

2015-
16

Multani Mal Modi College, Patiala

Unit Planning M.Sc Fashion design and
technology

Department of Fashion
design and technology



**M.Sc-I(SEMESTER-Ist)
(2015-16)**

Subject: TEXTILE STUDY & DESIGN CONCEPT

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I	
<p>Polymer definition, types, Polymerization, addition & condensation</p> <p>Significance of molecular structure - crystalline & amorphous</p> <p>Classification of Textile Fibers and their identification</p> <p>Fiber to fabric processing (with special reference) to the properties - physical and chemical (length, density, specific gravity, fiber fineness & maturity</p> <p style="padding-left: 40px;">Natural Fibers - Cotton, Wool, Silk, Linen</p> <p style="padding-left: 40px;">Synthetic Fibers-Polyesters, Nylon, Acrylic, Rayon, Spandex.</p> <p>Yarns-</p> <p style="padding-left: 40px;">Types of Yarns- simple, novelty and textured</p> <p style="padding-left: 40px;">Twist, count, diameter determination in yarn, Yarn numbering system</p> <p>Yarn Construction –</p> <p style="padding-left: 40px;">Staple yarns-Conventional ring spinning, open end spinning, friction spinning, self twist spinning twist less spinning</p> <p style="padding-left: 40px;">Filament yarns- Wet, Dry and melt spinning.</p> <p style="padding-left: 40px;">Weave & its types</p>	
TILLMST-II	
<p>Looms- Parts of a simple loom and their functions. Different types of looms-</p> <p style="padding-left: 40px;">Shuttle looms- pit loom</p> <p style="padding-left: 40px;">Shuttle less looms- Rapier, Multiphas, Airjet, Waterjet</p> <p>Fabric Construction -, ends & picks, count, weight, thickness determination, Fabric defects.</p> <p>Shrinkage in fabrics- Laundering shrinkage, Thermal shrinkage & Heat setting in dimensional stability of fabrics.</p> <p>Thermal conductivity, air permeability, porosity of fabrics</p> <p>Characteristics and advantages of woven, knits and non woven fabrics; methods of production of non- woven- Braiding - Netting, Lace etc; care of fabrics</p> <p>Design – Definition, Types - Structural and decorative design</p>	

Principles of Design –

Balance-asymmetrical and symmetrical, Types – Formal, Informal and radial

Rhythm-through repetition, alternation, progression and gradation

Proportion-planning the shapes and space.

Harmony-Harmony of lines, shapes, colour and textures.

Emphasis- Emphasis using contrast colours and background

TILL FINAL EXAM

Elements of Design-

Lines – varieties and their application in a design,

Form,

Shape/Space - Types – Natural, stylized, geometrical, and abstract.

Texture- types of texture and its application in clothing.

Colour (Theories of colour, colour wheel and colour schemes).

Mode of Assessment

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Sr. No.	Component	Weightage
1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%

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TILLMST-I

UNIT-1

Traditional costumes of Indian states (Eastern, Western, Northern and Southern) accessories and ornaments used in India.

North Zone – Punjab, Jammu and Kashmir

East Zone – Assam, West Bengal

West Zone – Maharashtra, Gujarat

South Zone – Tamilnadu, Karnataka

Costumes of folk dances of India

Punjab – Gidda and Bhangra

Gujarat- Garba

Rajasthan-Kalbalia,

Manipur – Rasilila

AndhraPradesh – Kuchipudi

Orissa-Odissi

Study of Ancient Indian Dresses during the following periods:

Indus Valley

Vedic

Mauryan and Sunga Period

Satvahana Period

KushanPriod

Gupta Period

TILLMST-II

Mughal Period - Costumes of Pre- Mughal, Mughal and Post- Mughal Period

UNIT PLANNING (SESSION 2015-16)

British Period -Costumes of Pre- independence and Post Independence period
TILLFINAL EXAM
Egyptian, Greece, Roman Byzantine. Renaissance Costumes, French Revolution, Victorian Period, 20th and 21st Century Fashions

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Class – M.ScPart 1 (Semester-1)
Subject: PATTERN MAKING & CONSTRUCTION TECHNIQUES

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I

Equipments used for measurements, drafting, cutting and stitching and finishing.

