and professional skill with strong emphasis on trends, forecasting, pattern cutting and garment construction. This enable the graduating Students to perform competitively in the global fashion industry, the course encourage a rigorous creative and intellectual approach to Textile design.

PROGRAMME OBJECTIVES:

- Prepare the students to demonstrate technical competence in their profession by applying knowledge of basic and experimentation skills for identifying manufacturing problems and providing practical and innovative solutions.
- Prepare the students to understand the professional and ethical responsibilities in the local and global context and hence utilize their knowledge and skills for the benefit of the society.
- Enable the students to work successfully in a manufacturing environment and function well as a team member and also exhibit continuous improvement in their understanding of their technical specialization through self learning and the skill to apply it to further research and development.
- Enable the students to have sound education in selected subjects essential to develop their ability to initiate and conduct independent investigations. Impart fundamental knowledge in the field of textile and Fashion technology
- Provide a broad abstract and academic viewpoint of apparel manufacturing that will serve as a basis for future apparel professionals.
- Enable the students to bridge the gap between graduate studies and practical work operations for the design and subsequent profitable operation of apparel industry

General Information:

1. Title of the course: BACHELOR OF VOCATION FASHION TECHNOLOGY

2. Duration:

The duration of the B. Voc. Course will be of three years.

- B.Voc.1 year: Diploma in Fashion Technology
- B.Voc.2 year: Advanced Diploma in Fashion Technology
- B.Voc.3 year: Bachelor of Vocation in Fashion Technology

The final B. Voc. Fashion Technology degree will be awarded only after successful completion of three year course. The suggested credits for each of the years are as follows:

Awards		Duration	Skill Component Credits	General Education Credits	Total Credits/Year
1 Year	Diploma in B. Voc. Fashion Technology	Two semester	18	12	30
2 Year	Advance diploma in B. Voc. Fashion Technology	Four semester	(18+18)36	(12+12)24	30+30=60
3 Year	B. Voc. Fashion Technology	Six Semester	(18+18+18)54	(12+12+12)36	30+30+30=90
		Total	108	72	180

General Education Component should not exceed 40% of the total curriculum.

Credits can be defined as the workload of a student in

1. Lectures
2. Practical
3. Seminars
4. Work in the Library/home
5. Examination
6. Other assessment activities.
7. Internship in Textile Industry

3. Eligibility:

The eligibility condition for admission to B. Voc. programme shall be **10+2** or equivalent, in any stream from any recognized board or university.

4. Medium of Instruction: English (The medium of instruction of the course will be English & Marathi / Hindi).

5. Pattern: Semester Pattern.

6. Examination:

The semester examination will be conducted at the end of each term (both theory and practical examination). Per Semester will be of 750 Marks.

1. Theory paper will be of 40 marks per paper.
2. Practical paper will be of 40 marks per paper.
3. Internal marks will be of 35 marks per subject:

Based on: Two tests will be conducted, 10 Marks for each test: which is equal to 20 Marks & File Submission/Folder submission/Seminar/Project for 15 Marks. Question papers will be set in the view of the entire syllabus and preferably covering each unit of the syllabus.

$(40[\text{Marks per subject}] * 10[\text{Total Subjects per SEM}] + 35[\text{Internal Marks per Subject}] * 10[\text{Total Subjects per SEM}] = 400 + 350 = 750)$

7. Standard of Passing:

- To pass the examination a candidate must obtain at least 16 Marks or above 16 Marks out of 40 in individual subjects and University examination each in all theory and practical subjects.
- For internal marks candidate must obtain 14 marks or more than 14 marks out of 35.
- 75% attendance is compulsory.

8. External Students:

Not applicable as this is a practical oriented course.

SEM-I

Sr. No.	Sub. Code	Skill Subject	Credits	Th.	Pr.	Int.
1	BVFT101	Basic Pattern making (Th.) - I	3	40		35
2	BVFT102	Apparel construction (Pr.) - I	3		40	35
3	BVFT103	Fashion Art & Illustration (Pr.) - I	3		40	35
4	BVFT104	Elements of Textile (Th.)	3	40		35
5	BVFT105	Surface ornamentation (Pr.)	3		40	35
6	BVFT106	Fashion Development (Th.)	3	40		35
Total			18	120	120	210

SEM-II

Sr. No.	Sub. Code	General Subject	Credits	Th.	Pr.	Int.
Sr. No.	Sub. Code	Skill Subject	Credits	Th.	Pr.	Int.
1	BVFT107	Language & Communication Skill (Th.)	3	40		35
1	BVFT111	Basic Pattern making (Th.) - II	3	40		35
2	BVFT108	Yoga & Stress management (Th.)	3	40		35
2	BVFT112	Apparel construction (Pr.)- II	3		40	35
3	BVFT109	Elements of design & principle (Pr.)	3		40	35
4	BVFT110	Basics of Sewing machine (Th.)	3	40	40	35
Total			12	80	80	140
5	BVFT115	Traditional Indian Embroidery (Pr.)	3		40	35

6	BVFT116	Textile Weaving (Th.)	3	40		35
Total			18	120	120	210

Sr. No.	Sub. Code	General Subject	Credits	Th.	Pr.	Int.
1	BVFT117	Management Skill (Th.)	3	40		35
2	BVFT118	Personality Development (Pr.)	3		40	35
3	BVFT119	Language & Communication Skill (Th.)	3	40		35
4	BVFT120	Craft Making (Pr.)	3		40	35
Total			12	80	80	140

SEM-III

B. Voc. F. T. Second Year

Advanced Diploma in B. Voc. F. T.

