

MGS University

SCHEME OF EXAMINATION

AND

COURSES OF STUDY



Department of GPEM

Faculty of Social Sciences

B.A./B.Com/B.Sc in(GPEM)

**Garment Production and Export Management
(GPEM)**

MGS UNIVERSITY

Gajner road, Bikaner (Rajasthan)

INDIA

National Education Policy- 2020

Syllabus

B.A/B.SC/B.COM

SEMESTER 3 TO 6 [2023-2024]

**Department of Garment Production and Export Management
(GPEM)**

MGS University, Bikaner (Raj.)

**COURSE STRUCTURE OF GARMENT PRODUCTION AND
EXPORT MANAGEMENT (GPEM) SYLLABUS**

Maharaja Ganga Singh University
GPEM
(Semester 3-6) 2023-24

Syllabus Checked And Modified by :

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Preamble

Considering the curricular reforms as instrumental for desired learning outcomes, Maharaja Ganga Singh University made a rigorous attempt to revise the curriculum of undergraduate programs in alignment with National Education Policy-2020 and UGC Quality Mandate for Higher Education Institutions. The process of revising the curriculum could be prompted with the adoption of Comprehensive Road map for Implementation of NEP'. The road map identified the key features of the Policy and elucidated the Action Plan with well-defined responsibilities and indicative time line for major academic reforms. The University Grants Commission (UGC) has devised a series of regulations and directives over time with the intention of enhancing the higher education system's quality and enforcing minimum standards in Higher Educational Institutions (HEIs) throughout India. The recent academic reforms suggested by the UGC have contributed to an overarching enhancement of the higher education system.

With NEP-2020 in background, the revised curriculum articulate the spirit of the Policy by emphasizing upon- integrated approach to learning; innovative pedagogies and assessments strategies multi-disciplinary and cross-disciplinary education; creative and critical thinking; ethical and constitutional values through value-based courses 21st century capabilities across the range of disciplines through life skills, entrepreneurial and professional skills; community and constructive public engagement; social, moral and environmental awareness; exposure to Indian knowledge system, cultural traditions and classical literature through relevant courses offering 'Knowledge of India'; fine blend of modern pedagogies with indigenous and traditional ways of learning; flexibility in course choices; student-centric participatory learning imaginative and flexible curricular structure stoenable creative combination of disciplines for study offering multiple entry and exit points, integration of extracurricular and curricular aspects; exploring internships with local industry, businesses, artists and crafts persons; closer collaborations between industry and higher education institutions for technical, vocational and science programmes; and formative assessment tools to be aligned with the learning outcomes, capabilities, and dispositions as specified for each course. The University has also developed consensuses adoption of Blended Learning with component of online teaching and face to face classes for each program.

Choice Based Credit System (CBCS)

The Choice Based Credit System (CBCS), as a part of academic reforms to enhance quality of education and facilitate transferability of students from one University/Institution to another at the national and international level, provides substantive autonomy to teachers to formulate their own curricula and enable them to introduce innovations in teaching and learning process and upgrade overall quality of higher education. The CBCS provides scope for Comprehensive and Continuous Evaluation (CCE) of students and encourages them to learn. The CBCS provides a cafeteria type approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses, and acquire more than the required credits, and adopt an interdisciplinary approach to learning.

The grading system is widely regarded as an improvement over the traditional marks system, which is why leading institutions in India and abroad have adopted it. Thus, there is a strong rationale for establishing a consistent grading system. This would facilitate seamless student mobility among institutions within the country and abroad, while also allowing prospective employers to accurately assess students' performance. To achieve the desired standardization in the grading system and the method for calculating the Cumulative Grade Point Average (CGPA) based on students' examination results, the UGC has devised these comprehensive guidelines.

1. **Core Course :** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
2. **Elective Course :** Generally, a course which can be chosen from a pool of courses, and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope, or which enable an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency /skill is called an Elective Course.

2.1 Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline / subject of study).

2.2 Dissertation/Project: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

2.3 Generic Elective (GE) Course : An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective. A core course offered in a discipline/subject may be treated as an elective by

other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3- Ability Enhancement Courses (AEC): The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). 'AECC' courses are the courses based upon the content that leads to Knowledge enhancement; (i) Environmental Science and (ii) English/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

3.1 Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/MIL Communication.