Sewing needles,

Sewing threads-

Manufacture fiber used

Essential quality of sewing thread

Types of machines and attachments used for garment manufacturing domestic and industrial.

Anthropometry - Various methods of recording measurements and sequence of taking body measurements.

Methods of developing design-

Drafting and Layouts

Pattern Making and commercial paper patter

TILLMST-II

Draping.

Reasons for poor fitting and their remedies.

Grading - Terminology, Types of grade, Principals of Grading.

Design in Fashion:

Neck lines, Collars, Sleeves, Skirts, Yokes, Trousers, Cuffs, Pockets, plackets

Fullness Treatment in the garments-

Method of introducing fullness in garments- gathers, pleats, tucks, shirring, frills or ruffles, flounces.

Methods of controlling fullness- Darts,

TILLFINAL EXAM

Basic Terminology : Paper Pattern, Templates, Block, Grain Line, Corollary, Production Pattern, Design Specification Sheet, Cost Sheet, Land Marks, Bowing, , Balance, Notches, Ease, Dart trueing and Binding, Pattern Plot, Pivotal point, Bias cut

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Class – M.ScPart 1 (Semester-II)

Subject: Textile Study-II

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I

Different types of knits-Weft and Warp knitting

Difference b/w Woven & Knit fabrics

Weft Knitting- Plain Knit/single jersey (Tuck, Pile, Float, Drop), purl stitch, Rib-stitch

Warp knitting- Tricot, Raschel, Simplex, Milanese, Crotchet, Weft insertion warp knit,

Warp knitted fabrics-Single jersey, Double Jersey, Wale Deflection, Lace, Rib, jacquard types.

Different types of knitted garments and quality control-

Garments with circular knits

Fully cut

Stitched shape cut

Fully fashioned garments

<p>Integral garments</p> <p>Common defects in knitted fabrics</p>
<p>TILLMST-II</p>
<p>Bleaching –</p> <p>Types and functions of bleaches,</p> <p>Bleaching of natural fibres - Cotton, Silk and Wool</p> <p>Optical Whiteners</p> <p>Finishes - Types and Uses</p> <p>Permanent Finishes</p> <p>Functional Finishes</p> <p>Finishes for cotton & woolens fabrics</p> <p>Laundering and Care of Textiles:</p> <p>Soaps and detergents</p> <p>Colour fastness</p> <p>Stain Removal</p> <p>Dry Cleaning</p> <p>Blues and Starches</p> <p>Care labels – importance- symbols - uses.</p>
<p>TILLFINAL EXAM</p>
<p>Dyeing:</p> <p>Types - Natural and Synthetic Dyes, Dyeing theory.</p> <p>Home & Industrial Dyeing - Fibre Dyeing, Yarn Dyeing, Fabric Dyeing & Garments Dyeing.</p> <p>Application of Direct, Acid, Basic and Azoic dyes on Natural Fibres - Cotton, Silk and Wool</p> <p>Printing: Machine Printing, Hand Printing</p>

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Class –M.ScPart 1 (Semester-II)

Subject: SOCIO-PSYCHO ASPECTS OF CLOTHING

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I
Origin of clothing - different theories of origin of clothing
Modern philosophy of clothes
First Impressions
Motivation in clothing selection and choices
Personality & self concept
Clothing and colour-
Importance of colour for different ceremonies, occasions, occupation, religion etc
Clothing and social behavior
Influence of culture and religion on clothing.
Conformity in Clothing
TILLMST-II

UNIT PLANNING (SESSION 2015-16)

Introduction to Fashion-

Fashion, Fads, Styles, classics, high fashion, mass fashion, design, c trend, haute couture, couturiere, knockoffs and prêt-a-porter.

Principals of Fashion

Fashion cycle, factors influencing fashion

Fashion Leaders and Followers

National & International designers

National & International fashion centers

Theories of fashion adaptation –

Traditional fashion adoption (Trickledown theory)

Reverse adoption (Bottom up theory)

Mass Dissemination (Trickle across theory).

