

PROGRAMME FOR B.Sc., COSTUME DESIGN AND FASHION
Under Choice Based Credit System
(w.e.f. 2023 – 2024)

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	I	XXX xxxx	TAM/FRE/HIN	3	2	30
	II	ENS 1201	English	3	2	30
	III C	BCF 1501	Fashion Studies	5	5	75
	III C	BCF 1401	Visual Design Elements Laboratory	4	4	60
	III C	BCF1403	Visualizing and Representing Methodology Laboratory	4	4	60
	III S	BCF1405	History of Indian Costumes	5	4	60
	IV NME	XXX xxxx	Non Major Elective	3	2	30
	IV LS	XXX xxxx	Life Skill	3	2	30
	V	XXX NNNN	NSS/NCC/PED/SLP/GMP/GSP/ LISP/ACH	-	-	-
			Total	30	25	375
2	I	XXX xxxx	TAM/FRE/HIN	3	2	30
	II	ENS 1202	English	3	2	30
	III C	BCF 1402	Basic Sewing and Machine Handling Laboratory	4	4	60
	III C	BCF 1502	Textile Studies	5	5	75
	III C	BCF 1404	Fashion Trend and Forecasting	4	4	60
	III S	BCF 1406	Computer Aided Design Laboratory	5	4	60
	IV NME	XXX xxxx	Non Major Elective	3	2	30
	IV LS	XXX xxxx	Life Skill	3	2	30

BCF 2

	V	XXX xxxxx	NSS/NCC/PED/SLP/GMP/GNS/LI SP/ACH	-	1	15
			Total	30	25+1	375+15
3	I	XXX xxxxx	TAM/FRE/HIN	3	2	30
	II	ENS 2202	Study Skills	3	2	30
	III C	BCF 2501	Fabric Studies	5	5	75
	III C	BCF 2503	Fashion Design – Women’s wear Laboratory	5	5	75
	III C	BCF 2505	Pattern Making and Garment Construction Laboratory - 1	5	5	75
	III C	BCF 2401	Fashion Illustration	5	4	60
	III S	BCF 2403	Boutique Management	4	4	60
	V	XXX NNNN	NSS/NCC/PED/SLP/GMP/GSP/ LISP/ACH	-	-	-
			Total	30	27	405
4	I	XXX xxxxx	TAM/FRE/HIN	3	2	30
	II	ENS 2202	Career Skills	3	2	30
	III C	BCF 2402	Garment Production Machinery	4	4	60
	III C	BCF 2502	Fashion Design – Men’s Wear Laboratory	5	5	75
	III C	BCF 2504	Pattern Making and Garment Construction Laboratory - 2	5	5	75
	III C	BCF 2506	Textile Coloring and Finishes	5	5	75
	III S	BCF 2404	Fashion Accessories Laboratory	5	4	60

	V	XXX xxxxx	NSS/NCC/PED/SLP/GMP/GNS/LI SP/ACH	-	1	15
			Total	30	27+1	405+15

5	III C	BCF 3601	Visual Merchandising	6	6	90
	III C	BCF 3603	Fashion Design – Kid’s wear Laboratory	6	6	90
	III C	BCF 3605	Digital Illustration Laboratory	6	6	90
	III C	BCF 3501	Fashion Brand Management	5	5	75
	IV LS	XXX xxxxx	Life Skill	3	2	30
	IV	BCF 3200	Environmental studies	4	2	30
			Total	30	27	405
6	III C	BCF 3502	Portfolio Development	6	5	75
	III C	BCF 3602	Internship	6	6	90
	III C	BCF 3604	Surface Embellishment Techniques Laboratory	6	6	90
	III C	BCF 3606	Fashion Styling and Photography Laboratory	5	6	90
	IV	HVS 3200	Human Values Development	4	2	30
	IVLS IV	XXX xxxxx	Life Skill	3	2	30
			Total	30	27	450

Supportive Courses (Self)

Sem	Part	Course Code	Course Title	Hr/ Wk	Cr.	Marks
1	III	BCF1405	History of Indian Costumes	5	4	60
2	III	BCF 1406	Computer Aided Design Laboratory	5	4	60
3	III	BCF 2403	Boutique Management	4	4	60
4	III	BCF 2404	Fashion Accessories Laboratory	5	4	60

Courses offered to Non – Major students by the Department of Costume Design and Fashion (UG)**Non-Major Elective**

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	IV	BCF 1201	Practical - Material Studies	3	2	30
2	IV	BCF 1202	Theory – Evolution of Fashion	3	2	30

Life Skill Courses

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	IV	BCF 1203	Functionality Wear	3	2	30
2	IV	BCF 1204	Basic Embroidery Laboratory	3	2	30
5	IV	BCF 3201	Upcycle Fashion Laboratory	3	2	30
6	IV	BCF 3202	Dyeing and Printing	3	2	30

Programme-Specific Outcomes (PSOs)

On successful completion of Bachelor of Science in Costume Design and Fashion, the student should be able to:

PSO1: Understand the fundamental principles, concepts, and theories related to design, fashion and material studies.

PSO2: Analyze complex problems, evaluate information, synthesize information, apply design concepts to practical situations, identify assumptions and biases, make informed decisions and communicate effectively

PSO3: Employ theoretical concepts and critical reasoning ability with technical skills to solve problems, acquire data, analyze their physical significance and explore new design possibilities.

PSO4: Apply scientific methods, collect and analyse data, test hypotheses, evaluate evidence, apply statistical techniques and use computational models.

PSO5: Formulate research questions, conduct literature reviews, design and execute research studies, communicate research findings and collaborate in research projects.

PSO6: Set learning goals, manage their own learning, reflect on their learning, adapt to new contexts, seek out new knowledge, collaborate with others and to continuously improve their skills and knowledge, through ongoing learning and professional development, and

PSO7: Execute the learnings of the latest fashion designs, techniques in the workplace and aid in building a sustainable fashion environment.

PSO8: Evaluate and display competency in organizing fashion events, designer events, fashion promotions and meets

PSO9: Contribute to the growth and development in the field of design styling and fashion.

PSO10: Explore, educate and equip by themselves in this fast-moving technological based era to develop the ever-growing fashion industry.