Choice Based Credit System (C.B.C.S.)

SYLLABUS

Paper No.	Name of the Paper	Lecture/week	Total Period	Continuous Assessment (CA)	End of Semester Exam (ESE)	Total Marks	Total Credit
BVFT121	Advance Pattern Making (Th)	04	54	35	40	75	3
BVFT122	Appeal Construction (Pr)	04	54	35	40	75	3

BVFT123	Fashion Art &Illustration (Pr)	04	54	35	40	75	3
BVFT124	Clothing Industries (Pr)	04	54	35	40	75	3
BVFT125	History of Indian Costume (Pr)	04	54	35	40	75	3
BVFT126	Textile Weaving (Th)	04	54	35	40	75	3
BVFT127	Banking & Export(Th)	04	54	35	40	75	3
BVFT128	Basic Of Computer (Pr)	04	54	35	40	75	3
SEC -I							
BVFT129	1)Clothing Care &Finishes	03	45	25	25	50	2
BVFT130	2)Home Textile &Fabric Manipulation	03	45	25	25	50	2

W.e.f. 2017-18

SEM-IV

B.voc -2nd year (Semester 4th)

SYLLABUS

Paper No.	Name of the Paper	Lecture/week	Total Period	Continuous Assessment (CA)	End of Semester Exam (ESE)	Total Marks	Total Credit
BVFT131	Advance Pattern Making (Th)	04	54	35	40	75	3
BVFT132	Appeal Construction (Pr)	04	54	35	40	75	3
BVFT133	Fashion Art &Illustration (Pr)	04	54	35	40	75	3
BVFT134	Costume history of world (th)	04	54	35	40	75	3
BVFT135	Design Development (Pr)	04	54	35	40	75	3
BVFT136	Fashion Wear Categories (Th)	04	54	35	40	75	3
BVFT137	Import Export Management(Th)	04	54	35	40	75	3
BVFT138	Computer Application (Pr)	04	54	35	40	75	3
SEC –I							
BVFT139	1) Introduction to industrial Machine (Th)	03	45	25	25	50	2
BVFT140	2)Design According to consumer Demand (Pr)	03	45	25	25	50	2

SEM-V

Sr. No.	Sub. Code	Skill Subject	Credits	Th.	Pr.	Int.
1	BVFT141	Advance Pattern making (Th.) - I	3	40		35
2	BVFT142	Apparel construction (Pr.) - I	3		40	35
3	BVFT143	Portfolio Development (Th.)- I	3	40		35
4	BVFT144	Portfolio Development (Pr.)- I	3		40	35
5	BVFT145	Seam Finishes and Hem Finishes (Pr.)	3		40	35
6	BVFT146	Industrial Engineering (Th.)	3	40		35
Total			18	120	120	210

Sr. No.	Sub. Code	General Subject	Credits	Th.	Pr.	Int.
1	BVFT161	Industrial Law(Th.)	3	40		35
2	BVFT148	Computer aided design (Pr.) - I	3		40	35
3	BVFT149	Advertisement & Salesmanship (Th.)	3	40		35
4	BVFT140	Transformational Reconstruction (Pr.)	3		40	35
Total			12	80	80	140

SEM-VI

Sr. No.	Sub. Code	Skill Subject	Credits	Th.	Pr.	Int.
1	BVFT151	Advanced Pattern making (Th.) - II	3	40		35
2	BVFT152	Advanced Apparel construction (Pr.) - II	3		40	35
3	BVFT153	Portfolio Development (Th.)- II	3	40		35
4	BVFT154	Portfolio Development (Pr.)- II	3		40	35
5	BVFT155	Advance techniques of fabric embellishment (Th.)	3	40		35
6	BVFT156	Seminar/Presentation (Pr.)	3		40	35
Total			18	120	120	210

Sr. No.	Sub. Code	General Subject	Credits	Th.	Pr.	Int.
1	BVFT157	Inventory Management (Th.)	3	40		35
2	BVFT158	Computer aided design (Pr.) - II	3		40	35
3	BVFT159	Marketing (Th.)	3	40		35
4	BVFT160	Internship /On Job Training/Fashion Show (Pr.)	3		40	35
Total			12	80	80	140

FIRST YEAR/ ONE YEAR DIPLOMA

To Be Implemented From Academic Year 2016 - 2017 onward

Those who complete One Year diploma will be able to perform following:

1. Cutting & basic stitching
2. Fashion Illustration
3. Accessory maker
4. Surface ornamentation and embellishment
5. Craft making
6. Knowledge of Weaving
7. Basic functions of sewing machine

SECOND YEAR/ ADVANCE DIPLOMA

To Be Implemented From Academic Year 2016-2017 onward

Those who complete Two year Advance diploma will be able to:

1. Pattern Maker
2. Design for Indian Brides
3. .Identify different Fabrics
4. Drycleaner
5. Assistant Designer
6. Boutiques
7. Tailoring Shop
8. Knowledge of History of Indian costume
9. Making of Home textiles
10. Designing according to personality
11. Textile designer

FINAL YEAR/ B. VOC. DEGREE

To Be Implemented From Academic Year 2016-2017 onward

Those who complete Three year Degree will be able to be:

1. Fashion Designer
2. Merchandiser
3. Fashion Stylist
4. Assistant Designer
5. Fashion Adviser
6. Establish Small Scale Industry
7. Establish Boutique.
8. Pattern Master.
9. Fashion Forecaster
10. Visual Merchandiser
11. Freelance Designer
12. Fashion CAD designer
13. Ad designer
14. Inventory Manager
15. Accessory designer