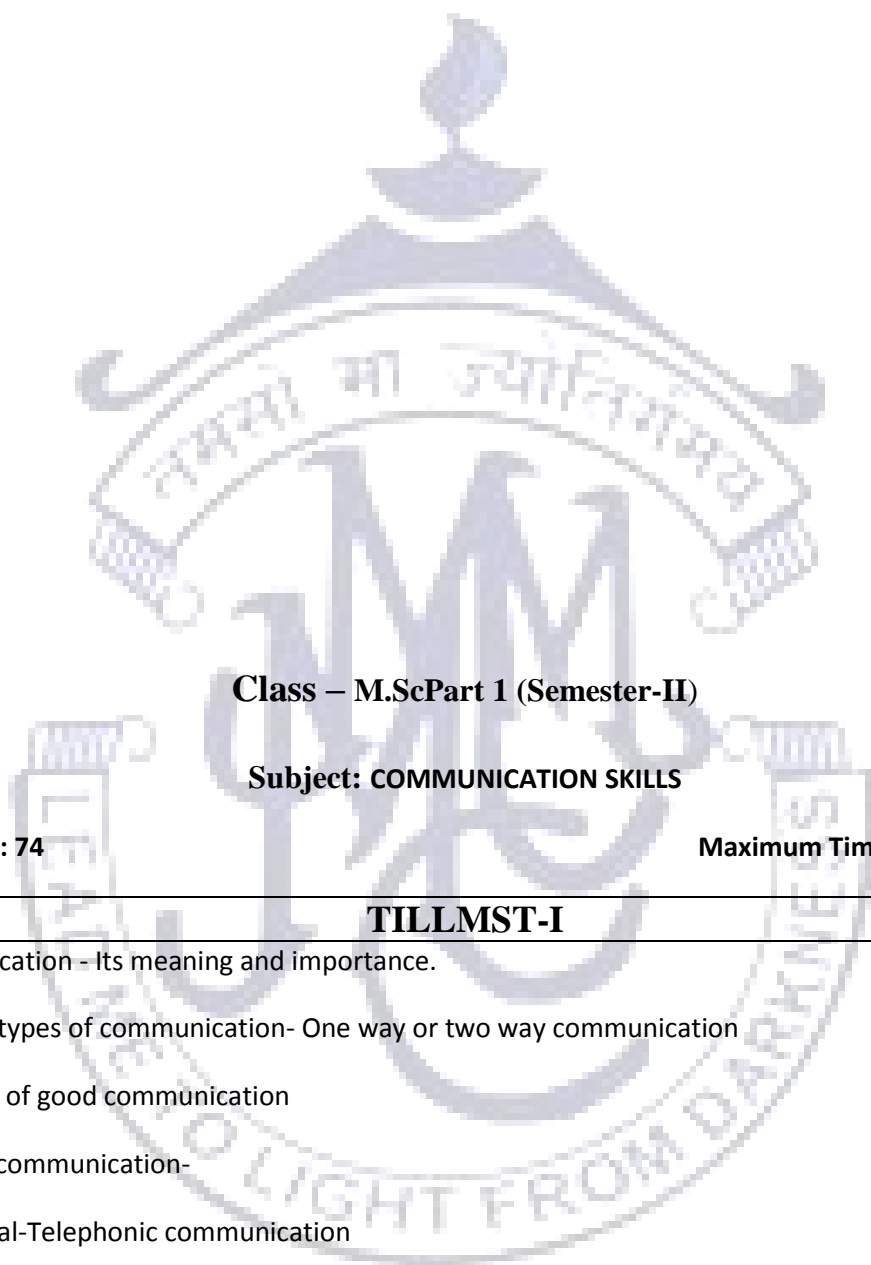
TILLFINAL EXAM

Fashion apparel- women's, men's, children's & teens- category and size ranges

Fashion accessories- categories, market segments and trends in accessory industry

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Class – M.ScPart 1 (Semester-II)

Subject: COMMUNICATION SKILLS

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I

Communication – Its meaning and importance.

Different types of communication- One way or two way communication

Essentials of good communication

Forms of communication-

Oral-Telephonic communication

Written –Drafting reports, notices, agenda notes, business correspondence, circulars, press releases and advertisements.

