

Faculty of Vocational Studies

SYLLABUS

of

Bachelor of Vocation

Textile Design and Apparel Technology

Semester-VI

(Under Credit Based Continuous Evaluation Grading System)

Session: 2025-2026



The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

Bachelor of Vocation (Textile Design and Apparel Technology)
Session: 2025-2026

Program Specific Outcomes

- **PSO1:** This programme will give students a strong sense to think and forecast.
- **PSO2:** This programme will focus on integral elements of the subjects ranging from fabric analysis, understanding principles of design, fashion illustration, pattern making and garment construction.
- **PSO3:** This programme abides by the evolving trends, norms, cultural dynamics and innovations of the Indian and International fashion industry.
- **PSO4:** Students being innovative design thinkers will be enabled to apply comprehensive abilities in creating and presenting products.
- **PSO5:** This programme will help students to achieve technical skills to analyze and execute a design.
- **PSO6:** Students will be trained to imbibe aesthetics of design and create collections for consumers.
- **PSO7:** This programme will enable students to create their original designs which convert their artistic talent and creativity in creating products like clothing, textiles, jewellery, footwear and other accessories.
- **PSO8:** This programme will make students eligible and competent enough to exhibit their fashion skills to satisfy their creative fancies.
- **PSO9:** The students will emphasize on practical and industry oriented methodology and training.
- **PSO10:** Students will get aware of ever changing market trends and related fashion.
- **PSO11:** Students will be enabled to use latest computer aided methods of design to work in fashion industry.

Bachelor of Vocation (Textile Design and Apparel Technology) Semester VI
Session: 2025-2026
FASHION INDUSTRY, MARKETING AND MANAGEMENT
(THEORY)

Course Code: BVTL-6231

COURSE OUTCOMES

- **CO1:-** The course will provide knowledge about Indian and global fashion market..
- **CO2:-** Students will be able to know regarding career and level in fashion industry.
- **CO3:-**Students will learn about nature and scope of marketing, marketing research and marketing mix.
- **CO4:-** It will provide the knowledge about marketing concept, marketing environment and management

Bachelor of Vocation (Textile Design and Apparel Technology) Semester VI
Session: 2025-2026
FASHION INDUSTRY, MARKETING AND MANAGEMENT
(THEORY)

Course Code: BVTL-6231

Examination Time: 3 Hrs

Total Marks: 75

Theory: 60

C.A:15

Instructions for the Examiners/Paper Setters:

Question paper will have four sections. Examiner will set a total of 8 questions comprising two questions from each Section. Students are required to attempt five questions in all, choosing one question from each section and fifth question from any section. All questions carry equal marks. (12 marks)

UNIT-I

- Introduction to Indian fashion industry- Nature and Scope
- Indian and global fashion market

UNIT-II

- Career in fashion industry
- Level of fashion industry-Couture, ready to wear, mass production

UNIT-III

- Introduction to marketing
- Nature and scope of marketing
- Marketing research- Research Process, Factors affecting Marketing Research
- Introduction to marketing mix and 4Ps of marketing

UNIT-IV

- Marketing concept
- Introduction to marketing environment- Micro and Macro Marketing Environment.
- Management-Concept, Principles, Characteristics.

Book References:

1. John Donnellan, Merchandise Buying & Management, 2001, Fairchild Books.
2. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice Hall
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Jay Diamond; Ellen Diamond, The World of Fashion, 2007, Fairchild.
5. John Donnellan, Merchandise Buying & Management, 2001, Fairchild Books.
6. Kitty G. Dickerson, Inside the Fashion Business, 7th Edition, 2003, Prentice Hall.

Bachelor of Vocation (Textile Design and Apparel Technology) Semester VI

Session: 2025-2026

FUNDAMENTALS OF RETAILING

(THEORY)

Course Code- BVTL-6232

Course Outcomes

After successful completion of this course, Students will be able:

1. To analyze the evolution of the retail industry
2. To understand the various models of buying processes
3. To understand the different store formats offered by fashion retailers
4. To understand how current social and economic factors affect fashion retailers

Bachelor of Vocation (Textile Design and Apparel Technology) Semester VI

Session: 2025-2026

**FUNDAMENTALS OF RETAILING
(THEORY)**

**Course Code- BVTL-6232
100**

Total Marks-

**Examination Time-3 hours
Theory-80**

CA-20

Instructions for the Examiners/Paper Setters:

Question paper will have four sections. Examiner will set a total of 8 questions comprising two questions from each Section. Students are required to attempt five questions in all, choosing one question from each section and fifth question from any section. All questions carry equal marks. (16 marks)

UNIT-I

Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Importance of retailing, Changing trends in retailing.