Reference Books

Sr. No.	Subject Title	References	
		Book Names	Author/Publication Names
1	Pattern Making and apparel construction	1. Patternmaking For Fashion Design	Helen Joseph
		2. Liberty, Blouse & Panjabi Dress	Dilip Kurampuri
2	Fashion Art and Illustration	1. Essential Fashion Illustration	By Maite Lfunte
		2. Wrap & Drape Fashion , History, Design & Drawing	Elisabetta 'Kuky'Drudi
3	Embroidery	1. Embroidery Designs Flower Butterflies	Nirmala G.Mistry
		2.Teniques of Indian Embroidery	Morrel Anna
		3. Traditional Embroideries of India	Shailaja D. Naik
4	Fashion Development	1.Fashion from concept to consumer	Gini Stephens Frings
		2.Fashion a consize history	Gertrud Lehnert
5	Language and Communication Skill	1. English for Practical Purposes	Z. N. Patil, B. S. Valke, Ashok Thorat, Zeenat Merchant
		2. Business Communication	Urmila Rai and S.M. Rai
		3. Personality Development and Communicative English	Dr. S.R. Pandya and Dr. Pratima Dave Shastri
		4. Better English Pronunciation	J D O'Connor
		5. Oxford Guide to Effective Writing & Speaking	John Seely
		6. Communication	CS Rayudu
		7. Prism (Spoken and Written Communication Prose and Poetry) :	Board of Editors, S.R.T.M.U. Nanded.
6	Yoga and Stress Management	1.Yoga and Stress Management	Sri Venkatkrishnan
		2.Stress and its management by Yoga	K.N.Udupa
7	Pattern Making & Apparel Construction	1. Patternmaking For Fashion Design	Helen Joseph
		2. Liberty, Blouse & Panjabi Dress	Dilip Kurampuri
8	Fashion Illustration	1.How to draw	Patrick John Ireland
		2. How to sketch female	Victor Armbrus
9	Stitch Craft & Accessories	1. Design Ideas & Accessories	Ritu Bhargau
10	Elements of Textile	1.Textile Fiber to Fabric	Bernard P.Corbman
11	Personality Development	1. Social and personality developmen	David Shaffer
12	Management Skill	1.Apparel Manufacturing	Ruth E. Glock, Grace I. Kunz
		1. Patternmaking For Fashion Design	Helen Joseph

13	Pattern Making & Apparel Construction	2. Liberty, Blouse & Panjabi Dress	Dilip Kurampuri
14	Fashion Art & Illustration	1. Creative color pencils	Veracumow
		2. Series in sketching and color	Walter Foster
15	Traditional costumes of Indian brides	1. Ancient Indian Costume	Roshen Alkazi
16	Textile weaving	1. Textile Fiber to Fabric	Bernard P. Corbman
17	Clothing care and finishing	1. Fabric Care	D. Noemia, Noemia D'Souza
		2. Fundamentals of textiles and their care	Dhantiyagi Sushila
18	Banking and Export	1. Elements of Banking and Insurance	Jyotsna Sethi, Nishwan Bhatia
19	Pattern Making & Apparel Construction	1. Patternmaking For Fashion Design	Helen Joseph
		2. Liberty, Blouse & Panjabi Dress	Dilip Kurampuri
20	Fashion sketches and Illustration	1. Essential Fashion Illustration	By Maite Lfuente
		2. Wrap & Drape Fashion , History, Design & Drawing	Elisabetta 'Kuky' Drudi
21	Design development	1. Fashion Design: Process, Innovation and Practice	
22	History of World costume	1. A Pictorial history of costume from Ancient Times to the nineteenth century	Wolfgang Bruhn, Max Tilke
		2. The encyclopedia of World Costume	Yarwood D.
23	Computer	1. Fundamentals of computer	V. Rajaraman
		2. Fundamentals of computer	P.K. Sinha
		3. Computers don't bite: Guide for beginners	
		4. Corel draw 10	Pardo Niebla, Miguel
24	Introduction to Industrial Machines	1. Introduction to clothing Industry	Gerry Cooblion
25	Advance Pattern Making & Apparel Construction	1. Patternmaking For Fashion Design	Helen Joseph
		2. Liberty, Blouse & Panjabi Dress	Dilip Kurampuri
26	Computer	1. Fashion Studio Drawing: A Guide to Sketching stylish Fashions	Marissa Bolte
27	Clothing industry	Applied manufacturing Sewn Product analysis 4/E	Clock Ruth E., Glock
28	Portfolio development	1. Basics Fashion Design 04: Developing a collection	Elinor Renfrew, Colin Renfrew
		2. Essentials of Fashion Design	Boyes Janet
29	Fashion co-ordination	1. Fashion From concept to consumer	Gini Stephens Frings
30	Book keeping	Bookkeeping Essentials: How to succeed as a Bookkeeper	Steven M. Bragg
31		1. Patternmaking For Fashion Design	Helen Joseph