Non verbal-Importance of non-verbal communication-Positive gestures, symbols and signs

Modern forms of communication-Fax, Internet/e-mail, video conferencing

Barrier of communication

UNIT PLANNING (SESSION 2015-16)

Mass Communication:- Concept, Definition, Scope, Functions of Mass Communication through different media – Electronic media, Print media, Cyber media, Role of media in society. Need of Mass Communication in Fashion world-Importance and classification
TILLMST-II
Group discussions- Advantages and techniques of conducting group discussions Resume Writing and job applications, applications for business (Application for loan, refund, and advance salary)
TILLFINAL EXAM
Business Letter- Business Letters (Types, Essentials and Layout) letter of enquiry, letter of quotation, letter of orders, letter of advice, letter of trade reference, circular letters, letter of complaint and adjustments, sales letter, credit letters and status inquires, collection letters. Essentials of technical report writing and proposals

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**M.Sc-II(SEMESTER-III)
(2015-16)**

Subject: FASHION MARKETING AND MERCHANDISING

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I
<p>Understanding marketing and marketing process- Introduction, Nature and scope, concept of marketing, marketing Mix</p> <p>Strategic planning in the markets - The fashion market and the marketing environment.</p> <p>Marketing Research - Consumer market and behavior of consumer.</p> <p>Product – Concepts, levels of product, product life cycle, New product development process, Product line & Mix Decisions</p> <p>Pricing – Pricing objectives, Pricing methods and policies, factors influencing pricing.</p> <p>Promotion- Advertising, Sales promotion, Public relations, Personal selling, Direct Marketing.</p> <p>Channels of distribution– Levels of distribution channels , factors influencing selection of distribution channels,</p> <p>Physical Distribution: Functional areas of physical distribution, logistics decisions.</p>
TILLMST-II
<p>Selecting Target markets- Measuring and forecasting demand. Market segmentation, targeting and positioning for competitive advantage.</p> <p>Fashion Merchandising -Introduction, role of merchandiser.</p> <p>Calculation of material cost - Design specification sheet & cost sheet.</p> <p>International and domestic fashion markets: Haute Couture, Prêt-a-porter, mass production.</p> <p>Sourcing strategies: objectives, global sourcing, the role of merchandiser in sourcing, sourcing options, factors in sourcing options, factors in sourcing decision, customer/vendor relationship, Domestic and International sourcing process</p>

TILLFINAL EXAM

Fashion Visual Merchandising- Elements and Functions of Visual Merchandising

Store exteriors, interiors& windows – image, atmosphere 7 theatrics, Display props, fixtures, mannequins, floral, signage & graphics.

Fashion Photography - Design studios.

Mode of Assessment

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
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Class – M.Sc-Part II (Semester-III)
Subject: Statistics

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I	
UNIT-1	
Meaning and Scope of Statistics; Classification, graphic representation of data.	
Sampling: Methods of Sampling, Sampling and Non-sampling errors.	
Measures of Central Tendency; Measures of Dispersion (absolute and relative)	
Probability: Elementary idea, Different Approaches to Probability, Calculation of Probability, and Theorems of Probability	
TILLMST-II	
Correlation: Introduction, types, methods of measuring correlation (Karl Pearson's coefficient of correlation and rank correlation)	
Regression.	
Elements of testing of a statistical hypothesis. Problem formulation.	
Applying T - Test for small samples for single mean, difference in means, F - Test for equality of variance.	
TILLFINAL EXAM	
Application of chi-square tests.	

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Class – M.ScPart 1I (Semester-III)
Subject: Research Methodology

