

# MBA FASHION DESIGN SYLLABUS

## SEMESTER I

MBA 101

### FOUNDATIONS OF MANAGEMENT

#### Unit I

**Introduction:** Definition, nature, scope, importance, Functions of management and manager, Managerial roles and skills.

**Evolution of management thought and Management thinkers:** Classical Approach, Neo Classical Approach, Quantitative approach, Behavioral approach, Systems approach, Contingency approach. Contributions of F. W. Taylor, Henry Fayol, Mary Parker Follet, Chester Bernard, Max Weber, Peter, F. Drucker, Gilbreths, Henry Gantt, Abraham Maslow, Herzberg and McGregor.

#### Unit II

**Planning:** Importance, types of plans, and process of planning, business forecasting, MBO: Concept, importance, process, benefits and limitations.

**Strategic management:** Nature, importance, purpose, types, process and major kinds of strategies, McKinsey's 7-S Approach.

**Decision-Making:** Importance, types, steps and approaches, Decision Making in various conditions, Decision tree.

#### Unit III

**Organizing:** Concept and process of organizing, Formal Vs Informal organization, Organizational structure: Types of Organizational structure, Bases of Departmentalization. **Line & Staff:** concept, line-staff conflict.

**Authority & Power:** concept, responsibility and accountability. **Delegation:** concept, importance, factors affecting delegation, effective delegation, Span of Management,

Decentralization and centralization, **Staffing**, importance and process. **Coordination**: Concept, importance, difficulties and techniques to ensure effective coordination.

#### Unit IV

**Control**: Concept, importance, characteristics, process of control, types and techniques of control.

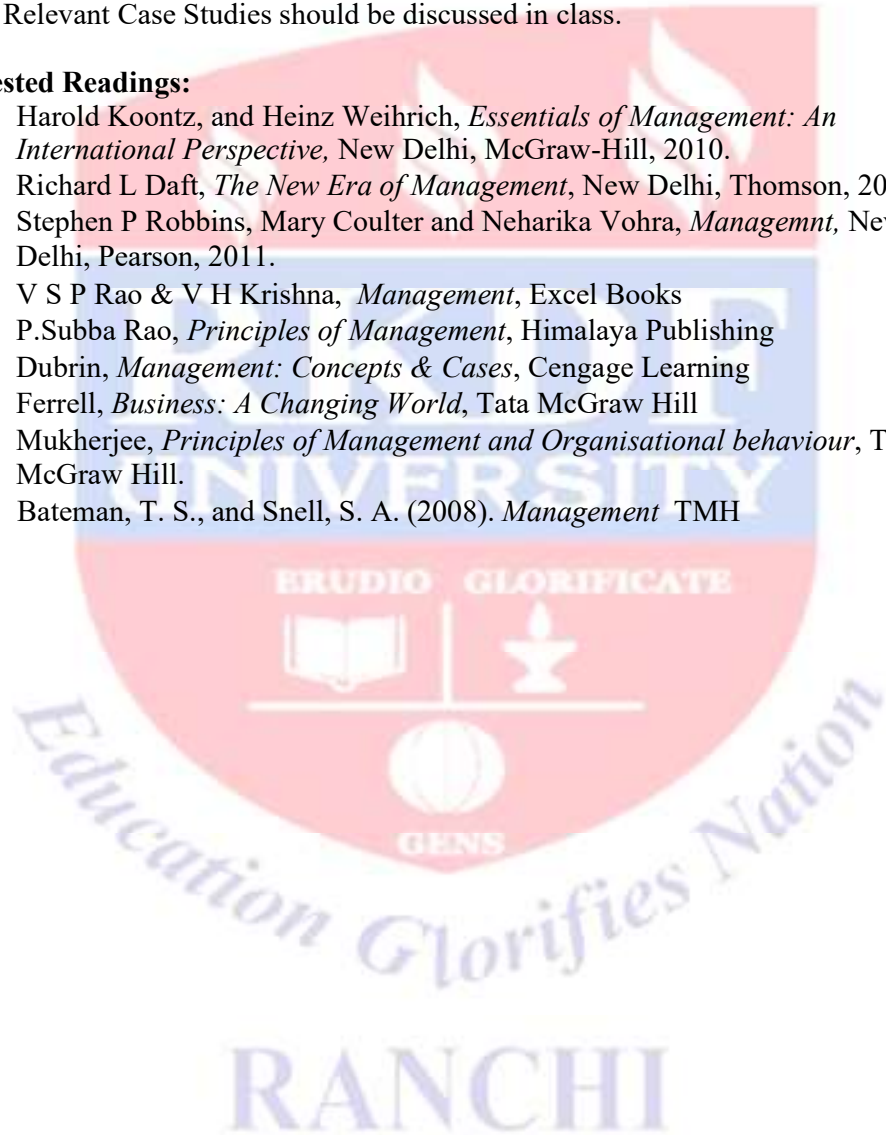
**Comparative study**: Japanese Management and Z-culture of American Companies, Chinese Style Management,

**Modern management techniques**: an overview of various latest techniques: Business process Re-engineering, Business outsourcing, knowledge management, E-Business Management.

**Note**: Relevant Case Studies should be discussed in class.

#### Suggested Readings:

- Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2010.
- Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007.
- Stephen P Robbins, Mary Coulter and Neharika Vohra, *Managemnt*, New Delhi, Pearson, 2011.
- V S P Rao & V H Krishna, *Management*, Excel Books
- P.Subba Rao, *Principles of Management*, Himalaya Publishing
- Dubrin, *Management: Concepts & Cases*, Cengage Learning
- Ferrell, *Business: A Changing World*, Tata McGraw Hill
- Mukherjee, *Principles of Management and Organisational behaviour*, Tata McGraw Hill.
- Bateman, T. S., and Snell, S. A. (2008). *Management* TMH



**MBA 102**  
**Managerial Economics**

**Unit-I**

**Introduction to Managerial Economics: Managerial Economics:** Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

**Demand:** Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity, Use of elasticity for analyzing demand, Demand estimation. **Demand forecasting,** Demand forecasting of new product.

**Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory.

**Unit-II**

**Production Function :** Production function Meaning, Concept of productivity and technology, Short Run and long run production function, Isoquants; Least cost combination of inputs, Producer's equilibrium; Returns to scale; Estimation of production function. **Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function. **Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue ,Average revenue and marginal revenue,



Relationship between Total Revenue ,Average revenue and marginal revenue, Elasticity of Demand and Revenue relation.

### Unit-III

**Market Structure:** Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model. **Supply:** Introduction to supply and supply curves. **Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices. **Factor Pricing:** Demand and supply of factors of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital, Measurement of profit.

### Unit-IV

**Product market:** Saving and Investment function, Consumption function, Aggregate supply and Aggregate demand, Investment multiplier, Foreign trade and budget multiplier. **Money market:** Motive for holding money; Liquidity preference, Money demand, Money market equilibrium. IS-LM Analysis: Derivation of nominal IS-LM and equilibrium. **National Income:** Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income. **Consumption Function:** Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume. Keynes Psychological Law of Consumption - Meaning, Properties and Implications, **Inflation:** Meaning, Types, Theories, Causes, Effects and Control, Unemployment Trade off, **Trade Cycles:** Concept and Theories of trade cycles.

**Note:** Relevant Case Studies will be discussed in class.

### Suggested Readings/ Books:

- D. M. Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, Tata McGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi. 2.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,
- Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, *Macro Economics*, Galgotia Publications.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.
- Goel Dean, *Managerial Economics*, Prentice Hall of India, Pvt. Ltd., New Delhi
- K.K. Dewett, *Modern Economic Theory*, S. Chand Publication

**MBA 103**  
**QUANTITATIVE TECHNIQUES**

**Unit I**

**Introduction to Statistics:** Meaning, Definition in singular and plural sense, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

**Measures of Central Tendency:** Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

**Measures of Variation:** Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance. Moments Concept, calculation and Significance. Skewness: Meaning, Measurement using Karl Pearson and Bowley Measures. Concept of Kurtosis.

**Unit II**

**Simple Correlation Analysis:** Meaning of Correlation: Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient, calculation and properties of coefficient, Rank Correlation.

**Simple Regression Analysis:** Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

**Theory of Probability:** Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

**Unit III**

**Probability Distribution:** Binomial Distribution, Poisson Distribution and Normal Distribution with their properties and applications.



**Linear Programming;** Formulation of linear programming problems. Solution by Graphic method and by using Simplex method algorithm including Big-M method. Business applications of LP. Degeneracy. Duality. Post-optimality analysis.

**Game Theory:** Two-person zero-sum games. Games of pure strategies and Games of mixed strategies. Rule of dominance. Graphic solution to games. Business applications.

#### Unit IV

**Transportation:** Transportation problem: Initial feasible solution using North-west Corner Rule; Least Cost Method; and Vogel's Approximation Method. Testing optimality using MODI method.

**Assignment Problems:** Assignment problem: Solution using Hungarian Assignment Method.

**Project Scheduling:** PERT/CPM: Project networks. Scheduling of projects with known activity times – Critical path and scheduling of activities.