	Advance Pattern Making & Apparel Construction	2. Liberty, Blouse & Panjabi Dress	Dilip Kurampuri
32	Industrial Project	1. Research Methodology: A Step-by-Step Guide for Beginners	Ranjit Kumar
33	Portfolio development	1. Basics Fashion Design 04: Developing a collection	Elinor Renfrew, Colin Renfrew
34	Elements of Textile	1. Textile Fiber to Fabric	Bernard P. Corbman
35	Computer aided designs	1. CorelDraw 12: The official Guide	Steve Brain
		2. Straight to the point: Corel Draw 12	
		3. Fashion Studio Drawing: A Guide to Sketching stylish Fashions	Marissa Bolte
		4. Photoshop CS6 in Easy Steps	Robert Shufflebotham
		5. Photoshop for Beginners: A Guide	
36	Banking and Account	Banking Services and the Consumer-	consumer focus
37	Import Export Management	1. International trade and Export management –	Himalaya Publication, Mumbai (1998) Francis Cherunilam.
		2. Exim Policy input Output norms –.	Duty exemption Scheme 2002-2007, Centax publication pvt. Ltd. New Delhi (April 2003 Fourth Edition.) R.K. Jain
		3. Promotion in the Merchandising environment	Kristen K, Swanson, Judith C Everett- Fairchild Publication.
		4. Hand Book Of Import And Export Procedures	- Paras Ram
		5. Govt. Of India : Hand Book Of Import And Export Procedures.	
		6.:” Streamline Your Export Paper Work”,	Bose. A. International Trade Form, Oct – Dec 1965.
		7. How To Start Export.	
		8. CBI Booklets –	Netherland
		9. ECGC Services And Guidelines	
38	Garment Project Planning and Implementation	1. Jacob Solinger., “Apparel Manufacturing Handbook ”,	Vannostrand Reinhold Company (1980).
		2. Gordana Colovic, “Management of Technology Systems in the Garment Industry”,	Woodhead Publishing.
		3., " Production Control ",	Bethel, Tann , Atwater and Rung McGraw Hill Book Co., New York, (1948).
		4., “Production Control ”, A Quantitative Approach”	Biegel, John. E Prentice Hall Inc.(1971)

B. Voc. F. T. Syllabus
1st YEAR (Diploma in B. Voc. Fashion Technology)

SEMISTER I

BVFT101: Basic Pattern Making (Theory) - I

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Tools and equipments for pattern making.
- 2) Taking Body measurements.
- 3) Types of Fasteners
- 4) Seam allowances for collar, sleeves, hems, bodice, armhole and front buttoning.
- 5) Drafting: Basic bodice block: Front, Back.
- 6) Drafting: Necklines: Round, V-shape, U-shape, Square, Sweet heart, Key hole.
- 7) Drafting: Basic sleeve block.
- 8) Drafting: Types of sleeves: Plain, Cap, Raglan, Puff.
- 9) Drafting: Darts
- 10) Drafting: Skirt: Basic, Darted, Box pleated, Knife pleat.
- 11) Pleats, Gathers, Frills.

BVFT102: Apparel construction (Practical) - I

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Knowledge of various symbols used in patterns.
- 2) Taking Body measurements.
- 3) Sewing of fasteners
- 4) Defects and remedies of sewing machine.
- 5) Sewing: Basic bodice block: Front, Back.
- 6) Sewing: Necklines: Round, V-shape, U-shape, Square, Sweet heart, Key hole.
- 7) Sewing: Basic sleeve block.
- 8) Sewing: Types of sleeves: Plain, Cap, Raglan, Puff.
- 9) Sewing: Darts
- 10) Sewing: Skirt: Basic, Darted, Box pleated, Knife pleat.
- 11) Sewing: Pleats, Gathers, Frills.

BVFT103: Fashion Art and Illustration (Practical) – I

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Introduction to materials used for illustration
 - Different types of line drawing
 - Pencil shading
 - Designing in 4”*4” box
 - **Sketching of Women, Men & kids:**
- 2) Eyes
- 3) Nose
- 4) Ears
- 5) Lips
- 6) Faces
- 7) Sketching Hand movement
- 8) Sketching Full Hand movements
- 9) Sketching Foot Movement.
- 10) Sketching Leg movements.
- 11) Introduction to Women & kids croquis: Mechanical (8 Head)
- 12) Sketching (8 head)
- 13) Hue, Value and intensity of colour/Chroma.
- 14) Primary, Secondary and Tertiary color
- 15) Colour wheel.
- 16) Color Scheme

BVFT104: Elements of Textile (Theory)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Introduction to fiber
- 2) Classification of fiber
- 3) Properties of fiber
- 4) Primary properties
- 5) Secondary Properties
- 6) Yarns
- 7) Textured yarns
- 8) Introduction to different types of fabric
- 9) Collection of different fabric swatches

BVFT105: Surface Ornamentation (Practical) – I

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- Basic Stitches
- 1) Chain
- 2) Running,
- 3) Laced running,
- 4) Double chain,
- 5) Stem,
- 6) Satin,
- 7) Backstitch
- 8) Bullion Knot,
- 9) French knot,
- 10) Herring-bone,
- 11) Fly stitch,
- 12) Couching,
- 13) Laizy-daizy,
- 14) Coral,
- 15) Blanket,
- 16) Applique,
- 17) Lace,
- 18) Bead,
- 19) Metal work,
- 20) Double back stitch

BVFT106: Fashion Development (Theory)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) The language of Fashion
- 2) Fashion Terminology
- 3) The intangibles of fashion
- 4) Fashion development and movement
- 5) Theories of fashion adoption
- 6) Fashion forecasting

BVFT107: Language and Communication Skill (Theory)

Total Marks: 75(External: 40, Internal: 35)

Credits: 3

1. Language & Language skills

- Definition, concept, Features/ characteristics of Language
- Listening skills- listening process, hearing and listening, types of listening-appreciative, focused, evaluative, attentive, and empathetic.
- Speaking skills- Speech process, message, audience, speech style, feedback, fluency.
- Reading skills- The reading process, purpose, different kinds of texts, reference materials, active and passive reading, silent and loud reading, scanning, skimming,
- Writing skills- sentence structure, coherence, Paragraph writing

2. Oral Communication: speaking with Correct Pronunciation

- Paralanguage
- Phonemes- English Vowels and Consonants
- Syllable, Accent, Intonation, Three Term Labels,
- Word and sentence Transcription

3. Communication Techniques

- Importance of Communication
- Types/Methods of Communication – Verbal and Non-verbal
- One way and two way communication;
- Process of communication- horizontal, vertical, upward, downward
- Barriers to communication and overcoming barriers
- Use of Audio-visual aids for effective communication.