Mapping of Programme Specific Outcomes (PSOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
PSO1	✓	✓		✓	✓			✓	✓	
PSO2	✓		✓	✓		✓		✓	✓	
PSO3	✓	✓	✓		✓		✓			✓
PSO4	✓	✓		✓	✓	✓	✓		✓	
PSO5	✓	✓	✓	✓		✓	✓			✓
PSO6		✓	✓		✓		✓	✓	✓	✓
PSO7	✓	✓	✓		✓	✓	✓		✓	
PSO8	✓		✓	✓	✓		✓	✓		✓
PSO9	✓	✓		✓		✓	✓		✓	✓
PSO10	✓	✓	✓		✓		✓	✓	✓	

Mapping of Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Courses	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
BCF 1501	✓		✓		✓				✓	✓
BCF 1401	✓	✓		✓		✓		✓	✓	
BCF 1403	✓	✓	✓			✓		✓		✓
BCF 1405		✓	✓		✓			✓	✓	
BCF 1201	✓	✓			✓			✓		✓
BCF 1203	✓	✓		✓		✓		✓		✓
BCF 1402	✓		✓		✓	✓		✓		
BCF 1502		✓		✓		✓		✓	✓	
BCF 1404		✓	✓			✓		✓		
BCF 1406	✓		✓		✓		✓	✓		✓
BCF 1202		✓			✓		✓			✓
BCF 1204	✓		✓		✓	✓		✓	✓	

SEMESTER 1

BCF 1501	Fashion Studies	5 hours /5 Credits
-----------------	------------------------	---------------------------

Course Objectives

The course aims at imparting knowledge about the fashion Industry. Knowing the various international fashion centers and brands. Understanding Fashion basics and terminologies.

Course Outcomes

On successful completion of the course, the students will able to

- i. Gain knowledge on fashion terminologies.
- ii. Understand the levels of the fashion Industry.
- iii. Obtain knowledge about the success of various fashion designers.
- iv. Gain knowledge on Fashion Capitals and Fashion Brands.
- v. Understand the theories of fashion.

Unit 1: Introduction to fashion (15hrs)

Introduction to fashion - definition and origin – Fashion terminologies – Fashion, Style, Fad, Classic, Collection, Chic, Mannequin, Fashion Show, Trend, and Haute Couture – Classification and types of Fashion – Fashion Illustration – Factors influencing fashion

Unit 2: Elements and Principle of design (15hrs)

Design –Definition – Types- Structural and Decorative Design – Elements of Design – Dot, Line, Shape , Form, space, Color and Texture – Principles of Design – Balance, Rhythm, Harmony, Emphasis and Proportion.

Unit 3: Levels and Scope of fashion industry (15hrs)

Levels of fashion market - Couture, Ready to wear, Mass production – Fashion Focus –The designers Role, The Manufacturers Role, The Retailers Role – Levels of Fashion Business/ Industry – Primary Level, Secondary Level, Retail level and the Auxiliary level – Types of designers – High fashion Designer, Stylist, and Freelance Designer – Study of International Fashion centres – France, Italy, England, Germany, Canada, New York – Study of Fashion Brands –National Brand - International Brand - Designer Brand, Luxury fashion brand.

Unit 4: Colours and Figure Types (15hrs)

Colours – Importance and Dimensions – Basics of Color – Hue, Value, Intensity – Colour Theory – Prang colour chart and Colour Harmonies - Monochromatic, Analogous, Complementary - Double Complementary Split Complementary, Traid Colours, tetradic colours, Cool Colours and Warm Colours – Psychology of color –Silhouettes and figure types-pear figure, hourglass figure, rectangular figure, wedge figure, overall roundness figure. Choosing the best dress for the figure types.

Unit 5: Theories, Cycle and Seasons (15hrs)

Theories of Fashion - Trickle up, Trickle down and Trickle across –Fashion Cycle - Classic, FAD, Trend, Style – Fashion Seasons – International market and Indian market.

Biography of various Indian Fashion designers - Manish Malhotra, Ritu Kumar, Ritu berri, Tarun Tahilani, Wendell Rodricks, Abu Jani and Sandeep Khosla, JJ Valaya, Manish Arora, and Rohit Bal – Study of international Designers - Coco Chanel, CK, Donatella Versace, Gucci, Giorgio Armani.

References

1. The Dynamics of Fashion. Elaine stone Fair child publications, New York. 2001.
2. Fashion from concept to consumer [Sixth Edition]. Gini Stephan Friengs . Prentice Hall.1999.
3. Fashion Retailing Ellen Diamond. Pearson Education. INC and Dorling Kinderley Publishing, Delhi. 2007.
4. Inside the fashion Business, Kitty G, Dickerson. Pearson Education. INC and Dorling Kinderley ublishing, Delhi. 2005.

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Rememberin g	K 2 Understandin g	K 3 Applying	K 4 Analysin g	K 5 Evaluatio n	K 6 Creating
CO1		2				
CO2	3		4			
CO3		5		4		
CO4	4				5	
CO5						

Mean: 3.8

Course Objectives

The course aims at exploring and developing one's ability to think and draw. Introducing a creative stimulus and providing a starting point towards Visual design elements (i.e., Point, line, plane, and shape) along with their application. The creative exercises which are designed to help the candidate convert the imaginary vision into visuals on each of these elements.

Course Outcomes

On successful completion of the course, the students will be able to

- i. Understanding Elements of Design relevance with visual language.
- ii. An ability to create Motifs and patterns with Elements of Design.
- iii. Understanding Effects of Texture and Its importance.
- iv. Create the designs based on Principles of Design.
- v. Understanding of Color and its moods.