Max Marks: 74

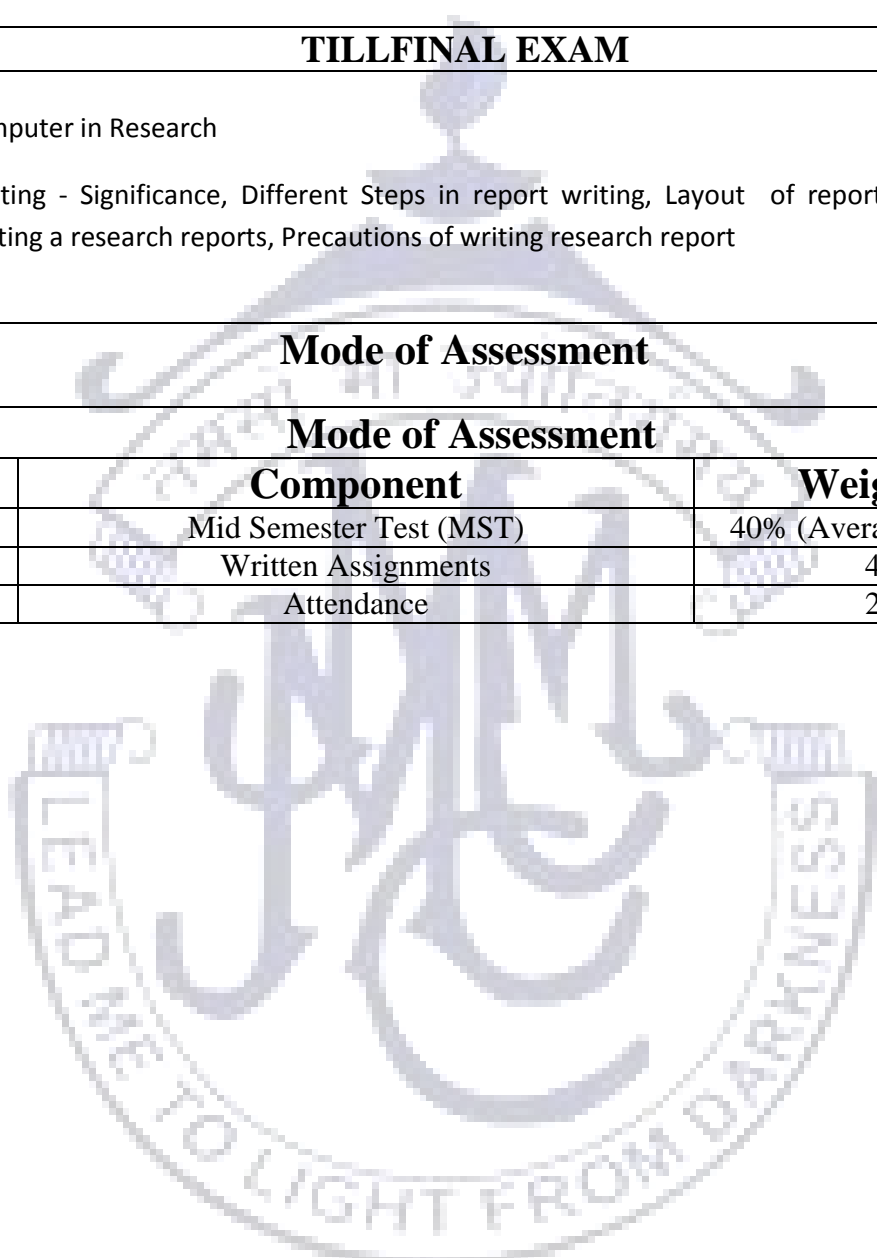
Maximum Time: 3 Hrs.

TILLMST-I	
UNIT-1	
Meaning and Objective of Research	
Type of Research	
Descriptive/Analytical Research.	
Applied v/s/ Fundamental Research.	
Qualitative/Quantitative Research	
Other types of Research.	
Significance of research and scientific method.	
Research Process - Criteria of goods research.	
Research Problem - Identification, selection and defining research problem	
Research Design - Meaning and purpose of research design, Features of a good research design. Different research designs.	
Measurement & scaling techniques.	
TILLMST-II	

<p>Sampling Design- Implication and steps involved in sample design, Criteria of selection of sample, Different types of samples.</p> <p>Collection of data - primary and secondary.</p> <p>Interpretation of data - Techniques of analysis and precautions in interpretation.</p>
<p>TILL FINAL EXAM</p>
<p>Role of Computer in Research</p> <p>Report Writing - Significance, Different Steps in report writing, Layout of report. Mechanics of writing a research reports, Precautions of writing research report</p>

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Class – M.ScPart II (Semester-IV)

Subject: Garment Production Management and Entrepreneurship

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I

Organisational structure of Apparel Industry

Principles of Management -Planning Types and Strategies

Project Planning and Control.

Working of various departments in apparel industry -

Design Departments

Marketing Departments

Finance Departments

Purchasing Departments

Production Section - Production System and Production Planning, Plant layout

Sewing Technology- Different types of industrial sewing machines and modern accessories in sewing machines

Finishing, Pressing, Trimming and Packing.

Work study and standard time control.

Balancing.