#### Suggested Readings:

- Levin, Richard and David S. Rubin. "*Statistics for Management*". 7th Edition, Prentice Hall of India, New Delhi.
- Render, B. and Stair, R. M. Jr., "*Quantitative Analysis for Management*", 7th Edition, Prentice-Hall of India, New Delhi.
- Siegel, Andrew F, *Practical Business Statistics*. International Edition, 5th Edition (2001), McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., "Business Statistics: A First Course", 4th Edition (2008), Pearson Education.
- Anderson, David R., Dennis J. Sweeney and Thomas A., Williams, *An Introduction to Management Science*, South-Western.
- Taha, Hamdy A, *Operations Research – An Introduction*, Prentice-Hall of India Private Ltd., New Delhi.
- Hillier, Frederick S. and Gerald J. Lieberman, *Introduction to Operations Research*, McGraw Hill India (Pvt) Ltd.
- Vohra, N.D., *Quantitative Techniques in Management*, McGraw Hill Education Private Limited, New Delhi.
- Sharma, J. K., *Operations Research; Theory and Applications*, Macmillan Indian, New Delhi.
- Winston, Wayne L., S. Christian Albright and Mark Broadle, *Practical Management Science*, Duxbury – Thompson learning, Australia.
- Gupta C B, Gupta V, "*An Introduction to Statistical Methods*", 23rd Edition (1995), Vikas Publications.

**Note: Latest edition of the readings may be used.**

**MBA 104**  
**ACCOUNTING FOR MANAGEMENT AND REPORTING**

**Unit I**

**Introduction to Accounting:** Accounting as an information system, Accounting Process, concepts, convention and principles of Accounting, Role of accountant in an organization. Branches of accounting: Financial, Cost and Management Accounting and their inter-relationships, Exposure to format of schedule VI of Public Limited, Banking and Insurance Companies.

**Unit II**

**Cost Accounting:** Meaning, Objectives, Scope and Classification of costs, Preparation of Cost Sheet. **Marginal Costing** –Concept of Marginal Cost; Marginal Costing Vs Absorption Costing; **Cost-Volume-Profit Analysis**; Break-Even Analysis; Assumptions and its practical applications for managerial Decision making with special reference to pricing, make or buy decisions, selection of Sales-Mix.

**Standard Costing:** Introduction, Variance Analysis, types of Variances- Materials and Labour Variances. **Budgetary Control-** Types of Budgets Master budget Zero base budgeting, Fixed Budget and Flexible Budgets, Zero Base Budget, Participative Budget and Performance Budget.

**Unit III**

**Financial Statement Analysis:** Concepts and objectives, **Tools of Financial Analysis:** trend analysis, common size statements, comparative statements, Ratio analysis- Liquidity, solvency, profitability, turnover ratios, Cash flow statements and funds flow statements.

**Unit IV**



**Recent Developments in Accounting:** Introduction to concept of Price Level Accounting, Human Resource Accounting, Transfer Pricing. Target Costing, Kaizen costing, Activity based costing, Life Cycle Costing.

**Financial Reporting and Regulations:** Meaning, objectives, principles and environment of financial reporting; Introduction to Accounting Standards issued by ICAI, US GAAPs, International Accounting Standards, IFRS, Applicability of various accounting standards, comparison and the process of harmonization.

**Suggested Readings:**

- Ahuja, N. L. and Dawar, V. 'Financial Accounting and Analysis' Taxmann Publishers
- Khan and Jain, 'Management Accounting', Tata McGraw.
- J. Madegowda, 'Accounting for Managers', Himalaya Publishing.
- 4. Horngren, Charles T., Gary L. Sundem and William O. Stratton, "Introduction to Management Accounting", Pearson Education Asia.
- Ramchandran, 'Financial Accounting for Management', Tata McGraw
- Jawahar Lal, 'Accounting for Management', Himalaya Publishing
- Pandey, I.M, "Essentials of Management Accounting", Vikas Publishing House.
- Sehgal, A. and Sehgal, D., '*Advanced Accounting – Financial Accounting I*', Taxmann Publications
- Shukla, M.C. and Grewal, T.S. *Advanced Accounts Vol. I & Vol. II*, S. Chand and Co.
- Horngren, C. T., Sundem, G. L. and Stratton, W. O., '*Introduction to Management Accounting*', Pearson Education
- Elliott, B. and Elliott, J., '*Financial Accounting and Reporting*', Pearson
- Gibson, C. H., '*Financial Reporting Analysis (Using Financial Accounting Information)*', South-Western Publications
- Christopher, N. and Parker, R., '*Comparative International Accounting*', Prentice Hall
- Bhattacharya, S.K. and John Dearden, "Accounting for Management – Text and Cases", Vikas Publishing House.
- Arora, M.N., "Cost Accounting – Principles and Practice", Vikas Publishing House.



**MBA 105**  
**BUSINESS ENVIRONEMENT AND INDIAN ECONOMY**

**UNIT I**

**Business Environment:** Meaning, Types: Internal Environment; External Environment; Micro and Macro Environment, Components of Business Environment. **Political Environment:** Three political institutions: Legislature, Executive and Judiciary, Fundamental rights, Directive Principles, Rationale and extent of state intervention.

**Economic Environment:** Concept, features of various economic systems, New Industrial policy and industrial licensing, new economic policies, aspects of economic reforms and their effects on business and emerging economies. Effect of recession on Business and remedies for that, Economic Planning in India: Objectives, Strategies and Evaluation of current five year plan, Monetary and Fiscal Policy.

**UNIT II**

**Legal Environment:** Company Regulatory Legislations in India, FEMA, EXIM policy, Competition Law, Right to Information Act 2005.

**Public Sector in India:** Concepts, Philosophy and Objectives, Performance, Problems and Constraints. Disinvestment and Privatisation, Joint sector and Cooperative sector in India, Deficit Financing and its implications for the Indian Economy; Analysis of current year Annual Budget.



**Consumerism:** Role of Consumer Groups with Special Reference to India; Consumer Protection Act, 1986 with Latest Amendments.

**Ecological Environment:** Concepts of Green Management, Global Warming, Carbon Foot Printing, The Environment Protection Act 1986.

### UNIT III

**Technological Environment:** Impact of Technology on Business, Technological Policy, Intellectual Property Rights, Import of Technology, Appropriate Technology, Problems in Technology Transfer.

**International Environment:** Emergence of Globalisation, Control of Foreign Direct Investment, Benefits and Problems from MNCs. WTO, its role and functions, Implications for India. Trading Blocks, Foreign Trade: SEZ (Special Economic Zones), EPZ (Export processing zone), EOU (*Export Oriented Units*), Dumping and Anti-Dumping measures.

**Introduction to Indian Economy:** Colonialism and Development of Indian Economy, Framework of Indian Economy, Demographic Features and Indicators of Economic Growth and Development, Rural-Urban Migration and issues related to Urbanization, Poverty debate and Inequality, Nature, Policy and Implications.

### Unit IV

**Unemployment:** Nature, Central and State Government's policies, policy implications, Employment trends in Organized and Unorganized Sector

**Development Strategies in India:** Agricultural- Pricing, Marketing and Financing of Primary Sector, Changing structure of India's Foreign Trade. The Economic Policy and Infrastructure Development: Energy and Transport, Social Infrastructure- Education, Health and Gender related issues, Social Inclusion, Issues and policies in Financing Infrastructure Development.

#### Suggested Readings:

- Paul Justin, Business Environment, Latest Edition, McGraw Hill Education, New Delhi.
- V.K. Puri & S.K. Misra, Economic Environment of Business, Latest Edition, Himalaya Publishing House, New Delhi.
- A.C. Fernando, Business Environment, Latest Edition, Pearson Publication, New Delhi.
- V. Neelamegam, Business Environment, Latest Edition, Vrinda Publications, Delhi.
- Francis Cherunilam, Business Environment, Latest Edition, Himalaya Publishing House, New Delhi.
- K. Aswathappa, Essentials of Business Environment, Latest Edition, Himalaya Publishing House, New Delhi.
- Govt. of India, Five Years Plan Documents.

**MBA 106**  
**BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

**Unit I**

**Business Ethics:** Characteristics, Principles, Types, Importance, Factors highlighting the importance of Business Ethics, Myths about Business Ethics. Ethical Values, Theories of Ethics, Absolutism versus Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD), Code of Ethics.

**Business Ethics and Social Responsibilities of the firm** - relationship of the firms with customers, competitors, stockholders, dealers and suppliers. Ethics v/s Ethos, Indian v/s Western Management, Globalisation and Business Ethics. Emerging issues of Business Ethics.

**Unit II**

**Ethical Dilemma;** Characteristics, ethical decision making, ethical reasoning, the dilemma resolution process.

Ethical Considerations in Marketing, Ethics in Accounting and Finance, Ethical Implications at Top Level. Ethical considerations in Human Resource Management, Environmental Ethics.