List of Exercises

1. Elements of design - line, dot, shape, space, pattern –texture with respect to nature, architecture, furniture, fabric etc.
2. Motif and pattern development, types of repeats - straight, half drop, mirror symmetrical asymmetrical etc.
3. Concept and significance of Texture – Textures in nature and its surface characteristics.
4. Basics of Rhythm, Balance, Emphasis in relation to nature; Harmony, Scale/Proportion – Integration of elements and principles of design.
5. Color Theory and its application–Basics of Color – Hue, Value, Intensity –Color Schemes - Monochromatic, analogous, complimentary, split complementary, triad color schemes, warm, cool, neutral colors – Color composition – Color interaction and its effect on visual perception; Psychology of color,

References

1. The Dynamics of Fashion. Elaine Stone Fairchild publications, New York. 2001.
2. Fashion from concept to consumer [Sixth Edition]. Gini Stephan Friens . Prentice Hall.1999.
3. Fashion Retailing Ellen Diamond. Pearson Education. INC and Dorling Kinderley Publishing, Delhi. 2007.
4. Inside the fashion Business, Kitty G, Dickerson. Pearson Education. INC and Dorling Kinderley Publishing, Delhi. 2005.

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Rememberin g	K 2 Understandin g	K 3 Applying	K 4 Analysin g	K 5 Evaluatio n	K 6 Creating
CO1	4			5		
CO2		3				
CO3			5			
CO4				3		
CO5	5				5	

Mean: 4.2

BCF 1403 Visualizing and Representing Methodology Laboratory 4 hours/4 Credits

Course Objectives

The course aims at introducing drawing as an extension to bring out the imaginary vision into a 2d drawing. Enhancing and exploring the skill of drawing to express and communicate.

Understanding still life - Study of various objects in pencil and color (cube, sphere, cone. etc.)

Course Outcomes

On successful completion of the course, the students will be able to

- i. Handling Pencils and other technical drawing mediums.
- ii. Observe and express visually through sketching.
- iii. Perceptive the elements, handling and experimenting.
- iv. Reinforcing the principles of traditional drawing skills through what he or she sees.
- v. Understand the technical aspects of drawing through isometric and perspective drawing.

List of Exercises

1. Blind drawing
2. Gesture drawing
3. Doodling
4. Scribbling
5. Line drawing
6. Shape composition
7. Object drawing
8. Still life drawing
9. Isometric drawing
10. Perspective drawing

References

1. Kate Wilson- The Artist's Everything Handbook: A New Guide to Drawing and Painting
Publisher: Harper Design, Edition, 2015.
2. Betty Edward Fontana- Drawing on the Right Side of the Brain (Publisher: Tarcher; 4
edition November 2012.
3. Betty Edward Fontana -Color: A Course in Mastering the Art of Mixing Colors
Publisher: Penguin USA September 2004.
4. Francis D. K.Ching John Wiley& P.Juroszek, Design drawing with StevenSons.Inc
5. Julia Cameron Pan, The artists way' McMillan Ltd.

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Remembering	K 2 Understanding	K 3 Applying	K 4 Analysing	K 5 Evaluation	K 6 Creating
CO1	4			5		
CO2		3				
CO3			5			
CO4				3		
CO5	5				5	

Mean: 4.2

SUPPORTIVE

BCF 1405	History of Indian Costumes	5 hours/4 Credits
-----------------	-----------------------------------	--------------------------

Course Objectives

The course aims at to appreciate the ancient Indian Costume as it unfolds through the ages. To view the study of Indian costume as a cultural and visual milieu of the period. Appreciate the various styles of traditional Indian costumes.

Course Outcomes

On Completion of the course the student will be able to

- i. Obtain basic knowledge on theories of Clothing Origin.
- ii. Categorize the ancient Indian costumes worn during various historical periods.
- iii. To gain knowledge on the Indian costumes on medieval period.
- iv. Understand the costumes used by various states of India.
- v. Know the Various tribal costumes of India.

Unit 1: Introduction (15hrs)

Origin and History of costumes – Classification of Costumes – Types of Early costumes – Factors Influencing Costume Development – Theories of Clothing origin – Protection theory, Modesty Theory, Self-Adornment Theory.

Unit 2: Ancient Indian Costumes (15hrs)

Study of ancient Indian costumes during the following periods– Indus valley Civilization.– Mauryan and Sunga period – Kushan Period – Gupta Period.

Unit 3: Medieval Period (15hrs)

Costumes of Medieval Period – Mughal Period – British Period – Evolution of Khadi movement.

Unit 4: Traditional Costumes (15hrs)

Traditional Costumes of India – Jammu & Kashmir, Punjab, Haryana, Rajasthan, Madhya Pradesh, West Bengal, Assam, Maharashtra, Tamil Nadu, Kerala, Karnataka.

Unit 5: Tribal Costumes (15hrs)

History of Tribal Costumes – Study on Tribal costumes of India – Odisha, Rajasthan, Andhra Pradesh, Nagaland, Manipur, Assam. Jammu and Kashmir, Tamil Nadu, Maharashtra, Himachal Pradesh, Gujarat, Karnataka.

References

1. Indian Costume, G.H.Ghosyre, Popular books Pvt. Ltd, New Delhi (1996).
2. Costumes of India and Pakistan, Dar S.N, DB Taraporevala Sons and Co., Bombay (1956).
3. Traditional Indian Costumes and Textiles, Dr. Parul Bhatnagar, Abishek Publications, Chandigarh (2004).

4. Costumes of Indian Tribe, Prakash Chandra Mehta, Discovering Publishing House Pvt. Ltd., New Delhi (2011).
5. Costumes and Textiles of Royal India, Ritu Kumar, Christie's Books, London (1999).
6. Indian Jewellery – M.L.Nigam, Lustre Press Pvt. Ltd, India (1999).

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Remembering	K 2 Understanding	K 3 Applying	K 4 Analysing	K 5 Evaluation	K 6 Creating
CO1		2				
CO2	3		4			
CO3		5		4		
CO4	4				5	
CO5						

Mean: 3.8

NON – MAJOR ELECTIVES**BCF 1201****Material Studies Laboratory****3 hours/ 2 Credits****Course Objectives**

The course aims at bringing out the candidates' imaginary thinking into 3d forms. Understanding a material's properties and dimensions which is essential for a designer in many regards. Learning to design a product according to the material study.

Course Outcomes

On successful completion of the course, the students will able to

- i. Gain knowledge to bring out their imaginary ideas to reality.
- ii. Understand about the properties, usage and handling methods.
- iii. Make individual end products on each of the mediums.
- iv. Create new artefacts using the materials
- v. Implement new designs in making the artefacts

List of Exercises

1. Preparation of Plaster of Paris – Definition, Molding and Carving techniques.
2. Preparation of Mud - Definition, Molding and Sculpting techniques.
3. Preparation of MDF board – Definition, Chiseling and Sanding techniques.
4. Preparation of Acrylic sheet – Definition, Handling and Treating techniques.
5. Preparation of Design and develop products with POP, Mud, MDF board and Acrylic sheet.