3.2 Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

4. Research Component in Under-Graduate Courses

Project work/Dissertation is considered as a special course involving application of knowledge in solving/analysing/exploring a real- life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of disciplines specific elective paper.

- **Pre-requisites and requisites of the course :**

Student enrolled and registered in UG Programme first semester. He/she should have passed XII class from CBSE, RBSE or recognized board and admission eligibility as per Commissionerate of College Education, Government of Rajasthan and Maharaja Ganga Singh University, Bikaner's rules and regulations.

- **Objectives of the course :**

The Course is designed with the broad objective of developing professional skills in various dimension of GPEM. However, the specific objectives of the course are as follows :

- To provide learning about the skill and technology advancement that contribute to Textile, Clothing and Fashion .
- To acquire professional and entrepreneurial skills for socio –economic empowerment of students.
- To develop professional skills in areas of textiles designing and manufacturing of garments.
- To understand and appreciate the role of GPEM in the development and overall well –being of individual families and communities through practical skill based training on dyeing, printing, designing, clothing construction, embroidery article production and their marketing,
- To provide self employment,related traditional textiles, embroideries and costume and accessories designing according to market demand. GPEM really help women empowerment work through entrepreneurship.
- **Programme Learning Outcomes:**

After completion of the course, the student will be able to :

1. Learn the basic concepts and the various dimensions of the discipline (GPEM)
2. Identify major challenges and opportunities related to garment and fashion industries.
3. Demonstrate the professional, managerial and behavioral skills for effective job performance and career mobility in textile, garment and fashion industries
4. Improve interpersonal skills and demonstrate better interaction and persuasion skills while working with consumers/industries/online marketing.

Structure of Program : B.A./B.Com/B.Sc (GPEM)

Instructions for Internal Assessment/Evaluation

Internal evaluation will be of 30 marks in a Semester. Continuous Comprehensive Evaluation process shall be adopted to find out each course level learning out come, i.e., assignment, test, quiz, seminars etc. that includes logical thinking, knowledge and skill acquired during the course. The institution/ college may also include online quizzes/ assignments/ tests/seminar participation for the purpose of Internal Assessment or Continuous Assessment/Evaluation. The institution/college shall decide the process of Internal/Continuous Assessment or Project work.

- **Scheme of End-of-Semester (EoS) examination:**

The bachelor's in GPEM is a full time Programme of 6 semesters' duration. There will be two Semesters in an Academic Year. Each semester will consist of not less than 90 actual teaching days(15-18weeksof academic work).‘Course’ or ‘Paper’ is a component to the programme. Each course is identified by a unique course code.

The programme will have core courses, core elective, skill development, and elective open papers, a dissertation/project/training/ review/clinical project/internship/case study in the 6th semester. The dissertation/ project/ training/ review/ clinical project/internship/case study will be evaluated by an examiner.

1. English/Hindi shall be the medium of instruction and examination.
2. There will be semester end examination. The semester end examinations, evaluation, publication of results, award of marks statements and award of diploma shall be undertaken by MGS University, Bikaner.
3. The system of evaluation shall be as follows:

3.1 The evaluation scheme shall comprise of External Evaluation and Internal Evaluation/Assessment or Continuous Assessment. The Internal Evaluation will carry 20% marks in each course except DECC. Each theory paper will carry marks (as per distribution of credit table given below). Any student who fails to participate in classes, viva-voce will be debarred from appearing in the end semester examination.

3.2 The duration of written examination for each paper shall be of three hours or as per the instructions of the University. The minimum attendance required by a candidate will be as per rules.

3.3 (A) With regards to the Dissertation/Project/Term Paper/Training /Review/ Clinical Project/ Internship/ Case study/ Report, the scheme of evaluation shall be as follows:

The candidate must submit report/thesis/dissertation/case study in spiral-bound format in three copies which would be evaluated by an external examiner. Total marks for Project/case studies / training/dissertation/ internship, etc. shall be as per MGSU rules and regulations.