**Note: Relevant Case Studies regarding ethical issues in Marketing, HRM, Accounting and Finance and Environment Management should be discussed in the class.**

**Unit III**

**Corporate Social Responsibility:** Concept, Definition, Need, Arguments in favour of and against CSR. Historical Phases of Corporate Social Responsibility, Perspectives of CSR. Models of CSR, Drivers of CSR, Corporate Governance, Business Ethics and CSR.

**Corporate Social Responsibility and Corporate Sustainability:** Meaning, Need and importance of Sustainability, Sustainability Case Studies-Triple Bottom Line (TBL).

**Corporate Sustainability Reporting Frameworks-** Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.

#### **Unit IV**

Corporate Social Responsibility within the organisation, CSR and Society, Strategic Planning and CSR, Environmental Aspects of CSR, CSR under the Companies Act, 2013, CSR Practices in India, Case Studies of Major CSR Initiatives.

Corporate Governance: Introduction, Need, Models.

#### **References:**

- Fernando, A. C. (2010). *Business Ethics and corporate governance*. Pearson Education.
- Velasquez, M. G. (2011). *Business Ethics: Concepts and Cases*. PHI Learning.
- Gosh, B. N. (2009). *Business Ethics and Corporate Governance*. Tata McGraw Hill. T
- Thomas M. Garrett - *Business Ethics* - The times of India Press Bombay.
- Peter Pratley - *The essence of Business Ethics* - prentice Hall of India (P) Ltd., New Delhi.
- Chackraborty S.K. - *Ethics in Management - Vedantic Perspectives* - Oxford University Press, Delhi.
- Keith Davis *Business and Society* Mc Graw Hill.

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**MBA 107**  
**BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS**

**UNIT - 1**

Understanding the Foundations of Business Communication: Business Communication concept, Communication Models, Communication Process, Characteristics of effective business communication, Barriers in communication environment, Communication and Ethics, Cross Cultural Communication;

Guidelines for successful collaborative writing, Social networking technologies in business communication, Importance of listening, business etiquette & nonverbal Communication

**UNIT - II**





The Three-Step Writing Process: Importance of analyzing the situation before writing a message, Information-gathering options, Information organization, Writing Business Communication: Adapting to your audience, Crafting brief messages, Crafting messages for electronic media, Writing routine and positive messages, Writing negative messages; Planning, Writing, and Completing Reports and Proposal and Emails.

### **UNIT – III**

Designing and Delivering Oral and Online Presentations: Developing oral and online presentations, Enhancing presentations with slides and other visual aids, Just-A-Minute Presentation, Individual/Group Presentations, Feedback and overcoming Glossophobia, Group discussion.

### **UNIT - IV**

Writing Employment Messages and Interviewing for Jobs: Employment strategy, Planning, writing and completing your resume, Applying and Interviewing for Employment: Understanding, preparing and follow-up, Role Play and Simulation games – Employer - employee and Interviewer – interviewee relationship.

#### **Suggested Readings:**

- ✓ Penrose/Rasberry/Myers *Business Communication for Managers (5<sup>th</sup> edition)* Cengage Learning.
- ✓ Courtland/John/Roshan *Business Communication Today (13<sup>th</sup> edition)* Pearson
- ✓ Rizvi *Effective Technical Communication* Tata Mcgraw Hills
- ✓ Raymond/Marie/Kathryn/Neerja *Business Communication* Tata Mcgraw Hills

**SEMESTER-II**

## MBA 201

### Business Analytics for Decision Making

#### Unit I

**Introduction to Statistics:** Meaning, Importance, Applications of inferential statistics in managerial decision making. **Collection of Data:** concept of primary data and secondary data, sources of primary data and secondary data, **Classification and Tabulation of Data:** Concept and types of classification, construction of frequency distributions, tabulation of data: role of tabulation, parts of table, rules of tabulation, review of table, types of table.

**Sampling:** Concept, definitions, census and sampling, probability and non probability methods of sampling, relationship between sample size and errors.

#### Unit II

**Sampling Distributions:** Concept and standard error.

**Hypothesis Testing:** Formulation of hypothesis, procedure of hypothesis testing, errors in testing of hypothesis, tests of significance for large samples, tests of significance for small samples, application of t-test, Z-test, F-test and Chi-square test and Goodness of fit, ANOVA.

Techniques of association of attributes.

#### Unit III

**Business Forecasting:** Introduction, Role of forecasting in business, Steps in forecasting and methods of forecasting.



**Correlation:** Partial and Multiple correlation.

**Regression Analysis:** Multiple regression analysis, Testing the assumptions of regression: multicollinearity, heteroscedasticity and autocorrelation.

#### Unit IV

**Index Number:** Definition, importance of index number in managerial decision making, methods of construction, tests of consistency, base shifting, splicing and deflation, problems in construction.

**Time Series Analysis:** Meaning, component and, methods of time series analysis. Trend analysis: Least square method, linear and non linear equations, applications of time series in business decision making.

#### Suggested Readings:

- ✓ Levins, Krehbiel, *Business Statistics*, Pearson Berenson
- ✓ Levin & Rubin, *Statistics for Management*, Prentice Hall
- ✓ S P Gupta, *Statistical Methods*, Sultan Chand
- ✓ Beri, *Business Statistics*, Tata Mc Graw Hill
- ✓ Croucher, *Statistics: Making Business Decisions*, Tata McGraw Hill
- ✓ C.R. Reddy, *Quantitative Techniques for Management Decisions*, Himalaya Publishing
- ✓ Anderson Statistics for Business & Economics, Cengage Learning
- ✓ Levin, Richard and David S. Rubin. “*Statistics for Management*”. 7th Edition, Prentice Hall of India, New Delhi.
- ✓ Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, 7th Edition, Prentice–Hall of India, New Delhi.
- ✓ Siegel, Andrew F, *Practical Business Statistics*. International Edition, 5th Edition (2001), McGraw Hill Irwin.
- ✓ Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., “*Business Statistics: A First Course*”, 4th Edition (2008), Pearson Education.

**MBA 202**  
**Legal Environment for Business**

**UNIT-I**

**Introduction to Business Laws:-** Business Management and Jurisprudence; Structure of the Indian Legal Systems: sources of Law. **Law of Contract:** Definition, features of a valid contract, offer and Acceptance, Consideration, Capacity of parties, Free consent, Legality of Object, Performance and Discharge of Contract, breach of a contract and its remedies. Meaning and types of agents. Special Contracts-Laws of Agency; Principal-Agent Problem-Bailment, Pledge, Guarantee and Indemnity.

**UNIT-II**

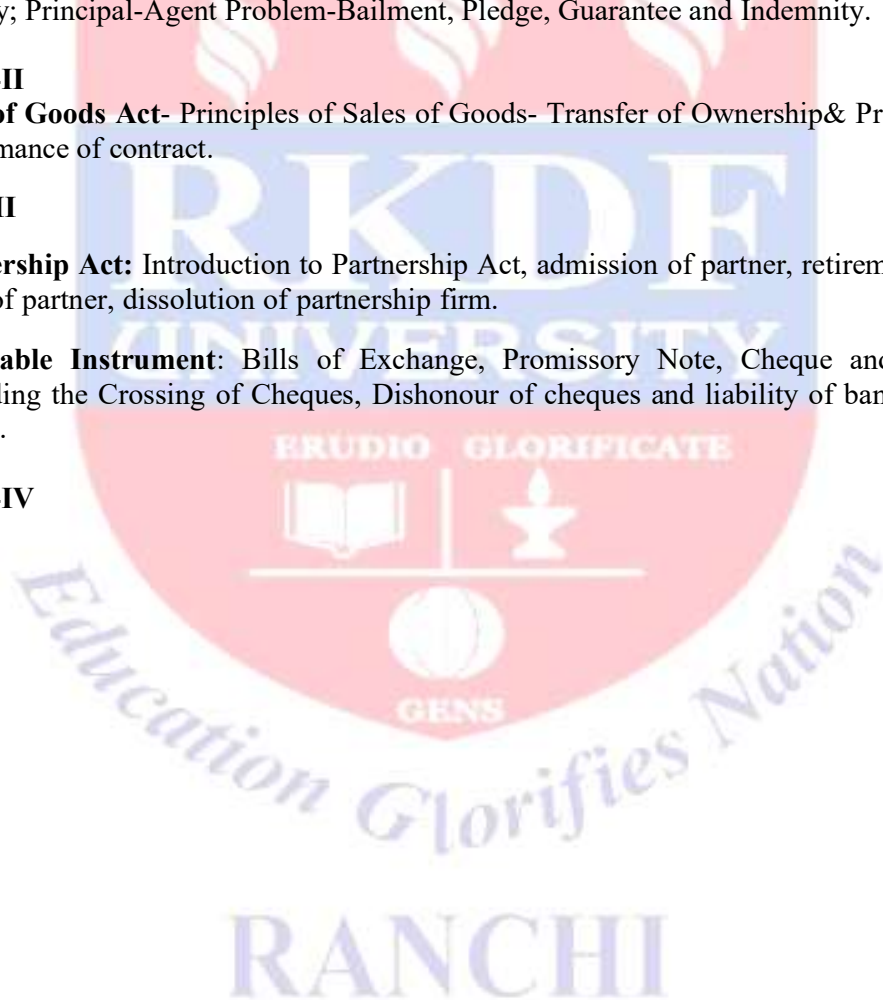
**Sales of Goods Act-** Principles of Sales of Goods- Transfer of Ownership& Property– Performance of contract.