Quality Control - Definition, essential, characteristics of quality, Fabric and garment defects, Testing of garment.

Tools of quality- Causes and effects of fishbone diagram, checklist, flow chart, control chart, histogram, scatter diagram,

Techniques of quality control- Kaizon, 5S, TPM (total production maintenance), TQM (total quality management),

UNIT PLANNING (SESSION 2015-16)

Lean manufacturing, Toyota production system, 6 sigma tool for quality control, Fabric inspection system & limitation, Inspection planning, Dallas system, Inline inspection.

Operation department- pre production planning, raw material, control procedures.

Quality control from designing to end product.

TILLMST-II

Introduction to Entrepreneurship.

Study of various essential aspects of entrepreneurship.

Identification and development of essential entrepreneurial skills.

Role of entrepreneurship skills in fashion and garment industry

Sources of funds for fashion industry.

Role of industrial tie-ups in fashion industry.

TILLFINAL EXAM

Models for decision making.

SWOT Analysis.

Supply chain management in garment and fashion industry

Entrepreneurship development

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Class –M.ScPart II (Semester-III)

Subject: : Introduction To Information Technology

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I	
Fundamentals: Definition of Computer, Block Diagram, Characteristics.	
Classification, Evolution of Computers and Generations of Computers.	
Number System : Binary, Octal, Hexadecimal Number System,	
Codes : BCD, ASCII, EBCDIC, BYTE-CODE.	
Input/Out Devices: Keyboard, Mouse, Light Pen, Trackball, Joystick, MICR, OMR, OCR, Monitor, Printer (Dot-matrix, Laser, and Inkjet), Plotters.	
Memories : Classification of memories, RAM, ROM, PROM, EPROM, EEPROM.	
TILLMST-II	
Operating System: Definition, functions of OS, Types of OS, Internal and External Commands of DOS, Overview of Windows Operations, M.S. Word, Excel.	
Computer Networks: Definition, Types of Networks: LAN, MAN, WAN, Topologies.	
Internet and its Services, WWW, Email, TELNET, FTP, USENET, Chatting,	
TILLFINAL EXAM	
Introduction to multimedia- its components, Multimedia applications.	
Applications of IT in Fashion Technology.	

Mode of Assessment

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
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Class – M.ScPart II (Semester-IV)

Subject: : Indian Textiles

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I		
Indian Traditional Textiles:		
Embroidered Textiles: Kasida, Chickenkari, Kantha, Phulkari, Kasuti		
Traditional Embroideries: Chamba, Sindhi and Kutch		
Printed Textiles - Sanganeri prints, Bagru prints, Ajrakh printing, Batik.		
Carpets & Rugs of Indian		
TILLMST-II		
Dyed Textiles - Ikkat, Patola, Pochampalli.		
Hand Painted - Kalamkari, Madhubani, Nathdwara painting, Patchitra		
TILLFINAL EXAM		
Woven Textiles - Painthani, Jamdhani, Brocade, Chanderi, Baluchar, Tanchoi, Jamavar, Kanjivaram, Maheshwari, Irkal, Dharmavaram,		

Mode of Assessment

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UNIT PLANNING (SESSION 2015-16)

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Strategic planning in the markets - The fashion market and the marketing environment.

Marketing Research - Consumer market and behavior of consumer.

Product – Concepts, levels of product, product life cycle, New product development process, Product line & Mix Decisions

Pricing – Pricing objectives, Pricing methods and policies, factors influencing pricing.

Promotion- Advertising, Sales promotion, Public relations, Personal selling, Direct Marketing.

Channels of distribution– Levels of distribution channels , factors influencing selection of distribution channels,

Physical Distribution: Functional areas of physical distribution, logistics decisions.

TILLMST-II

Selecting Target markets- Measuring and forecasting demand. Market segmentation, targeting and positioning for competitive advantage.

Fashion Merchandising -Introduction, role of merchandiser.

Calculation of material cost - Design specification sheet & cost sheet.

International and domestic fashion markets: Haute Couture, Prêt-a-porter, mass production.

UNIT PLANNING (SESSION 2015-16)

Sourcing strategies: objectives, global sourcing, the role of merchandiser in sourcing, sourcing options, factors in sourcing options, factors in sourcing decision, customer/vendor relationship, Domestic and International sourcing process

TILL FINAL EXAM

Fashion Visual Merchandising- Elements and Functions of Visual Merchandising

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Subject: Statistics

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Maximum Time: 3 Hrs.