4. Telephonic Skills

- Basics of Telephone Communication
- Telephone etiquettes
- Leaving a message
- Handling Tele interviews for Call Centers.
- Useful Expressions.

5. Developing Creative Writing

- Dialogue Writing
- Idea Developing
- Role Playing
- Note Making and Note Taking
- Summarizing

BVFT108: Yoga and Stress Management (Theory)

Total Marks: 75 (External: 40, Internal: 35)

3

Credits:

- 1) Yoga
- 2) Philosophy
- 3) Attitude building
- 4) Asanas
- 5) Pranayam

- 6) Kriyas
- 7) Relaxation

BVFT109: Elements and Principles of Design (Practical)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Elements of Design
- 2) Line
- 3) Colour
- 4) Texture
- 5) Shape & Space
- 6) Silhouette
- 7) Using elements of design in garments
- 8) Principles of Design
- 9) Proportion/Balance: Symmetric & Asymmetric
- 10) Repetition: Horizontal Repetition, Vertical Repetition, Horizontal mirror repetition, Vertical mirror repetition, rotational mirror repetition
- 11) Emphasise/Dominance
- 12) Gradation/Radiation
- 13) Unity /Harmony
- 14) Contrast
- 15) Using Principles of design in garment
- 16) Creating optical illusion

BVFT110: Accessories Making (Practical)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Ear ring
- 2) Finger ring
- 3) Necklace
- 4) Pendants
- 5) Bangles
- 6) Bracelet
- 7) Mekhala / Kamarband
- 8) Anklet
- 9) Headgears
- 10) Tote Bags
- 11) Clutch
- 12) Belt
- 13) Foot wear

SEMISTER II

BVFT111: Basic Pattern making (Theory) -II

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Dart manipulation
- 2) Designer necklines
- 3) Sleeves variation: Ruffles, petal, raglan, kimono, leg-o-mutton.
- 4) Collars: Shirt, stand, peter-pan, Sailor collar, frill.
- 5) Skirt variation: Umbrella (high low), gored, wrap around.
- 6) Skirt Blouses
- 7) Kids wear
- 8) Designer Kids wear

BVFT112: Apparel construction (Practical) - II

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Dart manipulation
- 2) Designer necklines
- 3) Sleeves variation: Ruffles, petal, raglan, kimono, leg-o-mutton.
- 4) Collars: Shirt, stand, peter-pan, Sailor collar, frill.
- 5) Skirt variation: Umbrella, gored, wrap around.
- 6) Skirt Blouses
- 7) Kids wear
- 8) Designer Kids wear

BVFT113: Fashion Illustration (Practical) - II

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) 10 head croquie: Fleshing
- 2) Faces with Hairstyles
- 3) Illustration of Women & Kids in 10 head
- 4) Different poses
- 5) Introduction to flat sketch of garment(using magazines and Photos)
- 6) Sketching accessories (bags, shoes, headgears)

BVFT114: Basic Function of Sewing Machine (Theory)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Parts of machine.
- 2) Needles
- 3) Hoops and Frames
- 4) Yarns and threads
- 5) Embroidery Machine

BVFT115: Traditional Indian Embroidery (Practical) - II

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Kantha of Bengal
- 2) Kasuti of Karnataka
- 3) Phulkari of Punjab
- 4) Embroidery of Gujarat
- 5) Applique of Orissa
- 6) Chikankari of Uttar Pradesh
- 7) Chamba Rumal of Himachal Pradesh
- 8) Kashida of Kashmir

BVFT116: Textile Weaving (Theory)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

Yarn formation

1. Fabrics formed from non fibrous material
2. Fabrics formed from the fibers
3. Fabrics formed from the yarns
4. Fabrics formed from multi component fibers
5. Knitting

Types of Looms

BVFT117: Management Skill (Theory)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) What is management?
- 2) Planning
- 3) Co-ordination
- 4) Motivation
- 5) Delegation of authority
- 6) Departmentation
- 7) Communication
- 8) Leadership

- 9) Controlling
- 10) Directing

BVFT118: Personality Development (Practical)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Meaning
- 2) Handling Ego
- 3) Motivation
- 4) Types of motivation
- 5) What is brain storming?
- 6) How to handle it?
- 7) How to increase intelligence?
- 8) Preparation of presentation

BVFT119: Language & Communication Skill - (Practical)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Introduction to soft skill development
- 2) Meaning of soft skill
- 3) Nature, scope and training on soft skills
- 4) Advantages of soft skills
- 5) How to acquire soft skills
- 6) Critical, creative thinking and positive thinking
- 7) Leadership, Negotiation
- 8) Time and self management
- 9) Building relation skill
- 10) Problem solving skill
- 11) Effective team work skill in work place