**Unit III**

**Partnership Act:** Introduction to Partnership Act, admission of partner, retirement and death of partner, dissolution of partnership firm.

**Negotiable Instrument:** Bills of Exchange, Promissory Note, Cheque and Rules Regarding the Crossing of Cheques, Dishonour of cheques and liability of banker and drawer.

**UNIT-IV**



**Company law:** Definition and features of company; concept of corporate veil; distinction between company and partnership firm; type of companies, Process of formation and incorporation of Company, Memorandum of Association and Articles of Association, Definition, qualification, rights, duties and position of Directors, Constitution of Board of Directors, Chairman of Board, independent and executive directors, Introduction to meetings and resolution.

**SUGGESTED READINGS:**

1. Bansal, C. L. 'Business Laws' Taxmann Publishers (Edition-2011)
2. Kuchhal, M. C. and Kuchhal,Vivek-'Business Legislations for Management' Vikas Publications (4<sup>th</sup> Edition 2014).
3. Maheshwari,S.N. and Maheshwari,S.K.-A Manual of Business Laws- Himalya Publishing House Pvt. Ltd. (7th Edition-2018)
4. Singhanian, V. and K.,Singhanian, K. and Singhanian, M. 'Direct Taxes – Law & Practice', Taxmann's Publication, Pvt. Ltd.(60<sup>th</sup> Edition 2018-19)
5. **Swain, Dr. Anil Kumar and Agrawal, Mr. Gopal Prasad**, GST Concepts and Applications,Himalya Publishing House Pvt. Ltd. (1<sup>st</sup>Edition-2018)
6. Tulsian,P.C. and Tulsian, Bharat, Business Laws, McGraw Hills Education, (3<sup>rd</sup>Edition-2014)





**MBA 203**  
**Marketing Management**

**Unit –I**

**Understanding Marketing and Consumers:** Introduction to Marketing Management. Definition, Importance, Scope, Basic Marketing Concepts, Marketing Mix, Marketing vs Selling, Customer Value, techniques and relevance. **Marketing Environment and Competition:** Analyzing Marketing Environment-Micro, Macro, Impact of environment on marketing. **Corporate Strategic Planning:** Defining role of marketing strategies, marketing planning process. **Marketing Information System:** Concept and Components. **Consumer Behaviour:** Consumer buying process, Factors Influencing Consumer Buying Behaviour,

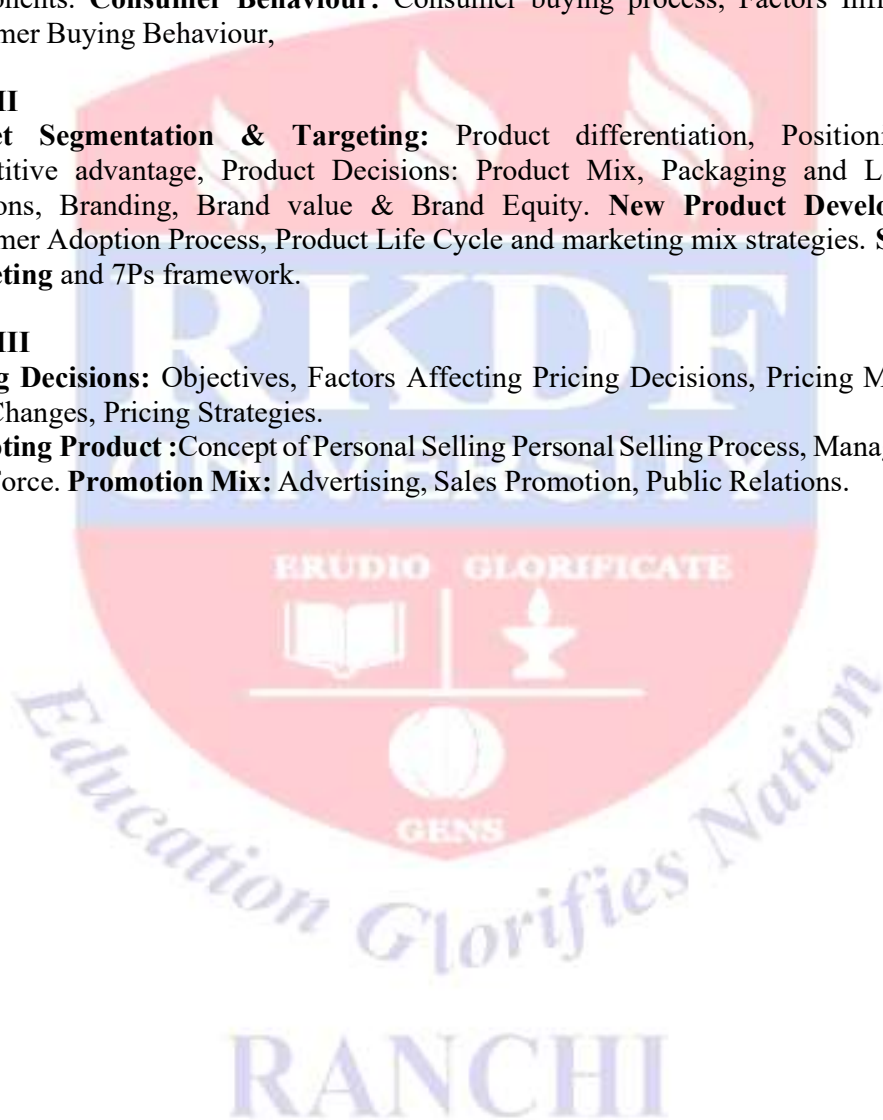
**Unit –II**

**Market Segmentation & Targeting:** Product differentiation, Positioning for competitive advantage, Product Decisions: Product Mix, Packaging and Labelling Decisions, Branding, Brand value & Brand Equity. **New Product Development,** Consumer Adoption Process, Product Life Cycle and marketing mix strategies. **Services Marketing** and 7Ps framework.

**Unit –III**

**Pricing Decisions:** Objectives, Factors Affecting Pricing Decisions, Pricing Methods, Price Changes, Pricing Strategies.

**Promoting Product :** Concept of Personal Selling Personal Selling Process, Managing the Sales Force. **Promotion Mix:** Advertising, Sales Promotion, Public Relations.



## Unit -IV

**Supply Chain Decisions** Nature, Types, Channel Design and Channel Management  
Decisions, Retailing, Wholesaling

**Emerging Trends in Marketing:** Green Marketing, Event Marketing, Network Marketing, Social Marketing, Buzz Marketing/ Viral Marketing, Customer Relationship Management (CRM), Global Marketing, Rural Marketing, E- Commerce, Understanding Digital Marketing, Understanding **Bottom of Pyramid Marketing**

### Suggested Readings:

- ✓ Kotler & Koshy, *Marketing Management*, Pearsons Education
- ✓ Ramaswamy & Namakumari, *Marketing Management*, McMillian.
- ✓ McMEtzel, Walker, Stanton, and Pandit, *Marketing Management*, Tata McGraw Hill
- ✓ Kurtz & Boone, *Principles of Marketing*, Cengage Learning
- ✓ Kotler & Armstrong, *Principles of Marketing*, Prentice Hall
- ✓ Biplab S. Bose, *Marketing Management*, Himalaya Publications
- ✓ Subhash c. Jain, *Marketing Management*, Cengage Learning
- ✓ Rajan Saxena,, *Marketing Management*, Tata McGraw Hill.



## MBA 204

### Human Resource Management

#### Unit I

**Human Resource Management (HRM):** Nature, Scope, Objectives and functions of HRM. Evolution of HRM, HR as a factor of competitive advantage. Organization of HR department, Line and staff responsibility of HR managers, competencies of HR Manager. Personnel Policies and Principles. **Strategic HRM:** Introduction, Integrating HR strategy with Business Strategy, Difference between SHRM and HRM. HRM Environment and Environment Scanning. **Human Resource Planning:** Meaning, Process and importance, factors affecting Human Resource Planning. **Job Analysis:** Process, methods of Job Description & Job Specification.

#### Unit 2

**Recruitment & Selection:** Meaning & Concept, Process & Methods Recruitment & Selection, Induction & Placement. **Training & Development:** Meaning & Concept of Training & Development, Methods of Training & Development, Evaluating training effectiveness. HRM vs. HRD. **Career Planning & Development:** concept of career, career planning, career development, process of career planning and development, factors affecting career choices, responsibilities of Employers / managers, organization and employees in career planning and development, career counseling. **Internal Mobility:** Promotion, Transfer, Demotion, Separation, downsizing and outplacement.