TILLMST-I
<p>UNIT-1</p> <p>Meaning and Scope of Statistics; Classification, graphic representation of data.</p> <p>Sampling: Methods of Sampling, Sampling and Non-sampling errors.</p> <p>Measures of Central Tendency; Measures of Dispersion (absolute and relative)</p> <p>Probability: Elementary idea, Different Approaches to Probability, Calculation of Probability, and Theorems of Probability.</p>
TILLMST-II
<p>Correlation: Introduction, types, methods of measuring correlation (Karl Pearson's coefficient of correlation and rank correlation)</p> <p>Regression.</p> <p>Elements of testing of a statistical hypothesis. Problem formulation.</p> <p>Applying T - Test for small samples for single mean, difference in means, F - Test for equality of variance.</p>
TILLFINAL EXAM
<p>Application of chi-square tests.</p>

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Other types of Research.	
Significance of research and scientific method.	
Research Process - Criteria of goods research.	
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Research Design - Meaning and purpose of research design, Features of a good research design. Different research designs.	
Measurement & scaling techniques.	
TILLMST-II	

UNIT PLANNING (SESSION 2015-16)

Sampling Design- Implication and steps involved in sample design, Criteria of selection of sample, Different types of samples.

Collection of data - primary and secondary.

Interpretation of data - Techniques of analysis and precautions in interpretation.

TILL FINAL EXAM

Role of Computer in Research

Report Writing - Significance, Different Steps in report writing, Layout of report. Mechanics of writing a research reports, Precautions of writing research report

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Subject: Garment Production Management and Entrepreneurship

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TILLMST-I

Organisational structure of Apparel Industry

Principles of Management -Planning Types and Strategies

Project Planning and Control.

Working of various departments in apparel industry -

Design Departments

Marketing Departments

Finance Departments

Purchasing Departments

Production Section - Production System and Production Planning, Plant layout

Sewing Technology- Different types of industrial sewing machines and modern accessories in sewing machines

Finishing, Pressing, Trimming and Packing.

Work study and standard time control.

Balancing.

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Tools of quality- Causes and effects of fishbone diagram, checklist, flow chart, control chart, histogram, scatter diagram,

Techniques of quality control- Kaizon, 5S, TPM (total production maintenance), TQM (total quality management),

Lean manufacturing, Toyota production system, 6 sigma tool for quality control, Fabric inspection system & limitation, Inspection planning, Dallas system, Inline inspection.

UNIT PLANNING (SESSION 2015-16)

Operation department- pre production planning, raw material, control procedures.

Quality control from designing to end product.

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Identification and development of essential entrepreneurial skills.

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Sources of funds for fashion industry.

Role of industrial tie-ups in fashion industry.

TILLFINAL EXAM

Models for decision making.

SWOT Analysis.

Supply chain management in garment and fashion industry

Entrepreneurship development

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TILLMST-II
<p>Operating System: Definition, functions of OS, Types of OS, Internal and External Commands of DOS, Overview of Windows Operations, M.S. Word, Excel.</p> <p>Computer Networks: Definition, Types of Networks: LAN, MAN, WAN, Topologies.</p> <p>Internet and its Services, WW, Email, TELNET, FTP, USENET, Chatting,</p>
TILLFINAL EXAM
<p>Introduction to multimedia- its components, Multimedia applications.</p> <p>Applications of IT in Fashion Technology.</p>

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MULTANI MAL MODI COLLEGE, PATIALA
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Subject: : Indian Textiles

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UNIT-1	
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Printed Textiles - Sangneri prints, Bagru prints, Ajrakh printing, Batik.	
Carpets & Rugs of India	
TILLMST-II	
Dyed Textiles - Ikkat, Patola, Pochampalli.	
Hand Painted - Kalamkari, Madhubani, Nathdwara painting, Patchitra	
TILLFINAL EXAM	
Woven Textiles - Painthani, Jamdhani, Brocade, Chanderi, Baluchar, Tanchoi, Jamavar, Kanjivaram, Maheshwari, Irkal, Dharmavaram,	

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