References

1. Preparatory method of POP - <https://youtu.be/Z1lwrIiiI94>
2. How terracotta jewelry is made in India by Kavita Balakrishnan.
3. Woodworking for Beginners Handbook: The Step-by-Step Guide with Tools, Techniques, Tips and Starter Projects (DIY Series Book 4) by Stephen Fleming | 17 May 2020.

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Rememberin g	K 2 Understandin g	K 3 Applying	K 4 Analysin g	K 5 Evaluatio n	K 6 Creating
CO1	4			5		
CO2		3				
CO3			5			
CO4				3		
CO5	5				5	

Mean: 4.2

SKILL ENHANCEMENT

BCF 1203	Functionality wear	3 hours/2 Credits
-----------------	---------------------------	--------------------------

Course Objectives

The course aims at understanding the types of functional fabrics and its application. Knowing about the properties of clothing and uses. Learning the elaborate process of functional clothing to apparel.

Course Outcomes

On Completion of the course the student will be able to

- i. Summarize the classification and design requirements of various classifications of functional clothing.
- ii. Choose suitable textile raw materials suitable for developing functional clothes.
- iii. Apply the knowledge on textiles processes in designing functional clothing.
- iv. Acquire knowledge on the evaluation methods and standards available to evaluate the various functional clothing.
- v. Implement the techniques in designing new garments

Unit 1: Introduction (9hrs)

Functional clothing - Classification, requirements, types of functional fit – Performance analysis of functional clothing.

Unit 2: Medical wear (9hrs)

Classification of medical textiles and their functions – Textile materials used for implants and non-implants, extra corporeal devices, Healthcare and hygiene products – Therapeutic and bio sensing garments – Design and applications.

Unit 3: Protective Wear (9hrs)

Types of protective wear -Materials used, requirements, properties and functions – Flame resistant protective clothing – Chemical protective clothing – Mechanical protective clothing– cut, slash, ballistic and blunt impact protection – Electrical protective clothing – Radiation protection.

Unit 4: Sportswear / Vanity Clothing (9hrs)

Materials used, requirements and functions of sportswear in fatigue reducing – performance monitoring and enhancing – Materials used, requirements and functions of vanity clothing- Body shaping, support and contouring for enhanced appearance

Unit 5: Cross Functional Clothing / Multifunctional Clothing (9hrs)

Materials used – requirements and functions of clothing for people with special needs- enabling clothing for elderly, infants and disabled. – Materials used, requirements and functions of cross functional clothing- Space suits, combat clothing and wearable electronics.

References

1. Horrocks A. R. and Anand S. C, "Handbook of Technical Textiles", The Textile Institute, Wood head Publications, Cambridge, UK, 2000.
2. Adanur S., Wellington Sears "Handbook of Industrial Textiles", Technomic Publishing Co. Lanchester, USA,1995.
3. Vigo T.L., Intelligent Fibres, Journal of Textile Institute ,90, Part3, Textile Institute, 1999.
4. Anand S., "Medical Textiles", Textile Institute, UK, 1996.
5. Sanjay Gupta, "Smart Textiles their Production and Marketing Strategies", Bhumica Printers, New Delhi, 2000.
6. Tao X., "Smart Fibres, Fabric and Clothing", Textile Institute, Woodhead Publishing Limited, Cambridge,2001.
7. S.C. Anand, M.M.Traftab, S. Rajendra, "Medical Textiles & Biomaterial for Healthcare", Woodhead Publication, 2005.
8. S. Rajendra, „Advance Textile for Wound Care, “ Woodhead Publication, 2009
9. J.F. Kennedy, S.C. Anand & F.Miraftab, „Medical Textiles 2007: Proceedings of the
10. Fourth International Conference on Health Care & Medical Textile. CRC Press, 1st Edition, 2009.
11. S.C Anand, Medical Textile: Proceeding of the Second International Conference & Exhibition, CRC Press; 1st Edition, 2001.
12. Technology of Textile finishing - V.A.Shenai
13. Technology of Textile Printing -V.A.Shenai
14. Technology of Finishing - Mr.Nalankilli

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Rememberin g	K 2 Understandin g	K 3 Applying	K 4 Analysin g	K 5 Evaluatio n	K 6 Creating
CO1		2				
CO2	3		4			
CO3		5		4		
CO4	4				5	
CO5						

Mean: 3.8

SEMESTER 2

BCF 1402	Basic Sewing and Machine Handling Laboratory	4 hours/4 Credits
-----------------	---	--------------------------

Course Objectives

The course aims at introducing the sewing machine parts and its functions. Understanding and learning various sewing techniques and equipment and basics of the garment manufacturing process.

Course Outcomes

On successful completion of the course, the students will be able to

- i. Expertise in speed control, machine control and threading.
- ii. Learn hand and machine sewing.
- iii. Create Hand tucks, hems, and fasteners.
- iv. Introduce types of shaping and seam finishes through machine.
- v. Understand the components of handling machine

List of Exercises

1. Identifying the Classification of Sewing Machines and their applications.
2. Practicing machine for controlling speed and threading
3. Basic stitching through Paper exercises
4. Basic Stitching through Fabric exercises
5. Application of fasteners– Reinforcement (binding and facing)
6. Pleats (knife, box and cartridge)– Application of shape (pleats, gatherings, patch pocket)
7. Seam finishes– Document a complete file of all the above learnt paper exercises,
8. Fabric exercises, fastening applications and seam finishes.

References

1. Practical Clothing Construction –Mary Mathews, Part I and II, Cosmic Press, Chennai 1986.
2. The Complete Book of Sewing – Dorling Kindersley Limited, London 1996.
3. Encyclopaedia of Fashion Details – Patrick John Ireland, London 1987.
4. Sewing – I Edition, Hilary More, Sunburst Books, London 1994.
5. A Guide to Fashion Sewing - II Edition, Connie Amaden- Crawford, Fairchild Publications, USA 1994.