#### Unit 3

**Performance Appraisal:** Meaning & Concept of Performance Appraisal, Methods & Process of Performance Appraisal, Issues in Performance Appraisal, Potential Appraisal. **Compensation Management-** Concept and elements of compensation, Job evaluation, Wage / Salary fixation, Incentives Plans & Fringe Benefits. **Quality of work life (QWL):** Meaning, Concept, Techniques to improve QWL. Health, Safety & Employee

Welfare, Social Security. **Quality Circles:** Concept, Structure, Role of Management, QCs in India.

#### Unit 4

**Industrial Relations:** Government's concerns, Union's concerns, Management concerns; Approaches of IR; Dispute Resolution Machinery. **Collective Bargaining:** Meaning, Scope, Objectives, Issues and Strategies, steps of collective bargaining, negotiation skills. Participative Management, Grievance Handling, Disciplining and Counseling of employees, HRIS, HR Audit. Ethical Issues in HRM. Human Resource Management practices in India.

#### Suggested Readings:

- ✓ Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia. 2017 15<sup>th</sup> Edition
- ✓ Aswathappa, K.. Human Resource Management, Text and Cases (7<sup>th</sup> ed.). McGraw Hill.
- ✓ Flippo, E. Human Resource Management (5<sup>th</sup> ed.). McGraw Hill.
- ✓ Ivancevich, J. Human Resource Management (12<sup>th</sup> ed.). Tata McGraw Hill.
- ✓ Gomez Mejia, L. Managing Human Resources (8<sup>th</sup> ed.). Pearson Education.
- ✓ Bratton, J. and Gold, J. Human Resource Management: Theory and Practice (6<sup>th</sup> ed.). Palgrave.
- ✓ Mirza S. Saiyadain. Human Resources Management (4<sup>th</sup> ed.). Tata McGraw Hill.
- ✓ Dale Yoder, Personal Management & Industrial Relations, Tata McGraw Hill



## MBA 205

### Production & Operations Management

#### Unit- I

**Operations management:** concept, functions, transformation process model: inputs, process and outputs; classification of operations; responsibilities of operations manager, contribution of Henryford, Deming, Crossby, Taguchi.

**Facility Location** – importance, factors in location analysis, location analysis techniques. **Product Design and Development** – product design and its characteristics, product development process (technical), product development techniques. **Process selection-** project, job, batch, mass and process types of production systems. operations management in corporate profitability and competitiveness

#### Unit- II

**Facility Layout** – Objectives, Advantages, Basic Types of Layouts, Problems in facility layout. **Production Planning & Control (PPC):** –Concepts, Objectives, and Functions, work study – Productivity: Method study; Work measurement. **Capacity Planning** – Concepts, Factors affecting Capacity Planning, Capacity Planning Decisions.

#### Unit- III

**Quality Management:** Introduction, Meaning, Quality Characteristics of Goods and Services, Juran's Quality Trilogy, Deming's 14 principles, Tools and Techniques for Quality Improvement, Statistical Process Control Chart, Quality Assurance, Total Quality Management (TQM) Model Concept of Six Sigma and its Application. **Acceptance Sampling** – Meaning, Objectives, Single Sample, Double Sample and Multiple Sample Plans with sated risk, Control charts for variables – Averages and Ranges, Control Charts for Defectives – Fraction Defective and Numbers Defective.

#### Unit- IV



**JIT and Lean Production System:** JIT Approach, Implementation requirements, Services, Kanban System. **Inventory Management:** Concepts, Classification, Objectives, Factors affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model, Re-order level, ABC analysis. Logistics and Franchising. **Purchasing Management** – Objectives, Functions, Methods, Procedure.

**Value Analysis:** Concepts, Stock Control Systems, Virtual Factory Concept and Production Worksheets.

Note : Relevant Case Studies should be discussed in class.

**Suggested Readings / Books:**

- ✓ Mahadevan B, Operations Management: Theory and Practice (2nd Ed.). Pearson Education
- ✓ Krajewski & Ritzman, Operations Management (5<sup>th</sup> Ed.) Pearson Education
- ✓ Buffa & Sarin, Modern Production/Operations Management, (8<sup>th</sup> Ed.) John Wiley
- ✓ Chary, Production and Operations Management, Tata McGraw-Hill
- ✓ Johnston R et al , Cases in Operations Management, Pitman
- ✓ McGregor D, Operations Management, McGraw-Hill
- ✓ Nair, Production & Operations Management. Tata McGraw



## MBA 206

### Corporate Finance and Policy

#### Unit I

**Introduction to Financial Management and Corporate Finance:** Meaning, evolution, objectives, functions and scope of corporate finance. Interface of financial management with other functional areas, Role of financial manager.

**Time Value of Money**-Introduction, types of cash flows, future value of single cash flow, multiple flows and Annuity. **Valuation of Securities:** Concept of Valuation, Methods for valuation of equity, debt and hybrid securities.

**Sources of Finance**–Different sources of finance; long term and Short term.

#### Unit II

**Cost of capital:** concept, significance of cost of capital, specific costs and weighted average cost of capital,

**Capital Structure Decision-Capital Structure Theories:** Meaning and features of capital structure decision, Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani-Miller Hypotheses with special reference to the process of arbitrage and Agency Cost. Determinants of Capital Structure Decision - Approach to Estimating the Target Capital Structure, EBIT / EPS Analysis and ROI / ROE Analysis

#### Unit III

**Leverage**–Business Risk and Financial Risk– Operating and financial leverage, Trading on Equity

**Capital Budgeting Decision:** Nature of investment decisions; process of capital budgeting, investment evaluation criteria: Discounted and Non-Discounted Methods (Pay-Back Period, Average rate of return, Net Present Value, Benefit Cost Ratio and Internal Rate of Return). Risk analysis in capital budgeting and Capital rationing.

#### UNIT IV

**Dividend Decision**:- Issues in dividend decisions. forms of dividend, theories of relevance and irrelevance of dividends.

**Management of Working Capital:** Meaning, nature, objectives and Approaches of Working Capital (Conservative, Matching and Aggressive approaches), Static vs. Dynamic View of Working Capital. Factors determining the amount and composition of Working Capital .Methods for financing of working capital.

#### Suggested Readings:

1. Pandey, I. M. (2015). Financial Management, 11<sup>th</sup> Edition. Vikas Publishing

- House.
2. Khan, MY. and Jain, PK. (2014). Financial Management, 7<sup>th</sup> Edition. Tata McGraw Hill, New Delhi.
  3. Chandra, Prasanna. (2015). Financial Management: Theory and Practice, 9<sup>th</sup> Edition. Tata McGraw Hill, Delhi.
  4. Van Horne. J.C. and J.M. Wachowicz. (2015). Fundamentals of Financial Management, 13<sup>th</sup> Edition. Prentice Hall, Delhi.
  5. Brealey, Richard A; Stewart, C. Myers and Allen, F. (2017). Principles of Corporate Finance, 11<sup>th</sup> Edition. McGraw Hill, New York.
  6. Bhole, L. M. (2017). Financial Institutions and Markets, 6<sup>th</sup> Edition. McGraw Hill.
  7. Srivastava, R. M and Divya, N. (2014). Management of Indian Financial Institutions, 9<sup>th</sup> Edition. Himalaya Publishing House.
  8. Varshney, P. N. and Mittal, DK. (2010). Indian Financial System, 11<sup>th</sup> Edition. Sultan Chand & Sons.



## MBA 207

### Entrepreneurship Development and Project Management

#### Unit I

**Introduction to Entrepreneur:** Concept, Characteristics, functions of an entrepreneur, Entrepreneur Vs Manager, Types of entrepreneurs, Entrepreneurial Mind Set, Key attributes of an entrepreneur, desirable and acquirable traits and behaviours, Readiness of the entrepreneur: Right age, right time and right conditions, Myths and Realities of entrepreneurship.

**Entrepreneurship and Intrapreneurship:** Similarities and variance, Developing Corporate Entrepreneurship.

**Women entrepreneurs:-** Meaning, role, problems for women entrepreneurs, **Rural entrepreneurship, social entrepreneurship,** Entrepreneurship Development, Entrepreneurial support systems and role of government in Entrepreneurship Development.

#### Unit II

**Entrepreneurial Motivation:** Concept and Theories, **Entrepreneurial Strategy: Generating and Exploiting New Entry Opportunities,** Generation of new Entry Opportunity, entry Strategy, Risk reduction strategies for New Entry Exploitation

**Creativity and Business Idea Generation:** Concept of creativity, ideas from trend analysis, sources of new ideas, Methods of generating new ideas, Creative problem solving, creativity and entrepreneurship. **Entrepreneurial Innovation:** Concept and types, Opportunity Recognition and opportunity assessment plan, product planning and development process.

#### Unit III

**Protecting Ideas and Legal issues for the entrepreneur.** Concept of IPR, Patents, Trademarks, Copyrights, Licensing, Product Safety, Other Legal Issues in Setting Up An Organisation. **Business Plan Creating and Starting the Venture:** Concept of Business Plan, Scope and Value, Writing the business plan, Using and implementing business plan.