3.3 (B) Award of degree, grading, scope for improvement/appeal –shall be as per Maharaja Ganga Singh University rules and regulations/ordinances (CBCS/Semester).

- **Pass Criteria**

For passing in each theory examination, a candidate is required to obtain 36% marks in all theory papers and 36% marks separately in the internal assessment and dissertation/project/report, etc. Pass Marks shall be as per University Guidelines.

B.A./B.Com/B.Sc. - 3 YEAR COURSE

SEMESTER WISE PROGRAMME FOR GPEM 2023-24

General Instruction: GPEM theory paper is of 3 credits for which there will be 4.5 hours of lectures per week. This gives 68 hours of teaching work for each theory paper per semester. Each theory course shall contain 5 units. Practical shall be of 3 credits for which there will be 6 Hours of laboratory work per batch per week. This gives 90 hours for laboratory work per semester. For laboratory work, a batch should not exceed 20 students.

सामान्य निर्देश: प्रत्येक जी.पी.ई.एम. सैद्धान्तिक पेपर 3 क्रेडिट का है जिसके लिए प्रति सप्ताह 4.5 घंटे का व्याख्यान होगा। इस तरह प्रत्येक सैद्धान्तिक पेपर के लिए प्रति सेमेस्टर 68 घंटे का शिक्षण कार्य होगा। प्रत्येक सैद्धान्तिक पाठ्यक्रम में 5 इकाइयां होगी। प्रत्येक प्रैक्टिकल 3 क्रेडिट का होगा जिसके लिए प्रति बैच प्रति सप्ताह 6 घंटे का प्रयोगशाला कार्य होगा। इस तरह प्रति सेमेस्टर प्रायोगिक कार्य 90 घंटे होगा। प्रयोगशाला कार्य के लिए एक बैच 20 छात्रों से अधिक नहीं होना चाहिए।

A Instructions to end semester examination theory question paper setters. The end semester examination system adopted is given below

The course will contains 5 units. The question paper shall contain 3 sections :-
Section A - (05 Marks) shall contain 10 question two from each unit. Each question shall be of 0.5 marks. All the questions are compulsory. The answer should not exceed 50 words.

Section B – (12.5 Marks) shall contain 5 questions (Two from each unit with internal choice) each question shall be of 2.5 marks. The candidate is required to answer all 5 questions. The answer should not exceed 200 words.

Section C – (22.5 Marks) shall contains 5 question one from each 4 unit. Each question shall be of 7.5 marks. Candidate is required to answer any three questions by selecting these three questions from different units. The answer should not exceed 500 words.

अंत-सेमेस्टर परीक्षा सिद्धांत प्रश्न पत्र सेट करने वालों के लिए निर्देश: अपनाई गई अंत-सेमेस्टर परीक्षा प्रणाली नीचे दी गई है -

खंड अ (05 अंक) में प्रत्येक इकाई से 10 प्रश्न होंगे। प्रत्येक प्रश्न 0.5 अंक का होगा। सभी प्रश्न अनिवार्य है। उत्तर 50 शब्दों से अधिक नहीं होने चाहिए। खंड ब (12.5 अंक) में 5 प्रश्न होंगे (आंतरिक विकल्प के साथ प्रत्येक इकाई से दो)। प्रत्येक प्रश्न 2.5 अंक का होगा। उम्मीदवार को सभी 5 प्रश्नों का उत्तर देना आवश्यक है। उत्तर 200 शब्दों से अधिक नहीं होने चाहिए। खंड स (22.5 अंक) में 5 प्रश्न होंगे, प्रत्येक इकाई से एक। प्रत्येक प्रश्न 7.5 अंक का होगा। अभ्यर्थी को पांच इकाईयों में से किन्ही तीन प्रश्नों का उत्तर देना आवश्यक है। उत्तर 500 शब्दों से अधिक नहीं होने चाहिए। विवाद की स्थिति में अंग्रेजी संस्करण को प्राथमिकता दी जाएगी। उम्मीदवार को सैद्धान्तिक, प्रायोगिक और आंतरिक मूल्यांकन परीक्षा में अलग-अलग उत्तीर्ण होने के लिए 36% अंक प्राप्त करना आवश्यक है।

Instructions for internal evaluation : Internal evaluation will be of 30 marks. Continuous comprehensive evaluation process shall be a doubted to find out each course level learning outcome, i.e. assignments, test, quiz, seminar etc. that includes logical thinking, knowledge and shall required during the course. The assessment should be done periodically after every 30 days for all core/elective course per semester. The institution should keep proper record of the attendances of students for each evaluation process.