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Rememberin g	K 2 Understandin g	K 3 Applying	K 4 Analysin g	K 5 Evaluatio n	K 6 Creating
CO1	4			5		
CO2		3				
CO3			5			
CO4				3		
CO5	5				5	

Mean: 4.2

Course Objectives

The course aims at imparting knowledge about Fibers and its commercial purposes and understanding yarn and its types. Teaching the methods and techniques involved in the fiber, yarn and fabric manufacturing process and providing extensive knowledge about weaves and fabrics.

Course Outcomes

On successful completion of the course, the students will be able to

- i. Classify the various sources of fibers and elaborate the manufacturing process of fibers.
- ii. Analyse the process of spinning sequences.
- iii. Classify yarns and analyze its attributes.
- iv. Understand the different types of fabric formation methods.
- v. Identify the different types of fabrics

Unit 1: Introduction (15hrs)

Introduction to Fibers– Classification of Textile fibers– Natural and Manmade fibers– Primary and secondary characteristics of textile fibers– Swatch file collection with different types of fibers - Cotton, Linen, Wool, Synthetic

Unit 2: Natural fibers and Manmade fibers (15hrs)

Manufacturing process– Properties and uses of Natural fibers and Manmade fibers– Natural Fibers – cotton, linen, jute, silk, wool, and hair fibers– Manmade fibers – Rayon and its types, nylon, polyester and acrylic.

Unit 3: Spinning (15hrs)

Spinning – Introduction– Spinning methods - Chemical Spinning and Mechanical Spinning. – Chemical spinning – Wet, Melt & Dry spinning of filament yarns – Mechanical Spinning – cotton system - sequence of process, objectives of blow room, carding, drawing, combing, roving and ring spinning.

Unit 4: Yarn Technology (15hrs)

Yarn – definition. Properties of Yarn– Yarn numbering systems – Direct and indirect system of yarn count – Yarn twist. Classification of yarns –Single yarn, Ply yarn, Novelty Yarns.

Unit 5: Weaving Process (15hrs)

Basic fabric formation methods – Woven, Knitted and Nonwoven fabrics– Manmade Weaving process - Basic weaves used in commercial fabric– End use of fabrics– Different type of weaves. – Introduction to knitting, Types of Knitting – Applications of knitwear– Fabric Sourcing and market awareness - Fabric Analysis - Swatch file collection with various types of weaves and fabrics.

References

1. Textiles, Sara J. Kadolph, Pearson publication, 2009.
2. Fabric Science -5th edition, Joseph J Pizzuto, Fairchild Publications, Newyork ,1980.
3. Handbook of Nonwovens- Edited by R J Russell, Woodhead Publishing Ltd, England, 2007.
4. Knitting Technology- B.Ajgoankar, Universal Publishing Corporation, Mumbai, 1998.
5. Fibre to Fabric, Bernard P Corbman, (6th edition), Tata McGraw - Hill Education, 2003.

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Rememberin g	K 2 Understandin g	K 3 Applying	K 4 Analysin g	K 5 Evaluatio n	K 6 Creating
CO1		2				
CO2	3		4			
CO3		5		4		
CO4	4				5	
CO5						

Mean: 3.8

CF 1404 Fashion Trend and Forecasting 4 hours/4 Credits

Course Objectives

The course aims to update trends in the market. Understanding fashion forecasting as a tool to understand consumer behavior in the Indian scenario. Learning the colors, patterns, fabrics, textures, materials, prints, graphics, beauty grooming, accessories, footwear, street styles and many other styles that will be presented on different runway shows and in stores in upcoming seasons.

Course Outcomes

On successful completion of the course, the students will be able to

- i. Identify the right method of forecasting.
- ii. Summarize the role of a fashion forecaster.
- iii. Elaborate the service and resources related to fashion.
- iv. Build the essential knowledge in qualitative and quantitative forecasting methods.
- v. Determine the techniques in color forecasting.

Unit 1: Introduction (12hrs)

Trend forecasting- Introduction, Objectives– Importance of forecasting– Elements of forecasting,– Principles of forecasting– Theories explaining forecasting, Steps in forecasting, Major areas of forecasting– Advantages and limitations in forecasting.

Unit 2: Role of fashion forecasting (12hrs)

Fashion forecasting– Role of fashion forecaster, Long- term forecasting and Short- term forecasting– Direction of fashion change– Forecasting with Trend, Seasonality and Cycles, Time series and Trends, Constant pattern, Linear pattern– Role of internet in fashion forecasting.

Unit 3: Fashion Forecasting Process (12hrs)

Fashion forecasting process, Activities– Market research- Consumer research, Shopping, Sales records– Evaluating the collections– Fashion trends, Trends for target markets, Color forecasting, textile development and sales forecasting– Fashion services and resources- Collection reports, Trend reports, Consulting services, Fashion editing, Trade publications.

Unit 4: Methods and Scope (12hrs)

Forecasting methods- Subjective approach- Qualitative methods, Objective approach- Quantitative methods – Fashion forecasting techniques- Delphi technique, Scenario writing, Subjective approach, Time-series forecasting– Forecast accuracy, Forecast error measures. – Future of fashion forecasting – Social Responsibility & Sustainability Related to Fashion Trends and Forecasting

Unit 5: Color Forecasting (12hrs)

Color forecasting- Steps in Color forecasting - Color forecast reports – Dimensions of Color, Colors in Marketing– Consumers and the Psychology of Colors. Forecasting with Color Cycles, Color Research – Sources for Color Ideas and Palettes.

References

1. Fashion forecasting, Second Edition, Evelyn L.Brannon, , Fairchild Publications Inc., New York, (2005).
2. Fashion Design: Process, Innovation and Practice McKelvey, Kathryn, Munslow, Janine, (2011).
3. Trend Forecasting with Intermarket Analysis: Predicting Global Marketers with technical Analysis, Porter Mendelsohn, L. B (1987).
4. Apparel Product Design & Merchandising Strategies, Regan, C. L. Upper Saddle River, Pearson Prentice Hall: New Jersey (2008).
5. Managing the Design Process - Concept Development: An Essential Manual for the Working Designer, Rockport Publishers Stone, Terry Lee, (2010).
6. Krishnakumar.M, Apparel merchandising -An Integrated approach, Abhishek Publications, Chandigarh, (2010).