**Succession Planning and Strategies for Harvesting and Ending Venture:** Exit Strategy, succession of Business, Selling off, bankruptcy

**Reasons of failure of business plan,** Reasons for the failure of entrepreneurial ventures.

#### **Unit IV**

**Project Management:** Concept, facets and Key Issues of project management.

**Generation and screening of project ideas, Project Analysis:** Market and demand analysis, Technical analysis, Financial estimates and projection, **Project Selection:** Investment criteria, Risk analysis, Social Cost Benefit analysis.

**Project Financing:** Financing of projects, Concept of Venture Capital in detail, Difference between Venture Capital and Private Equity. **Project Implementation:**

Project planning and control, Network techniques for project management: PERT and CPM Models, **Project Review:** Post Audit and Administrative Aspects.

**Relevant case studies related to the topics should be discussed.**

#### **Suggested readings:**

- ✓ Chandra, P. (2017). *Projects:Preparation, Appraisal, Budgeting and Implementation*. New Delhi: 8<sup>th</sup> Edition,Tata Mcgraw .
- ✓ Desai, V. (2017). *Project Management and Entrepreneurship*. New Delhi: 2<sup>nd</sup> Edition, Himalaya Publishing House.
- ✓ Fyffe, D. S. (2001). *Project Feasibility Analysis*. New York: John Wiley and Sns.
- ✓ Hisrich, R. D, Peters, M.P, and Shephers, D.A.(2016). *Entrepreneurship*. New Delhi:10<sup>th</sup> Edition,Tata mc graw.
- ✓ Mohanty, Sangram Keshari (2017). *Fundamentals of Entrepreneurship*, Revised Edition, PHI Learning Pvt Ltd.
- ✓ Natrajan, K. and Gordon, E. (2017). *Entrepreneuership Development*. New Delhi: 6<sup>th</sup> Edition , Himalaya Publishing House.

# **SEMESTER-III**



# APPAREL PRODUCTION AND MANAGEMENT (MBAFD 301)

## Objectives:

To impart knowledge of Industrial operations

To impart awareness about machines and equipments used in apparel industry

### Unit-I

- ☐ Introduction to Indian Apparel
- ☐ Industry Structure of the Apparel
- ☐ Industry Sectors of the Apparel Industry

### Unit-II

#### Organization of an Apparel Industry the Design

- ☐ Department Forecasting
- ☐ Designing
- ☐ Collection Planning
- ☐ Pattern Making
- ☐ Production of Sample
- ☐ Garments Pattern Grading

#### The Production Department

##### a) Operations in cutting room

1. Marker Planning
2. Spreading
3. Cutting

##### b) Sewing

1. Preparation for sewing, stitches, seams, feed systems, needles, threads, machinery and equipment
2. Assembly

### Unit-III

#### Finishing Department

- ☐ Pressing Machinery and equipment
- ☐ Finishing, Inspecting, Warehousing and shipping

### UNIT-IV

#### Marketing Department

- ☐ Marketing - Marketing
- ☐ Calendar Product Pricing
- ☐ Price
- ☐ Evaluation
- ☐ Product Planning

- Customers
- Merchandising
- Distribution
- Sales Promotion
  - ☐ Market
  - ☐ Research
  - ☐ Selling
  - Sales Forecasting & Budgeting



### References:

- Carr Harold and Latham Barbara "The technology of clothing manufacture" Blackwell Publisher (1994-2004)
- Ruth EC "Apparel manufacturing and Sewn Product Analysis"
- Chultler AJ, Blackwell Science UK, 1998 "Introduction to Clothing Production Management" Blackwell science (1995) London
- Kaplan, NS "Changing Trends in Apparel Industry" Abhishek Publisher (2004)
- Cooklin Gerry "Introduction to Clothing manufacture, Blackwell Science, UK,
- 1991 Bheda Rajesh, "Managing Productivity in the Apparel Industry" CBS Pub, New Delhi



# FASHION COMMUNICATION (MBAFD 302)

## Objectives:

To enable the students to understand the intricacies of fashion industry

### Unit-I

- ☐ Communication: - Concept, Definition, Scope, functions of communication
- ☐ Mass Communication: - Concept, Definition, Scope and 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.

### Unit-II

- ☐ Creative writing: - writing a feature, different types of feature, rules for writing feature: - Defining Article, rules for writing.
- ☐ Interviews: - Definition, Concept and scope of interviews, types of interview. How to conduct an interview, writing interview.
- ☐ Designing catalogues and brochures.

### Unit-III

- ☐ Photography: - Role of photography in fashion world, concept, definition and functions of photography. Types of camera, camera angles, shots and movements.
- ☐ Editing: - Definitions, various techniques of editing.
- ☐ Ethics of media.

### Unit-IV

- ☐ Event management: - fashions shows, photo shoots, outdoor and indoor shoots.
- ☐ Advertising: - concept, definition, scope, functions and need of advertising in fashion world.
- ☐ Public relations: - concept, definition, scope, functions and qualities of good PRO. Need of PRO in fashion. Publicity: - Definition and scope, event reporting, concept of image management.

## Referen

- ce:
- ☐ Kristen K. Swanson, Judith C. Everett., 'Writing for the Fashion Business', Fairchild Pub., USA.
  - ☐ Guy Masterman, Emma H. Wood, 'Innovative Marketing Communication: Strategies for the Events Industry', Elsevier Butterworth-Heinemann,
  - ☐
  - ☐
  - ☐
  - ☐
  - ☐
- <https://rkdfuniversity.org/>

gh Correspondence and Advertising', Ashok Bhalla, 'Effective Communication'





## FASHION AND SUSTAINABILITY (MBAFD 303)

### Objectives

To enable the students to become aware of environmental concerns and ethical and sustainable practices related to fashion.

#### UNIT-I

- ☐ Terminology related to Green Fashion-Eco - friendly fabrics, organic clothing, Ethical Fashion, Recycled fibres, up -cycled fibres, slow fashion, slow fashion, ecosystem, fair trade, greenapsis, green technology.
- ☐ Green fashion movements and organisations related to it.

#### UNIT II

- ☐ Different fibers and fabrics used for green
- ☐ clothing.Processes employed for production of
- ☐ green clothing.Refashioning and recycling of green clothing.

#### UNIT-III

- ☐ Carbon footprints in textile and apparel industry.
- ☐ Labelling system related to green fashion and eco
- ☐ labellingAwareness of green labelling and its effect on consumers.

#### UNIT IV

- ☐ International Designers and their brands promoting Green
- ☐ Fashion.National Designers and their brands promoting
- ☐ Green Fashion.
- Govt. Policies promoting green fashion

### References:

<https://rkdfuniversity.org/>

- Sustainable fashion and textiles: Design journeys by Kate
- FetcherFuture fashion White Papers by Earth pledge.
- Sustainable fashion: New Approaches: Kirsi, Niinimäki (editor) Aalto university publication series



## KID'S WEAR PATTERN MAKING (MBAFD 304)

### Objectives:

To enable the students to develop skills in pattern making of kids garments of 5 to 10 years old boys

and girls. Making patterns for following garments: Both for Boys and Girls

T-Shirts, Dungarees, Full sleeved reversible jacket. Skirts, Tops, Dress- one piece / two piece.

### References

- Connie Amadon Crawford, 'A guide to Fashion Sewing' Fairchild Publishers, USA,
- 1992Thomes Anna Jacob, 'The Art of sewing,' UBS, Publishers distribution Ltd. New Delhi, 1999. Doonga Ji Sherie and Deshpande, R, 'Basic Process and Clothing Construction.
- Dorothy Wood, "Creative Sewing, the practical Encyclopaedia of Sewing". Mc Graw - Hill Book Co. Inc, NewYork.
- Sylvia Rosen, 'Pattern Making: A Comprehensive Reference for Fashion Design', Prentice Hall
- Winifred Aldrich, 'Metric Pattern Cutting for Children's Wear and Babywear: From Birth to 14 Years Blackwell Science
- Gloria Mortimer-Dunn, 'Pattern Design for Children's clothes', B T Batsford Ltd, London
- Selvia Rosen, 'Children's Clothing: Designing, Selecting Fabrics, Pattern Making & Sewing', Fairchild Books & Visuals
- Nancy J.S.Langdon & Sabine Pollehn, 'Sewing clothes Kids love', Creative Publishing International, Inc.