आंतरिक मूल्यांकन के लिए निर्देश: आंतरिक मूल्यांकन कुल मिलाकर 30 अंकों का होगा (सैद्धान्तिक और प्रायोगिक में कोई विभाजन नहीं)। प्रत्येक पाठ्यक्रम स्तर के सीखने के परिणाम, यानी असाइनमेंट, प्रयोगशाला रिकार्ड, परीक्षण, प्रश्नोत्तरी, सेमिनार आदि का पता लगाने के लिए निरंतर व्यापक मूल्यांकन प्रक्रिया अपनाई जाएगी जिसमें पाठ्यक्रम के दौरान अर्जित तार्किक सोच, ज्ञान और कौशल शामिल है। प्रति सेमेस्टर सभी मुख्य या वैकल्पिक पाठ्यक्रम के लिए प्रत्येक 30 दिनों के बाद समय समय पर मूल्यांकन किया जाना चाहिए। संस्थान द्वारा अपनाई गयी प्रत्येक मूल्यांकन प्रक्रिया के लिए छात्रों की उपस्थिति का उचित रिकॉर्ड रखा जाएगा।

STRUCTURE OF PROGRAMME B.A./B.Com/B.Sc.

Garments Production and Export Management 2024-25

SEMESTER – III

Paper Code	Paper Title/Name	Code	L	T	P	Total Credits	Maximum Marks		Total Marks	Minimum Passing Marks	
							Internal Marks	External Marks			
GPM4.5DCCT32	Pattern Making and Market	DCC	3	-	-	3		40		14(36%)	
GPM4.5DCCP32	Pattern Making and Dress Designing-I	DCC	-	-	3	3		80		29(36%)	
							30		150		
										11(36%)	
			Total Marks					30	120	150	

SEMESTER – III
PAPER Code – GPEM4.5DCCT32
Pattern Making and Market

Credit 03

Duration of Exam : 3 Hrs.

Max. Marks : 40

Min. Marks : 14

Objective-The objective of this paper is to introduce the students with textile manufacturing process and basic knowledge of business.

Unit	Topic	No. of Lectures
Unit-1	Design a) Classification of Design (b) Elements and principles of design (c) Role of colour in designing- psychological effects of colour (d) Layout of Design on fabric- unidirectional prints, stripes, checks and bold prints	12
Unit-2	Introduction to Fashion (a) Fashion- definition, terminology, Sources and factors influencing Fashion. (b) Fashion cycle and forecasting (c) Theories of Fashion	12
Unit 3	Illustrating Human Figure and Pattern Making Principles and advantages of Eight Head Theory Type of human figures /postures Introduction, advantages and disadvantages of Techniques in pattern making -(i) Drafting (ii) Draping (iii) Flat pattern	12
Unit 4	Market structure :Types of market, market demand, Demand Forecasting: Market survey, Elements of costs. Marketing Plan	12
Unit 5	Elementary knowledge of working capital, factors affecting working capital, operating cycle Sources of finance Letter of credit Methods of payments in foreign trade Various types of bills Insurance	12

Course Learning Outcomes: After completing this syllabus, students will gain

- (i) Knowledge about designs and their appropriate use.
- (ii) Knowledge about fashion, important terminologies, theories and its movement through the course of time.
- (iii) Illustrating fashion on human figure and pattern making for dress designing.
- (iv) Knowledge of Market Structure in business.

SUGGESTED READING

Suggested Online Link:

- <https://ndl.iitkgp.ac.in/>
- <http://epgp.inflibnet.ac.in/>
- <http://egyankosh.ac.in/>
- <https://www.ncertbooks.guru/english-skills/>
- <https://epathshala.nic.in/>
- <https://www.digitalindia.gov.in/services>
- <https://rtionline.gov.in/>
- <https://www.india.gov.in/topics/law-justice>

SEMESTER – III
PAPER Code – GPEM4.5DCCP32
Pattern Making and Dress Designing– I

Credit 03

Duration of Exam : 06 Hrs.