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Remembering	K 2 Understanding	K 3 Applying	K 4 Analysing	K 5 Evaluation	K 6 Creating
CO1		2				
CO2	3		4			
CO3		5		4		
CO4	4				5	
CO5						

Mean: 3.8

SUPPORTIVE

BCF 1406	Computer Application Laboratory	5 hours/4 Credits
-----------------	--	--------------------------

Course Objectives

The course aims at learning basic concepts and skills required to develop effective graphics for the Web and various business publications like advertisements, catalogues etc. Developing requisite qualities – Clarity, Simplicity, Originality, Aesthetics, Typography, Colors, Composition and Creativity.

Course Outcomes:

On Completion of the course the student will be able to

- i. Develop digital images in different formats such as JPG, PNG, TIFF, BMP, AI and GIF.
- ii. Work with image editing and graphic design features.
- iii. Use basic skills and concepts to develop effective graphics for both web and print media.
- iv. Recognize tool or software packages applicable for a specific situation or need.
- v. Compose visual presentation layout using essential design principles.

List of Exercises

1. Software Page setup– Navigation and fundamentals features of Photoshop
2. Sorting layers– Toolbox– Selection Tools – Alteration Tools
3. Drawing and Selection Tools– Assisting Tools – Color Boxes and Modes
4. Basic Image Editing - Cropping– Resizing
5. Correcting– Sharpening/Softening– Saving– Preparing a poster and a logo.
6. Sorting and importing images– Creating layers, shapes, and applying filters–
7. Applying strokes, fills, and texts to the images.
8. Working with color, contrast, and lighting– Retouching
9. Color correction– Designing a pamphlet.

References and Textbooks:

1. Dayle, B. & Dayley, D. (2012) Adobe Photoshop CS6 Bible. Wiley.
2. Gaspar, J. (2011) Google Sketch Up Pro 8 Step by Step. VectorPro.
3. Johnson, S. (2012) Adobe Illustrator CS6 on Demand Adobe Illustrator CS6: Learn by Video – Master the Fundamentals. Que Publishing.
4. Starks, J.L. (2012) Adobe Photoshop CS6: Complete
5. Adode (2018), Adobe Photoshop CC Help
6. https://helpx.adobe.com/pdf/photoshop_reference.pdf
7. Perkins, C. (2009) How to do everything: Adobe Photoshop CS4. McGraw-Hill Companies
8. Adobe Photoshop CS6 Tutorials.

9. <http://www.marquette.edu/ctl/e-learning/documents/PhotoshopPDF.pdf>
10. Dayle, B. & Dayley, D. (2012) Adobe Photoshop CS6 Bible. Wiley.
11. Andrew Faulkner, Conrad Chavez (2015) Adobe Photoshop CC Classroom in a Book, the official creator of video training for CorelDraw X4, X5, and X6.

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Remembering	K 2 Understanding	K 3 Applying	K 4 Analyzing	K 5 Evaluating	K 6 Creating
CO1	4			5		
CO2		3				
CO3			5			
CO4				3		
CO5	5				5	

Mean: 4.2

NON – MAJOR ELECTIVES**BCF1202 / Credits****Evolution of Fashion****3 hours/2****Course Objectives**

The course aims at understanding the evolution of fashion. Appreciating the global costume as it unfolds through the ages. Learning the global costume as a cultural and visual milieu of different periods.

Course Outcomes

On Completion of the course the student will be able to

- i. Obtain basic knowledge on theories of Clothing Origin.
- ii. Categorize the ancient costumes worn during various historical periods.
- iii. Gain knowledge on globalization.
- iv. Understanding the fashion copyright.
- v. Create designs on the clothes

Unit 1: Introduction (9hrs)

Fashion through ages – Fashion timeline– Stone age fashion– History of early fashion

Unit 2: Fashion Before 1900's (9hrs)

The middle age (400-1200AD)– Renaissance period (1350-1520)– Elizabethan era (1558-1603)– Victorian era (1837-1901)

Unit 3: World war I and its Effects (9hrs)

Fashion during early 19th century– Effects of World war I– Influence of world war I

Unit 4: World war II and its Effects (9hrs)

Effects of World war II– Influence of world war II– Golden age of fashion– History of western fashion

Unit 5: Modern Fashion (9hrs)

Evolution of modern fashion– Globalization– Fashion copyright

References

1. Douglas.A. Russel, “Costume History and Style”, Prentice Hall Inc., 1983.
2. Elizabeth Rouse, “Understanding Fashion”, Blackwell Scientific Publication, Oxford, 1989.
3. Katherine Morris Lustre, “Historic Costume”, Chas A. Bennett Co., Publishers, Peoria, Illinois, 1956.

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Rememberin g	K 2 Understandin g	K 3 Applying	K 4 Analysin g	K 5 Evaluatio n	K 6 Creating
CO1		2				
CO2	3		4			
CO3		5		4		
CO4	4				5	
CO5						

Mean: 3.8

Course Objectives

The course aims at imparting basic skills in hand embroidery techniques. Learning the terminologies and usage of embroidery. Understanding the different styles of embroidery.

Course Outcomes

On successful completion of the course, the students will be able to

- i. Appreciate the finer nuances of embroideries.
- ii. Create a swatch file for each embroidery.
- iii. Apply the techniques of embroidery
- iv. Execute it and create a design
- v. Make an end product using all the stitches to a design.

List of Exercises

1. Types of embroidery– latest trends.
2. Natural designs– Floral designs– Geometric designs– Abstract designs–
3. Mythological designs– Architectural designs– Tribal designs– Stylized designs – Nursery designs
4. Running stitch– Back stitch– Chain stitch– Cross stitch– Stem stitch– Satin Stitch– Herringbone Stitch– Feather Stitch– Blanket Stitch–
5. French Knot– Lazy Daisy Stitch– Shadow Stitch– Long & Short Stitch
6. Mirror Work Cross Stitch– Rose Stitch– Patchwork Stitch– Eyelet Stitch
7. Prepare a unique swatch file with all the basic embroidery–
8. Create new embroidery styles using the combination of basic embroideries.
9. Create and develop a design– combination of the basic embroideries and present an end product.