## SEWING KID'S WEAR (MBAFD 305)

### Objectives:

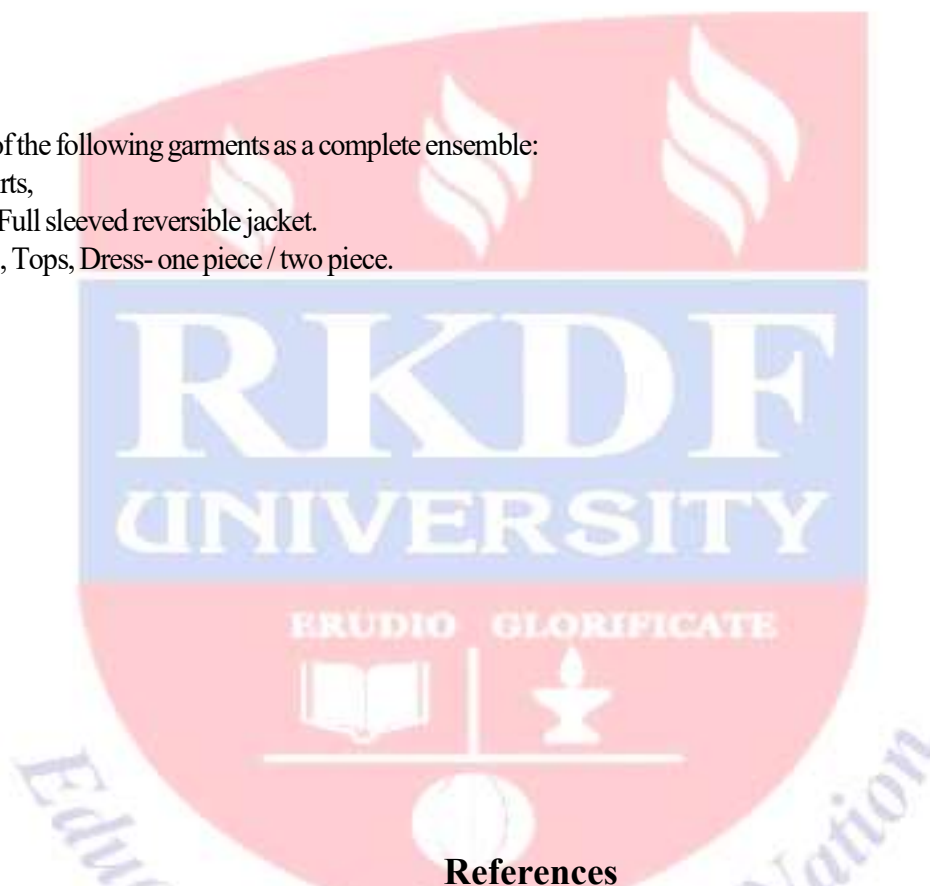
To enable the students to develop skills in construction of kids garments of 5 to 10 years old.

Construction of the following garments as a complete ensemble:

Boys: T-Shirts,

Dungarees, Full sleeved reversible jacket.

Girls: Skirts, Tops, Dress- one piece / two piece.



### References

- ☐ Connie Amadon Crawford, 'A guide to Fashion Sewing' Fairchild Publishers, USA,
- ☐ 1992 Thomas Anna Jacob, 'The Art of sewing,' UBS, Publishers distribution Ltd. New
- ☐ Delhi, 1999. Doonga Ji Sherie and Deshpande, R, 'Basuc Process and Clothing
- ☐ Construction.
- ☐ Dorothy Wood, "Creative Sewing, the practical Encyclopaedia of Sewing". Mc Graw-Hill Book Co. Inc,
- ☐ New York. Mary Abreu, 'Little Girls, big Style', C&T Publishing, Inc
- ☐ Selvia Rosen, 'Children's Clothing: Designing, Selecting Fabrics, Pattern Making & Sewing', Fairchild Books & Visuals
- ☐ Nancy J.S. Langdon & Sabine Pollehn, 'Sewing clothes Kids love', Creative Publishing International, Inc.

## DESIGN DEVELOPMENT FOR KID'S WEAR (MBAFD 306)

### Objectives:

To understand croqui drawing of boys and girls 5 to 10 years of age. To learn to drape these figures in various ensembles.

1. Make a Croqui of a 5 to 10-year-old boy and girl.
2. Design a collection for boys and girls, 5 to 10 years of age keeping the following ensembles in mind: Boys: T-Shirts, Dungarees, Full sleeved reversible jacket. Girls: Skirts, Tops, Dress- one piece / two piece.
3. Rendering of notions, Prints and embroidery in the above Garments.

### References:

- ☐ Patrick John Ireland, 'Fashion Design Illustration: Children', B T Batsford Ltd, London
- ☐ Hagen, 'Fashion Illustration for designers
- ☐ Kathryn Mckalvey, 'Illustration Fashion 'Black Well Publishing
- ☐ Martin Dawber, 'Big book of illustration
- ☐ Parrick John Ireland, 'Fashion Design Drawing and Presentation' Om Books
- ☐ International. Paula J. Myers-McDevitt, 'Complete Guide to Size Specifications', Berg Publishers
- ☐ Bina Abbing, 'Fashion Sketchbook', Fairchild Publishers



## DESIGN DEVELOPMENT THROUGH COMPUTER – I (MBAFD 307)

### Objectives:

To enable the students to understand the application of Adobe Photoshop and used the same to create various design compositions.

Understanding application of basic tools of Photoshop.

Learning the technique of scanning pictures of celebrities/veterans/models and redefining them in terms of hair styles, dresses, and accessories.

Designing the following for sales promotion:

- ☐ Posters and Fliers
- ☐ CD covers of fashion shows, music CD's etc.
- ☐ Visiting cards and brochures of designers, professors etc.
- ☐ Thematic backgrounds like corporate/ Board meeting room, hotel lounge, teller desk; party hall; beach; classroom; etc.
- ☐ User guide for the Software.



# KNITWEAR DESIGN TECHNOLOGY (MBAFD 308)

## Objectives:

- To understand the characteristics of knitted fabrics
- To understand the versatility of knit fabrics for end uses.

### Unit-I

#### Introduction to knitting

- ☐ Definition of knitting
- ☐ Weft and Warp
- ☐ Knitting
- ☐ Comparison of Weft and Warp Knitting Weft knitted fabrics
- ☐ Plain, Knit, Purl, Tuck, Float, Rib, Jacquard. Warp knitted fabrics Tricot, Raschel, Simplex, Milenese.

### Unit-II

#### Knitting needles and its types (hand and machine)

Types of different knitting machines (flat, circular and computerised) Sequence of loop formation on warp and weft knitting machines

### Unit-III

#### Different approaches to construct Knitted

- ☐ garments Fully cut
- ☐ Stitch shaped
- ☐ cut Fully
- ☐ fashioned
- Integral

### Unit-IV

#### Quality Control of knitted

fabrics Garment Quality

Environmental concerns related to knitting industry.

## Referenc

es:

<https://rkdfuniversity.org/>

- ogy', Blackwell Publishing, 2005. Henry Joshnson, 'Introduction to Knitting  
Technology', Abhishek Pub., 2006.  
D.B. Ajgaonkar, 'Knitting Rag, 'Flat



## MEN'S WEAR PATTERN MAKING (MBAFD 309)

### Objectives:

To learn and assemble and stitch the diverse components of men's garments

Pattern development of the following garments

- Designer kurta pyjama
- Shirt
- Trouser-Jeans and formal
- Sherwani with aligarhi pyjama
- Jacket- reversible and lined

### References:

- ☐ Helen Joshpa Armstrong, 'Pattern Making for Fashion Design', Pearson Education, 2007.
- ☐ Jaffe Hilde & Nurie Relis 'Draping for Fashion Design', N.Jersey, Prentice Hall Career,
- ☐ 1993. Natalie Bray 'Dress Pattern Designing', London Blackwell Science, 1996
- ☐ Winfred Aldrich 'Fabric Form and Flat Pattern Cutting', Blackwell Science, USA, 2001.
- ☐ Bane Allyne, MC Graw Hill USA 'Flat Pattern
- ☐ Design'. Bernar Zamkoff, 'Basic Pattern Skills for Fashion Design'.

## SEWING MEN'S WEAR (MBAFD 310)

### Objectives:

To learn to assemble and stitch the diverse components of men's garments.

Pattern development of the following garments

- Designer kurta pyjama
- Shirt
- Trouser-Jeans and formal
- Sherwani with aligarhi pyjama
- Jacket- reversible and lined

### References:

- ☐ Helen Joshpa Armstrong, 'Pattern Making for Fashion Design', Pearson Education, 2007.
- ☐ Jaffe Hilde & Nurie Relis 'Draping for Fashion Design', N.Jersey, Prentice Hall Career,
- ☐ 1993. Natalie Bray 'Dress Pattern Designing', London Blackwell Science, 1996
- ☐ Winfred Aldrich 'Fabric Form and Flat Pattern Cutting', Blackwell Science, USA,
- ☐ 2001. Bane Allyne, MC Graw Hill USA 'Flat Pattern Design'.
- ☐ Bernar Zamkoff, 'Basic Pattern Skills for Fashion Design'.
- ☐ Thomas Anna Jacob, "The Art of Sewing," UBS, Publishers Distributors Ltd., New Delhi,
- ☐ 1994. Reader's Digest Complete Guide to Sewing.
- ☐ Allynie, 'Creative Sewing', McGraw Hill Book Co. Inc, New
- ☐ York. Dorothy Wood, 'The Practical Encyclopaedia of Sewing'.
- ☐ Connie Anadon Crawford, 'A Guide to Fashion Sewing, Fairchild Pub., USA,
- ☐ 1992. Doongaji Sherie & Deshpande, R, Basic Process and Clothing Construction.