Max. Marks : 80

Min. Marks : 29

S.No.	Topic	No. of Lectures
1	Fashion figure Illustration, Stick Figure and Fashion poses	12
2	Famous Fashion Designers and Brands	4
3	Introduction to sewing machine- its parts and care.	4
4	Samples of basic garment construction: darts , pleats, tucks, frills, plackets, yoke, fastners and facings	12
5	Sleeves Variations-plain, puff, flared, Magyar/kimono	6
6	Variations in necklines, Collars-Peter pan, (flat and raised) Chinese, Shirt	6
7	Designing and stitching following children garments: A- Line frock, romper, gathered frock, Skirt and Top.	12
8	Assignment: A. Costume Designing for different age, sex and occasions including accessories (10) B. Collection of labels and Tags	4

Marking scheme for practical

- Total Marks – 80
- Major Practical – 40
- Internal Record – 40

Course Learning Outcomes: After completing this practical, students will have a understanding of designs and their application. Students will also get familiar with pattern making and garment construction including different components.

STRUCTURE OF PROGRAMME B.A./B.Com/B.Sc.

Garments Production and Export Management 2024-25

SEMESTER – IV

Paper Code	Paper Title/Name	Code	L	T	P	Total Credits	Maximum Marks		Total Marks	Minimum Passing Marks
							Internal Marks	External Marks		
GPM4.5DCCT42	Pattern Making and Export Import	DCC	3	-	-	3	30	40	150	14(36%)
GPM4.5DCCP42	Pattern Making and Dress Designing – II	DCC	-	-	3	3		80		29(36%)
										11(36%)
		Total Marks					30	120	150	

SEMESTER – IV
PAPER Code – GPEM4.5DCCT42
Pattern Making and Export Import

Credit 03

Duration of Exam : 3 Hrs.

Max. Marks : 40

Min. Marks : 14

Objective: to equip the students with basic knowledge and skills required minor alternations in readymade garments to get the correct look and fit. To help develop ability to recognize quality workmanship and making wise buying decisions. To enable students to learn required dressing styles and skills for various professions. To create awareness of the differences in body types and about the art of selecting styles that enhance the visual appeal. To understand basics of Export-Import procedure and documentation.

Unit	Topic	No. of Lectures
Unit 1	Garment Fitting: Fitting – Definition, fitting room, Principles of fitting, factors to be considered while fitting, common fitting problems, remedying fittings defects of bodice and sleeve.	12
Unit 2	Readymade garments- Importance, scope and Quality problems in readymade garments, Careers in Textile and Apparel industries, Pattern grading in Garment Industry	12
Unit 3	(a) Sociological and psychological significance of clothing (b) Criteria for selecting clothes for different sex and age groups (c) Costume Designing for different occasions including accessories (d) Understanding the characteristics and uses of various types of accessories, Support Materials: Interfacing, Lining, Interlining and Support Devices like Shoulder pad	12
Unit-4	Procedure of Exports-import: export procedure, import procedure, Export - Import Policy of India, Export License, Export House. Export Promotion schemes and measures in India	12
Unit-5	ECGC (export credit and guarantee corporation) EIC (export inspection council) IIP (Indian institute of packaging) ICA (Indian council of arbitration) FEMA EPB (export promotion board) FERA	12

Course learning Outcomes: After completing this syllabus, students will gain knowledge about Pattern Making, Garment Fitting, Readymade Garments pros and cons, career opportunity, significance of clothing, accessories and supporting materials along with Export Import procedure .

Suggested Online Link:

- <https://ndl.iitkgp.ac.in/>
- <http://epgp.inflibnet.ac.in/>
- <http://egyankosh.ac.in/>
- <https://www.ncertbooks.guru/english-skills/>
- <https://epathshala.nic.in/>
- <https://www.digitalindia.gov.in/services>
- <https://rtionline.gov.in/>
- <https://www.india.gov.in/topics/law-justice>

SEMESTER – IV
PAPER Code – GPEM4.5DCCP42
Pattern Making and Dress Designing - II

Credit 03

Max. Marks : 80

Duration of Exam : 06 Hrs.