References

1. Shailaja, D. Naik, (1996). Traditional Embroideries of India. New Delhi: South Asia Books. Print.
2. Haxell, Kate, (2012). The Stitch Bible: A Comprehensive Guide to 225 Embroidery Stitches and Techniques. U.K.: David & Charles. Print.
3. Shailaja D Naik , Traditional Embroideries of India, APH Publishing, 1996
4. Megan Eckman, Everyday Embroidery for Modern Stitchers, C&T Publishing, 2020

Mapping of the Course Outcomes (CO) with Bloom's Taxonomy

Bloom's Taxonomy	Course Outcomes					
	K 1 Rememberin g	K 2 Understandin g	K 3 Applying	K 4 Analysin g	K 5 Evaluatio n	K 6 Creating
CO1	4			5		
CO2		3				
CO3			5			
CO4				3		
CO5	5				5	

Mean: 4.2

VALUE ADDED COURSES

Sem	Course Code	Course Title	Hr/Wk	Cr.
1	BCF 121V	Basic Draping	2	2
2	BCF 122V	Personal Care and Self Grooming	2	2
3	BCF 221V	Accessory Design	2	2
4	BCF 222V	Stylized Illustration	2	2
5	BCF 321V	Costing	2	2
6	BCF 322V	Fashion Brand Management	2	2

BCF 121V**Basic Draping Laboratory****2hours/2Credit****Course Objectives**

The course aims at

Understanding the Draping tools & Procedure. Learning about draping of basic bodice, sleeve, skirt, yoke and collar. Understanding the draping of Bodice blocks & its variations.

Course Outcomes

On successful completion of the course, the students will able to

- i. Choose suitable fabric and tools used for draping
- ii. Demonstrate draping of basic bodice, sleeve and skirt
- iii. Apply different dart manipulation techniques in draping
- iv. Interpret draping of different skirts, yokes, sleeves and collars
- v. Create cowl variations in draping

List of Exercises

1. Introduction to Draping
2. Draping of Bodice Blocks & Variations
3. Draping of Skirts & Slacks
4. Draping of Yokes, Sleeves & Collars
5. Draping of Advanced Design Variations & Knit Garments

References

- Crawford, Connie Amaden, (2005). The Art of Fashion Designing. U.S.A: (3rd ed.), Laurence King Publishing, Print.
- Emeritus, Hilde Jaffe. (2011). Draping for Fashion Design, (5th ed.) U.S.A: Prentice Hall, Print.
- Kiisel, Karolyn. (2013). Draping: The Complete Course. U.S.A: Laurence King Publishing, Print.
- The Art of Fashion Draping by Connie Amaden, Crawford Fair Child Publication, New York Om Books International, New Delhi 2005.
- Draping for Fashion Design Hilde Jaffe & Nurie Relis Prentice Hall career & Technology, Engle wood Cliffs, USA 2002.

Course Objectives

The course aims at

Enhancing one's personal care and hygiene. Producing a capable & skillful workforce as required by the prevailing market demands. Equipping the students with skills & knowledge in self-grooming.

Course Outcomes

On successful completion of the course, the students will be able to

- i. Style the model according to their theme and concept.
- ii. Enhance the photographic look.
- iii. Groom themselves according to occasions.
- iv. Create new styling techniques
- v. Execute hygiene on fashion styling.

List of Exercises

1. Face- Grooming: Identify skin types– Facial types– skin types– textures
2. Hair care: Hair style – any 3 styles – Hair cut – any 3 styles – Hair curl, Hair straightening, Hair coloring
3. Self-Grooming: Face make-up – Bridal make-up – Party make-up
4. Nail Care: Pedicure – Manicure – Nail art
5. Draping: Saree draping – any 3 styles

References

- Complete Beautician Course by Renu Gupta.
- Be your own Beautician by Parvesh Handa.
- Advance makeup and hairstyle by Urvashi Dave.

BCF 221V**Accessory Design Laboratory****2hours/2Credit****Course Objectives**

The course aims at

Imparting knowledge about the significance of accessories and styles available. Having the capacity to further express an individual's identity and personality. Exploring processing and experimenting with thoughts, ideas & materials.

Course Outcomes

On successful completion of the course, the students will be able to

- i. Identify the types of Accessories and Ornaments and their applications.
- ii. Develop and create fashion accessories using various materials and methods.
- iii. To analyze the raw materials used for Accessories design.
- iv. Discover a personal creative style and developing an original way of expression.
- v. Develop entrepreneurial skills.

List of Exercises

Prepare the following Accessories and Ornament Samples using the available raw materials / any base material– Use Paper, Metal, Terracotta, Leather and other raw materials.

1. Ornaments for Head – Earring.
2. Ornaments for Neck - Chain and Necklace
3. Ornaments for Hand - Bangle, Bracelet, Finger Ring
4. Ornaments for Waist and Leg - Waist Band/ Belt, Anklet, Toe ring.

References

- Eileen Figure Sandlin, (2009). Start your own fashion, Accessories Business, Entrepreneur press, Canada.
- Handmade in India, Aditi Ranjan& MP Ranjan, Mapin Pub Ltd, 2014
- Olivier Gerval, (2009). Fashion Accessories, A and C Black Publishing's, Great Britain.
- Diamond Jay, (2008). Fashion Apparel, Accessories and home Furnishings, Pearson Education India, New Delhi.
- Phyllis Tortora, (2005). Encyclopedia of Fashion Accessories, OM books international, New Delhi.
- Jay dimond Ellen diomand, (2008). Fashion apparel accessories and home furnishing, Pearson Education,Inc , India.
- Nirupama Pundir ,(2007). Fashion technology today's and tomorrow, A Mittal publication, New Delhi.

Course Objectives

The course aims at

Developing skills in creating illustrations of apparel and accessories for advertisements, catalogues, websites and other media. Developing an individual stylized approach. Developing requisite skills to render fashion designs on paper to match the client's desired aesthetic.