# SEMESTER-IV



## DESIGN DEVELOPMENT THROUGH COMPUTER -II (MBAFD 401)

### Objectives:

To make students acquire skill in computer aided designing.

Prepare design illustrations and work sheets of the following garments using the tools of Adobe Photoshop and Corel Draw:

- Kurta pyjama
- Shirt
- Trousers
- Jacket
- Sherwani with aligarhi pyjama
- Coat with lapel collar

Create different textures for above garments. Drape of created textures in the above garments.

Develop patterns of the following garments using the tools of Lectra/Tuka CAD or any other software for Pattern and

- Marker Making:
- o Corset
  - o Off shoulder one-piece garment
  - o Trousers - pleated, flat front
  - o Ethnic Wear

Get the patterns plotted in actual sizes.

### Reference:

- ☐ User guide for the software.
- ☐ Corel Draw by BPB Publications

## KNITWEAR DESIGN TECHNOLOGY (MBAFD 402)

### Objectives:

- To impart the knowledge of Knitting
- To develop an understanding of the various knitted structures

For a knitted sample file develop 20 swatches from basic stitches (Knit, Purl, Tuck, Miss, Transfer loop) Develop a garment from a creative swatch

### References:

- ☐ Sandy Black 'Knitwear in Fashion', Thames & Hundson, London,
- ☐ 2005Debbie Blis 'Cotton Knits for all seasons'
- ☐ Zoe Mellor 'Double Knits'
- ☐ The step by step guide to knitting
- ☐ The Harmony guide to knitting stitches

## DESIGN DEVELOPMENT FOR WOMEN'S WEAR (MBAFD 403)

### Objectives:

- To learn to design theme based collection.
- To develop a personal style of illustration and presentation technique.
- To impart skills for portfolio presentations

The below mentioned Design illustrations should be based on Advanced Pattern Making and Construction of Women's Wear subjects of this semester.

- ☐ Design a collection for Women's Wear on various specified
- ☐ themes. Drape these garments on fashion figures in different
- ☐ moods.
- ☐ Colour and Texture rendering; swatches and notions; spec sheets
- ☐ Define a personal designer style and make a portfolio using designing softwares (coreldraw and adobe photoshop).



### References:

- ☐ Patrick John Ireland, 'Fashion Design Drawing & Presentation' Om Books International, New
- ☐ Delhi, 2005 Seaman 'Professional Fashion Illustration' B.T. Batsford Ltd.
- ☐ Kathryn McKalvey, 'Illustrating Fashion' Black Well Publishing.
- ☐ Patrick John Ireland, 'Fashion Design Illustration Women' B.T. Batsford Ltd.
- ☐ London. Colussy 'Rendering Fashion-Fabrics & Paints'
- ☐ Hagen, 'Fashion Illustration for
- ☐ designers'. Martin Dawber, 'Big book of Illustrations'.

# WOMEN'S WEAR PATTERN MAKING (MBAFD 404)

## Objectives:

To enable the students to develop the patterns through dart manipulation  
To enable the students to understand & realize the importance of fitting.

## Pattern Development of the

- ☐ following: Halter neck one
- ☐ piece dress
- ☐ Off shoulder - single and
- ☐ both Choli cut corseted kurti
- One piece fitted dress with gathers in princess line.

Pattern development of at least two fitted garments with fullness added in various dart locations.

## References:

- ☐ Helen Joseph Armstrong 'Pattern Making for Fashion Design', Pearson
- ☐ Education, 2007. Jaffe Hilde & Nurie Relis 'Draping for Fashion Design', N
- ☐ Jersey, Prentice Hall, 1993. Natalie Bray 'Dress Pattern Designing', Blackwell
- ☐ Science, London, 1996.
- ☐ Winfred Aldrich 'Fabric, Form and Flat Pattern Cutting', Blackwell Science, USA,
- ☐ 2001. Connie Amaden Crawford 'Art of Fashion Draping', Om Book International,
- New Delhi, 2003 Bane Allyne, 'Flat Pattern Design', McGraw Hill USA

## SEWING WOMEN'S WEAR (MBAFD 405)

### Objectives:

To enable the students to develop skills in construction of fitted and stylized dresses.

Construction of the following fitted garments:

- ☐ Halter neck one piece dress
- ☐ Off shoulder dress: single and
- ☐ both Choli cut corseted Kurti
- ☐ One piece fitted dress with gathers in princess line.

Construction of two fitted garments with fullness added in various dart locations.

### References:

- ☐ Thomas Anna Jacob, 'The Art of sewing,' UBS, Publishers distributors ltd, New Delhi,
- ☐ 1999. Allynne, 'Creative sewing' McGraw-Hill Book Co. Inc, New York.
- ☐ Connie Amadon Crawford, 'A Guide to Fashion Sewing', Fairchild Pub., USA,
- ☐ 1992. Doongaji Sherie & Deshpande, R, 'Basic Processes and Clothing Construction'.
- ☐ Dorothy Wood, 'The practical Encyclopaedia of Sewing'
- ☐ Reader's Digest 'Complete guide to
- ☐ Sewing' Singer, 'Sewing Book'



# QUALITY CONTROL AND STANDARDIZATION (MBAFD 406)

## Objectives:

To educate students about the need and importance of quality control and standardization in Apparel industry. To provide theoretical information to students about the various quality standards of the Apparel Industry.

To familiarize students about the various National and International standards and organizations that formulate them.

### Unit - I

1. Quality: Definition, Importance, Quality system, Quality registration system, seven tools of quality.
2. Quality Control Through Inspection: Definition, Inspection Methods, Sampling Methods, Selection of Inspectors.

### Unit - II

1. Managing Quality - Introduction, Precision and Accuracy of methods.
2. Testing of Fabric Properties - Strength, Stretch, Sew ability, Thickness, Water-Repellency, Pilling, Abrasion, Colorfastness.
3. Flammability - Factors Affecting Flammability, Importance in Children Clothing, Influence of Laundry on it.
4. Quality of Fasteners - Zipper, Elastic, Waistbands, Button, Snaps.

### Unit - III

1. Care labeling of Apparel and Textile: American Care Labeling, ISO care symbols, Japanese care symbols, Clothing and Hazards, Quality Costs.

### Unit - IV

1. Standards: Introduction, Benefits, Level of Standards, Sources of Standards, EOTC.
2. ISO: Structure of ISO, Definition, ISO 9000 System, Steps of ISO Certification, Textile Research Association.

## References:

- ☐ Dale H. Besterfield, "Quality Control" Prentice Hall
- ☐ Armand V. Feigenbaum, "Total Quality Control", McGraw Hill Publications
- ☐ Pradip V. Mehta and Satish K Bhardwaj, "Managing Quality in the Apparel Industry."
- ☐ "Dr. Inderpal Rai," Textile Industry Problem and Prospects in the 21<sup>st</sup> Century."

## TEXTILE DESIGN DEVELOPMENT (MBAFD 407)

### Objectives:

To make students understand and apply the knowledge of textile design development.

1. Sourcing of design from nature, religion and methodology, arts & craft, architecture, historical textiles & cave paintings and creating a collection for contemporary use.
2. Development of the above designs in various geometrical, simplified, stylized, abstract forms.
3. Enlarging and reducing their sizes.
4. Application of different color ways to the above.
5. Combining of motifs, placement and repeats for bed linen, curtains, yardage, engineered prints and sarees.
6. Development of creative swatches using various sewing, printing, dyeing techniques and any other innovative method of fabric ornamentation.
7. Product development in collaboration with industry using any technique.

### References:

- ☐ Chlog Colchester," The New Textile Trends and Traditions," Thames and Hudson
- ☐ Publications.Gillow J and Barnard N," Traditional Indian Textile," Thames and Hudson
- ☐ 1993.
- Harvey J," Traditional Textile of Central Asia," Thames and Hudson 1986.

# PATTERN DEVELOPMENT THROUGH DRAPING (MBAFD 408)

## Objectives:

To make the students understand draping methods of designer dresses.

1. Basic princess line jacket with sleeves and lapel collar.
2. Sculpted dress.
3. Corset dress.
4. Trousers - Flat front, pleated.
5. Cowls - Front deep cowl, back deep cowl, armhole cowl, halter cowl, sleeve cowl (knitted fabric should be used for cowl designs).

Construct any one of the above draped garments for class assessment.

## References:

- ☐ Wrap and Drape Fashion-History, Design and Drawing Elisabetla 'Kuky' Drudy, Pepin
- ☐ PressHillhouse and Mansfield, "Dress Design Draping and flat pattern making."
- ☐ Jaffe Hilde and relis Nurie," Draping for Fashion Design", Prentice
- ☐ Hall.Cramford Amaden, "The Art of Fashion Designing" Fairchild Publishers.

## DISSERTATION (MBAFD 409)

1. To select a relevant topic for research related to fashion or allied field.
2. To formulate a plan of action for the same.
3. Submitting a Report stating the review work, objectives, methodology, summary and conclusion (topics can be taken related to some industry, survey, product development or some concern related to fashion).