BVFT120: Craft Making - (Practical)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) Knitting Sample
- 2) Making of Different types of Fabric Flowers & leaves
- 3) Card making
- 4) Handmade photo frame
- 5) Different types of Box making
- 6) Pen stand
- 7) Wall hangings

SEM III
Advance Pattern Making

Bvft-121

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name of Chapters:

No.	Chapters	No. of lecture
1	Pockets &Plackets	10
2	Women's Shirt	10
3	Women's Trousers	10
4	Women's West Coat	10
5	Kurtis Variation- 1	7
6	Paijama Variation	7

Apparel Construction (Pr)

Bvft-122

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of lecture
1	Pockets &Plackets	10
2	Women's Shirt	10
3	Women's Trousers	10
4	Women's West Coat	10
5	Kurtis Variation- 1	7
6	Paijama Variation	7

Fashion Art & Illustration (Pr)

Bvft-123

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Free hand Sketching Different Poses (12 head)	12
2	Sketching Stylized Croquies (12 head)	12
3	Sketching different draped fabric	10
4	Flat Sketches & Sketching different Kinds of garments	10
5	Introduction to men's mechanical croquie	10

Clothing Industry (Th)

Bvft-124

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Structure of Industries	6
2	Sector of industry	6
3	Product type & organization	6
4	Different Departments in Industry	6
5	Design department	6
6	Marketing	6
7	Finance	6
8	Purchasing	6
9	Production	6

History of Indian Costume (Pr)

Bvft-125

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Maharashtra	5
2	Punjab	5
3	Gujarat	5
4	Rajasthan	5
5	Uttar Pradesh	5
6	Madhya Pradesh	5
7	Jammu & Kashmir	6
8	Tamilnadu	6
9	Himachal Pradesh	6
10	Bengal	6

Textile Weaving (Th)

Bvft-126

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Warp & Weft Yarn	3
2	Horizontal ,Vertical &Bias Grain	3
3	Basic Weave	6
4	Twill Weave	7
5	Satin Weave & its types	7
6	Dobby Weave	7
7	Jacquard Weave	7
8	Pile weave	7
9	Double Cloth Weave	7

Banking & Export (Th)

Bvft-127

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

No.	Chapter	No. of Lecture
A)	Export	
1	Introduction to Export	4
2	Export Production	4
3	Export Document	4
4	Export Finance	4
5	Export Promotion	4
B)	Banking	
1	Structure of the Banking System	4
2	Functions of the central bank	4
3	Primary function of commercial bank & secondary services of commercial bank	4
4	Bank account type	4
5	Procedure for opening bank account , Depositing money , Lone Procedure	4
6	Innovation in banking	4
7	A.T.M. , Credit card , Debit card, Phone Banking , Net Banking , Home banking	5
8	Negotiable instruments : Cheque , Bills of exchange	5

Basics of computer (Pr)

Bvft-128

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Basic Knowledge of computer	13
2	Ms world	13
3	Power point	13
4	Internet Explorer	15

(SEC) Clothing Care Finishes (Th)

Bvft-129

No. of lecture	45
End of Semester (University Exam)	25 Marks
Continuous Assessments (CA) (Internal)	25 Marks
Total	50 Marks
Total Credits	2

Name Of Chapters:

No.	Chapter	No. of Lecture
1	What is Finishing	8
2	Routine Finish	8
3	Purpose of Finishing	8
4	Methods for removal of different stain from Different type of fabric	8
5	Laundering & Storage	8
6	Care Labeling	5

Home Textile & Fabric Manipulation (Pr)

Bvft-130

No. of lecture	45
End of Semester (University Exam)	25 Marks
Continuous Assessments (CA) (Internal)	25 Marks
Total	50 Marks
Total Credits	2

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Smocking Types	8
2	Pillow & Cushion Cover making	8
3	Stabilizing gathered stitching	8
4	Circular flounce pattern	8
5	Curtains making	8
6	Dying & printing	5

SEM IV

Advance Pattern Making

Bvft-131

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name of Chapters:

No.	Chapters	No. of lecture
1	Simple Saree Blouse	10
2	Katori Blouse	10
3	Princess Blouse	10
4	Off shoulder Dress	10
5	Halter Dress	7
6	Paneled Dress	7

Apparel Construction (Pr)

Bvft-132

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of lecture
1	Simple Saree Blouse	10
2	Katori Blouse	10
3	Princess Blouse	10
4	Off shoulder Dress	10
5	Halter Dress	7
6	Paneled Dress	7

Fashion Art & Illustration (Pr)

Bvft-133

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Quick Sketching	12
2	Background Designing with Fashion Sketch	12
3	Different Textures: Fur, Denim, Transparent, Leather	15
4	Different Print: Lines, Print & Checks	15

Costume History of World (Th)

Bvft-134

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Egypt	10
2	Greek	10
3	Byzantine	10
4	Victorian Era	10
5	Renaissance	10
6	Presentation on any one	4

Design Development (Pr)

Bvft-135

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Design as per mass production	10
2	Choose any 4 Categories & design for mass production	14
3	Design for national & international event like sport's wear/festival	16
4	Design for any 4 event	14

Fashion wears Categories (Th)

Bvft-136

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Women's wear	13
2	Men's wear	13
3	Children's wear	14
4	Accessories	14

Import Export Management (Th)

Bvft-137

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1.	Introduction to internal tread	9
2.	International Marketing	9
3.	Foreign Tread	9
4.	Firm Establishment	9
5.	Five Foreign tread documents	9
6.	Import Procedure	9