Course Outcomes

On successful completion of the course, the students will be able to

- i. Create an Individual style in Illustration.
- ii. Acquire a professional approach in fashion illustration.
- iii. Render the consumer's requirements and satisfy their needs.
- iv. Implement different designs in illustration
- v. Execute fashion illustration as per the current trends

List of Exercises

1. Understanding Prominent fashion illustrators
2. Observing style and techniques of Fashion illustrators
3. Creating own style
4. Rendering of fabrics and accessories
5. Final Stylized Illustration

References

- Fashion design drawing and presentation Patrik John Ireland Batsford Ltd; edition 1982.
- Fashion design drawing course Caroline Tatham, Julian Seaman Barron's Educational Series; 2011.
- Technical Drawing for Fashion Design Vol. 2: Garment Source Book (Fashion Textiles) Alexandra Suhner Pepin Press 2012.
- Fashion illustration for designers By Kathryn Hagen 2004 by Prentice Hall.
- Fashion Rendering with Color By BinaAbling 2000 by Prentice Hall.
- Rendering Fashion, Fabrics & Prints- 2nd Edition By M. Kathleen Collussy, Steve Greenberg 2008 by Prentice Hall.

BCF 321V**Costing****2hours/2Credit****Course Objectives**

The course aims at

Outlining the elements of a basic cost sheet of a garment. Learning the preparation of garment cost sheet. Describing cost plus method of pricing the garments.

Course Outcomes

On successful completion of the course, the students will be able to

- i. Understand apparel costing, budgeting and working of capital management.
- ii. Use the measurement in monetary terms of the number of resources used for the purpose of production of goods.
- iii. Implement accounting to avoid any heavy loss due to wrong decision.
- iv. Execute basic accounting techniques for management of firm
- v. Create accounts for several clients

Unit 1: Introduction (6hrs)

Garment costing- Definition – Elements of costing- Materials, Labor and other expenses – Division of costs- Prime Cost, Works or Factory Cost, Cost of Production and Total Cost / Cost of Sales

Unit 2: Classifications and Methods (6hrs)

Cost Classifications– Methods of costing– Techniques of Costing

Unit 3: Cost sheet (6hrs)

Cost Sheet / Statement of Cost– Composition of Cost of Garment – Parameters that Affect the Fabric Cost: Unit of measurement (UOM), fabric Minimum order quantity (MOQ), order quantity, Incoterm used.

Unit 4: Pricing Policies (6hrs)

Value Added Services– Pricing Policies of Garments- survival, profit maximization, target return on investment, market share goals and status quo pricing.

Unit 5: Pricing Method (6hrs)

Selecting a Pricing Method- Cost Oriented Pricing, Competition Based Pricing, Marketing Oriented Pricing – Pricing Strategies– Product-Mix Pricing– Product Line Pricing: Optional-Feature Pricing, Captive-Product Pricing, Two-Part Pricing, By-Product Pricing, Product-Bundling Pricing

References

- Beyond Design: The Synergy of Apparel Product Development by Myrna B. Garner, Sandra Keiser.
- Costing for the Fashion Industry by Michael Jeffrey, Nathalic Evans.

Course Objectives

The course aims at

Introducing students to the concept of brand, brand building, branding strategies and legal issues in Fashion brand management. Enabling the students to improve managerial and visionary skills, who is able to create, manage, sell and communicate the identity of a brand. Analyzing the brand management and global branding techniques.

Course Outcomes

On successful completion of the course, the students will able to

- i. Understand of global brands and brand management.
- ii. Gain knowledge on consumer behaviour, brand identity and brand equity management.
- iii. Evaluate the interrelationship between branding strategies and corporate, business strategies.
- iv. To execute and manage merchandises
- v. To plan and create fashion events, shows and corporate events.

Unit 1: Basics of Branding (6hrs)

Branding -Concept, image, identity, loyalty –Brand name – types –Brand positioning - competitive positioning, product positioning –Intellectual property rights – Trademark and brand registration.

Unit 2: Brand Building (6hrs)

Types of branding - Consumer branding, technology branding, corporate branding, retail branding –Branding strategies; brand extension, brand revitalization, brand repositioning, brand recall, brand elimination, brand imitation –Brand extension - Concept, evaluation of opportunities, factors influencing extension, extension guidelines.

Unit 3: Brand Appraisal (6hrs)

Definition and methods - exploration, market, customer, competition analysis –Reasoning of brands importance and methods involved - laddering, emotional and rational –Brand mapping - circle, prism and triangle.

Unit 4: Brand Equity (6hrs)

Brand equity measurement- definition and need –Methods of equity measurement – audit, track, brand overtime –Managing brand image - legal issues in brand management, forces affecting brand and maintenance of brand.

Unit 5: Global Branding /Advertising (6hrs)

Global branding- advantages / disadvantages –International branding strategy - planning system, leadership, cross-country relationship –Retail analytics- Need and benefits –Advertising - Definition, objectives, benefits, economic aspects and ethics –Media Overview- Types of media, media selection, media plan, media cost and availability.

References

- Harsh.V.Verma, “Brand Management- Text and Cases”, Excel Books, New Delhi, 2005.
- Moorthi Y L R, “Brand Management”, Vikas Publications House Pvt. Ltd., Mumbai, 2004.
- Kevin Lane Keller, “Strategic Brand Management”, Prentice Hall, 2nd Edition, 2006.
- Sengupta S, “Brand Positioning”, Tata McGraw Hill, New Delhi, 2006.
- K.S.Chandrasekhar, “Product Management - Text and Cases”, Himalaya Publishing House, 1st Edition, 2002.
- S.A.Chunnawala, “Product Management”, Himalaya Publishing Home, First Edition, 1998.
- Branding, Brad Van Auken, Jaico Publishing House, Mumbai, India, 2010.
- Building Brand Value, Parameswaran M. G., Tata McGraw Hill Publishing Company Ltd, 2006.
- Brand Management, Mahim Sagar, Deepali Singh, Agrawal DP, Achintya Gupta, Ane Books India Pvt. Ltd., India, 2009.
- Fashion Brand Merchandising, Gordon T Kendall, Fairchild Publications, New York, 2009.
- Brand Management –The Indian Context, Moorthy Y. L. R., Vikas Publication Pvt Ltd, 2007.
- Brand Management Text and Cases, Verma Harsh V., “Excel books, 2006.