UNIT-II

Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer Customer decision making process, Market Research for understanding retail consume

UNIT-III

Retail Market Segmentation and Strategies: Market Segmentation and its benefits
Kinds of markets, 4 M's of Marketing

Definition of retail strategy, Strategies for penetration of new markets

UNIT-IV

Retail Location Selection: Importance of retail locations, Steps involved in choosing a retail locations Factors determining the location decision

Text Books Recommended:

1. Barry Berman, Retail Management, Pearson Education; Thirteenth edition (27 July 2017)
2. Gibson G. Vedamani, Retail Management, Jaico Publishing House; Fourth edition (15 September 2003)
3. U. C. Mathur, Retail Management: Text and Cases, I K International Publishing House; 0 edition (12 November 2010)
4. A. J. Lamba - The art of Retailing, McGraw Hill Education (24 December 2002)
5. Swapana Pradhan - Retailing Management, McGraw Hill Education; 4th edition (25 June 2012)

Bachelor of Vocation (Textile Design and Apparel Technology) Semester VI

Session: 2025-2026

**ENTREPRENEURSHIP DEVELOPMENT
(THEORY)**

Course Code: BVTL-6233

Course outcomes :

After successful completion of this course, students will be able to:

- CO1. Students will be able to explain function, features, benefits of an entrepreneurship development.
- CO2. Students will learn the characteristics of the entrepreneur development and its importance in small scale industry.
- CO3. Students will learn the importance of entrepreneurship development and their effective management in organisation.
- CO4. Students will learn to contribute to the development, implementation and evaluation of entrepreneurial skills.
- CO5. Identify and explain the issues involved in establishing an enterprise.

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Session: 2025-2026

**ENTREPRENEURSHIP DEVELOPMENT
(THEORY)**

Course Code: BVTL-6233

Examination Time -3 Hrs

Marks: 100

Total

Theory: 80

CA- 20

Instructions for the Examiners/Paper Setters:

Question paper will have four sections. Examiner will set a total of 8 questions comprising two questions from each Section. Students are required to attempt five questions in all, choosing one question from each section and fifth question from any section. All questions carry equal marks. (16 marks)

Unit I

- Entrepreneurship-Meaning, Elements And Importance Of Entrepreneurship
- Nature Of Entrepreneurship

Unit II

- Barriers to entrepreneurship
- Characteristics of entrepreneur

Unit III

- Functions of entrepreneurship
- Qualities and concept of women entrepreneurship

Unit IV

- Introduction and importance to small scale industry
- Government initiatives to develop women Entrepreneurship

Books Recommended:

1. Entrepreneurial Development-Dr. S. Moharana and Dr.Dash, Pub by RBSA Publishers, Jaipur.
2. Entrepreneurial Development by S.S. Khanna, Published by S. Chand & Company Ltd., Ram Nagar , New Delhi.
3. Entrepreneurial Development by C.B. Gupta and N.P.Srinivasen, Publisher Sultan Chand & sons, 1992.
4. Entrepreneurial Development Principles. Policies and programme by P Saravanel, Publishers Ess Pee Kay Publishing house , Madras.
5. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall

Bachelor of Vocation (Textile Design and Apparel Technology) Semester VI
Session: 2025-2026
FASHION ILLUSTRATION AND APPRECIATION
(Practical)

Course Code: BVTP-6234

COURSE OUTCOMES

- **CO1:-** From this course students will gain knowledge about Western fashion designer and their creative work.
- **CO2:-**Students will learn about Indian fashion Designer.
- **CO3:-** Students will gain knowledge about various art mediums like charcoal, staedtlers , posters, water colors, pastels and ink.
- **CO4:-**They will learn about how to illustrate & design dresses.
- **CO5:-**Students will learn about how to illustrate & design innovative dresses

Bachelor of Vocation (Textile Design and Apparel Technology) Semester VI
Session: 2025-2026
FASHION ILLUSTRATION AND APPRECIATION
(Practical)

Course Code: BVTP-6234

Examination Time: 4 Hrs

Total Marks: 100

Ext.: 80

C.A:20

Instructions for the Examiners

Paper will be set jointly by the internal and external examiner on the spot.

PRACTICAL

Unit-I

- Appreciation, brief history and famous designs of 3 international designers
- Collecting and illustrating the work, brief history and famous designs of 3 Indian designers

Unit-II

- Illustrating 15 innovative dresses by the use of appropriate mediums and different presentation skills by taking inspiration of above famous international and Indian designers.