Computer Application (Pr)

Bvft-138

No. of lecture	54
End of Semester (University Exam)	40 Marks
Continuous Assessments (CA) (Internal)	35 Marks
Total	75 Marks
Total Credits	3

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Introduction to Photoshop	22
2	How to work in Photoshop	22

Introduction to Industrial Machines (Th)

(SEC) Bvft-139

No. of lecture	45
End of Semester (University Exam)	25 Marks
Continuous Assessments (CA) (Internal)	25 Marks
Total	50 Marks
Total Credits	2

Name Of Chapters:

No.	Chapter	No. of Lecture
1.	Fabric Spreading Machine	3
2.	Layout Machines	3
3.	Cutting Machines	3
4.	Labeling Machines	3
5.	Basic Sewing Machine	3
6.	Over locking Machine	3
7.	Safety Stitching Machine	3
8.	Blind Stitching Machine	3
9.	Buttonhole machine	3
10.	Bar Tack Machine	3
11.	Button Sewing Machine	3
12.	Embroidery Machine	3
13.	Special Sewing Machines	3
14.	Pressing Machines	3
15.	Machines used in Finishing Dept.	3

Designing According to Consumer Demand (Pr)

(SEC) Bvft-140

No. of lecture	45
End of Semester (University Exam)	25 Marks
Continuous Assessments (CA) (Internal)	25 Marks
Total	50 Marks
Total Credits	2

Name Of Chapters:

No.	Chapter	No. of Lecture
1	Designing for different silhouette shape: 1) Inverted triangle, 2) Lean column, 3) Pear shape body, 4) Apple shape body, 5) Rectangle body, 6) Hour glass	18
2	Designing for individuals 1) Designing according to skin complex: Fair, black & whitish 2) Designing according to height: Short, medium & long 3) Designing according to weight: Plus size, average & petite 4) Choosing right color, print and texture	27

SEMESTER V

B. Voc. Fashion Technology (Final Year)

BVFT141: Advance Pattern Making (Theory) – I

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) **Make a pattern according to design**
- 2) **Men's shirt**
- 3) **Men's Trouser**
- 4) **Make a pattern according to design**
- 5) **Men's Jacket**
- 6) **Introduction to Grading**
- 7) **Making of specification sheet**

BVFT142: Apparel Construction (Practical) - I

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) **Design a shirt**
- 2) **Men's shirt**
- 3) **Men's Trouser**
- 4) **Design a jacket**
- 5) **Men's Jacket**
- 6) **Introduction to Grading**

BVFT143: Portfolio Development (Theory) - I

Total Marks: 75 (External: 40, Internal: 35)

Credits:

3

- 1) **Research**
- 2) **Ways to compile research**
- 3) **Organizing your portfolio**
How to create:
- 4) **Theme board**
- 5) **Story board**
- 6) **Colour Pallet**
- 7) **Swatch board**
- 8) **Client profile**

BVFT144: Portfolio Development (Practical) - I

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

Creating:

- 1) **Designing according to theme**
- 2) **Theme board**
- 3) **Story board**
- 4) **Colour Pallet**
- 5) **Swatch board**
- 6) **Client profile**

BVFT145: Seam Finishes & Hem Finishes (Practical)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

Seam Finishes: 1.Hand stitches

- 1) Running stitch
- 2) Basting
- 3) Gathering
- 4) Back stitching
- 5) Combinational stitch
- 6) Hemming
- 7) Blanket stitch
- 8) Herringbone stitch
- 9) Fagoting

2. Machine Stitch

- 10) Plain Seam prinked
- 11) Plain seam overcast
- 12) Bound seam
- 13) Plain seam edge turned
- 14) French seam
- 15) Run and fell seam
- 16) Welt seam
- 17) Curved seam
- 18) Crossed seam
- 19) Lapped seam
- 20) Hong Kong seam
- 21) Flat seam

Hem Finishes:

- 22) Turning up a straight hem
- 23) Turning up a curved hem
- 24) Machined hem
- 25) Rolled hem
- 26) Machined curtain
- 27) Mitered corner
- 28) Weighting Curtain
- 29) Hems on stretch knit
- 30) Fused hem
- 31) Bias bound hem
- 32) Interfaced hem
- 33) Hems with banding

BVFT146: Industrial Engineering (Theory)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

1. Introduction
2. Production planning and control (PPC)
3. Plant Layout
4. Work Study
5. Value Engineering
6. Job evaluation & Merit rating
7. Inventory control

BVFT161: Industrial Law (Theory)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

1. Indian Contract Act – 1872

Meaning, definition, essential elements of a valid contract, types of contract, discharge of contract.

2. Sale of Goods Act – 1930

Meaning, definition, essential elements of sale of goods act. Meaning and types of goods, price of goods, Conditions, warranties.

3. Consumer Protection Act – 1986

Meaning, definition, features, objectives, district, state & central consumer protection council.

4. Right to Information Act – 2005

Introduction, meaning, definition, important.

5. Industrial Dispute Act – 1947

Meaning of dispute, definition form & types.

BVFT148: Computer Aided Design (Practical) – I

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- Introduction to fashion CAD and Garment CAD
- Working with Fashion CAD and Fashion CAD

BVFT149: Advertisement & Salesmanship (Practical) - I

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

1) Understand Advertising

Define - Advertising

State its objectives.

2) Understand Types of Advertising

Newspaper Advertising, Magazines, Journals, Hand bills, Outdoor Ads, Banners, Theatre Advertising, Radio Advertising, TV Advertising, Internet

3) Understand Ad Agencies

Classify the Types and functions of Ad Agencies

Ethics in Advertisement.

4) Advertisement Budget

5) Elements of Advertisement

6) Copy Write.

7) Advertisement lay out, Proof reading, Typography, Lithography.

8) State the uses of Symbols, Slogans Caption Catch Phrase.

BVFT150: Transformational Reconstruction (Practical) – II

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

1. Basic sleeve
2. Basic bodice block
3. Basic skirt
4. Cowl neck
5. Cowl at armhole
6. Cowl Sleeve
7. Princess cut top
8. Collar construction

SEMESTER VI

BVFT151: Advance Pattern Making (Theory) – II

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- **Pattern drafting of 12 garments based on inspiration.**

BVFT152: Apparel Construction (Practical) - II

Total Marks: 75 (External: 40, Internal: 35)

3

Credits:

- **Construction of 12 garments based on inspiration.**

BVFT153: Portfolio Development (Theory) - II

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

How to create:

- 1. Mood board**
- 2. Accessory board**
- 3. Flat sketches with details**
- 4. Final sketches**
- 5. Specification sheet**

BVFT154: Portfolio Development (Practical) - II

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

Creating

- 1. Mood board**
- 2. Accessory board**
- 3. Flat sketches with details**
- 4. Final sketches**
- 5. Cost sheet**
- 6. Specification sheet**

BVFT155: Advance Techniques of fabric embellishment (Theory)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- 1) **Fabric painting:**
 - Acrylic painting
 - Digital Printing
 - Stencil Printing
 - Spray printing
- 2) **Adding Ruffles as embellishment**
- 3) **Apply hemstitching**
- 4) **Smocking**
- 5) **Pleating and Gathering**
- 6) **Using Buttons**
- 7) **Use of Gems and Stones**
- 8) **Elastic**
- 9) **Origami in fabric**
- 10) **Applique**
- 11) **Graphic line drawing**
- 12) **Feathers**
- 13) **Eyelets**
- 14) **Unusual woven Structure**
- 15) **3D texture**
- 16) **Polythene**
- 17) **Beads and Sequences**
- 18) **Tussles**
- 19) **Fringes**
- 20) **Ribbon**

BVFT156: Seminar/Presentation (Practical)

Total Marks: 75 (External: 40, Internal: 35)

Credits:

3

- **Presentation on Collection of 12 garment**

BVFT157: Inventory Management (Theory) - II

Total Marks: 75 (External: 40, Internal: 35)

Credits:

3

1) Basic Principles & Practices

- **Concept and details of integrated Materials management system**
- **Importance and scope of materials management**
- **Supply chain management**
- **Make or buy or outstanding vendor analysis**
- **Value Analysis**
- **Business Correspondence**

2) Purchasing Organization

- **Ethical Concepts in purchase**
- **Sourcing supplier evaluation**
- **Purchasing cycle**
- **Tendering – Scrutiny, Preparation of tender documents, evaluation of tendering and awards of orders**

- Economical ordered quantity
 - Lead time analysis
 - Legal aspects of purchasing: Indian Sales Or Goods Act, Negotiable Instrument Act, Indian Companies Act, Sales Tax Act, Octroi Indian Patent Law, Arbitration Act, Excise And Customs Act, INCOMTERMS, Letter Of Credit
 - CVC circulars/ guidelines
 - Integrity pact – standard operating procedure
 - Competition commission of India
 - E – Procurement guidelines, use of digital signature certificate
 - Documentation & process relating to imports
- 3) Store and inventory control
- On line materials management
 - Standardization & codification
 - Stores function, types of stores, stores identification system, receipts, inspection, storage procedure, prevention procedure, safety and security aspects, issue system, disposal of unserviceable scrap including survey off and disposal activity, stock verification and store accounting, store records, legal aspects of store keeping
- 4) Store accounting
- Materials handling packing and transportation system
 - Inventories – Definition – classification of inventories – merits and demerits of inventories
 - Need for inventory, inventory cost, inventory control measures (ABC, XYZ analysis – VED, GOLF, FSN - HML etc.) and determination of economic ordered quantity, forecasting techniques, determination of safety stocks, spare parts inventory
 - Material handling system and equipments, economic aspects of materials handling and transportation, comparative transportation costs, issues relating to selection of carriers
 - Insurance and responsibilities of the different stake holders

BVFT158: Computer Aided designs (Practical) - II

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

- Portfolio construction By using Fashion CAD
- Layout in garment CAD

BVFT159: Marketing (Theory)

Total Marks: 75 (External: 40, Internal: 35)

Credits: 3

1. Marketing in the Twenty first century: Definition, Scope of Marketing Core marketing concepts; direct and on line marketing - Advantages & disadvantages.
2. Market Segmentation: Levels and patterns of market segmentation, segmenting consumer and business markets; Market targeting; Marketing mix.
3. Understanding Consumer behavior: Field and scope of consumer Behavior; Types of consumers; Major Factors influencing Buyer Behavior; cultural. Social, personal and psychological factors.
4. The Buying Decision process: Buying roles, buying behavior: Levels of consumer decision making; Models of consumers; Consumer Adoption process; the stages of buying - decision Process.
5. Consumer research History, consumer research Process; Conducting a research study: consumerism Guest lectures by experts in the field of marketing must be arranged.

BVFT160: Internship / On Job Training/ Designer garment Presentation (Practical)
Total Marks: 75 (External: 40, Internal: 35) Credits: 3