Books Recommended:

1. McKenzie, Stuart, Creative fashion illustration: How to develop your own style, 2014.
2. Glenville Tonny, New Icons of Fashion Illustration, 2013.
3. Foggy, Marnie, Vintage fashion illustration Harper's Bazaar, 2013.
4. DAWBER, Mortin, Great Big Book fashion illustration, 2011.

Bachelor of Vocation (Textile Design and Apparel Technology) Semester VI

Session: 2025-2026

PATTERN MAKING AND CONSTRUCTION

(Practical)

Course Code: BVTP-6235

- **CO1:**-It will provide the knowledge about designing of garments.
- **CO2:**-Students will learn about Pattern development.
- **CO3:**-This course will provide knowledge about layout of the garments.
- **CO4:**-Students will understand how to construct office wear and evening wear.
- **CO5:**-They will learn about finishing of garments.
- **CO6:**-Students will learn about how to design & construct innovative dresses.

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PATTERN MAKING AND CONSTRUCTION

(Practical)

Course Code: BVTP-6235

Examination Time: 4 Hrs

Total Marks: 150

Ext.: 120

C.A:30

Instructions for the Examiners

Paper will be set jointly by the internal and external examiner on the spot

PRACTICAL

Unit-I

Construction of Women's Wear on each theme:

- Office wear
- Evening wear

Unit-II

- Design and construct any innovative garment based on previous paper.

Books Recommended:

1. Connie Amaden-Crawford, A Guide to Fashion to Sewing, Fourth Edition, 1992, Fairchild publications.
2. Dorothy Wood, The Practical Encyclopedia of Sewing, 1999, Lorenz Books, Anness Publishing Ltd., New York.
3. Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
4. Measure, Cut and Sew; Holt Rinehart and Winson. 1922, Mc Millian Publishing Company.
5. Bray N., Dress Pattern Designing, , 2003(5th edition) Wiley Blackwell
6. Pattern Making for Fashion Design by Helen Joseph Armstrong, 2005, Prentice Hall.
7. Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press

Bachelor of Vocation (Textile Design and Apparel Technology) Semester VI

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COMPUTER AIDED DESIGNING-II

(Practical)

Course Code: BVTP-6236

COURSE OUTCOMES

- **CO1:**-Students will learn about Adobe Photoshop software.
- **CO2:**-This course will provide knowledge about Corel Draw software.
- **CO3:**-They will gain knowledge about how to design garments in CAD.
- **CO4:**-Students will learn how to drape different fashion outfits on models.
- **CO5:**-Students will understand how to import and export documents

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COMPUTER AIDED DESIGNING-II
(Practical)

Course Code: BVTP-6236

Examination Time: 3 Hrs

Total Marks: 75

Ext.: 60

C.A:15

Instructions for the Examiners

Paper will be set jointly by the internal and external examiner on the spot

PRACTICAL

Unit-I

Adobe Photoshop

- Introduction to Photoshop
- Opening, closing and saving a file
- Tool Box
- Importing, Exporting and printing a document
- Color Palettes
- All menus

Unit-II

Designing outfits on the following themes using both softwares that is Corel and Photoshop

- Season/Casual wear
- Party wear
- Sportswear/ Uniform(School)
- Draping simulation of any 2 designs

Books Recommended:

1. Adobe Photoshop, 12.0
2. Gruman, Galen, Adobe in Design Cs2 Bible.
3. Software manual.
4. Coral Draw in simple steps

5. Golding, Mordy, Adobe Creative Suite 2

Bachelor of Vocation (Textile Design and Apparel Technology) Semester VI
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SURVEY AND PROJECT REPORT
(PRACTICAL)

Course Code: BVTD-6237

COURSE OUTCOMES

- **CO1:-** From this course students will gain the knowledge of Indian states
- **CO2:-**Students will learn about art, culture, food and craft of different states.
- **CO3:-** They will learn about traditional embroideries and costumes of states.
- **CO4:-**Students will understand how to take inspiration & design different garments

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SURVEY AND PROJECT REPORT
(PRACTICAL)

Course Code: BVTD-6237

Examination Time: 3 Hrs

Marks: 100

Total

Ext.: 80

C.A:20

Instructions for the Examiners

Paper will be set jointly by the internal and external examiner on the spot

PRACTICAL □

- Survey on traditional costumes of various states of India.
- Make a project report

Design any 10 garments taking it as inspiration.