Min. Marks : 29

S.No	Topic	No. Of Lectures
1	Pattern making : Methods of pattern making : Flat Pattern, Drafting and Draping	12
2	Preparation of basic bodice, sleeve and skirt block and its adaptation to various garments.	6
3	Variations in necklines, Collars-Peter pan, (flat and raised) Chinese, Shirt	6
4	Sleeves Variations-plain, puff, flared, Magyar/kimono	6
5	Skirts – A – line, Gathered, Circular, (half and full)	12
	Hand Embroidery stitches (10)- Running stitch, Back Stitch, Stem Stitch, Satin Stitch, Chain Stitch, Buttonhole Stitch, Herringbone Stitch, Bullion Knot, French Knot, Couching Stitch.	
6	Designing and stitching of following garments Petticoat, casual or formal suit, Blouse, and Nightie	12
	Project – (any one) A. Understanding the characteristics, uses, market survey and collection of various types of accessories Support Materials: Interfacing, Lining, Interlining Support Devices: Shoulder pad, Sleeve headers and Collar stays Closures: Zippers, Buttons, Button holes, Hooks ‘n’ Eye, Press ‘n’ Studs, Buckles, Belts Trims: Ribbons, Laces and Braids B. To increase an awareness of the economic and environment influence on clothing decisions. Redesigning and recycling of clothing (ideas to redesign) such as: (a) Piecing or patchwork (b) Use of special fabrics - leather, lace or appliqué (c) Use of decorative embroidery (d) Trims (e) Paints and dyes (Difference between redesign, restore, and recycle. Discuss why one would redesign, restore, or recycle clothing and textile items. Consider factors such as: money, creativity, individuality, skills, needs and equipment.)	6

Marking scheme for practical

- Total Marks – 80
- Major Practical – 40
- Internal Record – 40

Course Learning Outcomes: This practical will provide technical skills and knowledge to the students to create accurate and high quality patterns. They will learn about brands, fashion, designing and construction of female garments .

Assignments will give understanding of characteristics, uses, market survey and collection of various types of accessories and Supporting Materials. And Redesigning and recycling of clothing will support environment.

STRUCTURE OF PROGRAMME B.A./B.Com/B.Sc.

Garments Production and Export Management 2025-26

SEMESTER – V

Paper Code	Paper Title/Name	Code	L	T	P	Total Credits	Maximum Marks		Total Marks	Minimum Passing Marks	
							Internal Marks	External Marks			
GPM4.5DCCT52	Traditional Textile and Costumes	DCC	3	-	-	3		40		14(36%)	
GPM4.5DCCP52	Appericiation of textile craft	DCC	-	-	3	3		80		29(36%)	
							30			11(36%)	
			Total Marks					30	120	150	

SEMESTER – V
PAPER Code – GPEM4.5DCCT52
Textiles And Costumes Of India

Credit 03

Duration of Exam: 3 Hrs.

Max. Marks : 40

Min. Marks : 14

Objective: Textile industry is one of the largest and oldest industries of India. The goal is to familiarize student with the rich heritage of Indian textiles and its traditional designs and motifs.

Unit	Topic	No. of Lectures
Unit 1	<p>Traditional hand woven textiles of India. Kashmir- Shawls Bengal- Baluchar, Jamdani Andhra Pradesh- pochampali Tamil nadu- Kanjivaram Assam- Moonga U.P- Brocade Study of the above textiles with emphasis on motif. Texture, design, and colour</p>	
Unit 2	<p>Traditional embroideries of India – (a) Kashmir- kashida (b) Himachal- chamba rumal (c) Manipur-mirror work (d) Punjab-phulkari (e) Bengal-kanthas (f) U.P - chikankari (g) Karnataka- kasuti (h) Gujrat-kutch work and Kathiawar embroidery</p>	
Unit 3	<ul style="list-style-type: none"> • Dyed and printed textiles of india- patola, bandhni, ikat, kalamkari, sanganeri, bagru, barmeri • Civilization of costumes 	
Unit-4	<ul style="list-style-type: none"> • Study of costumes of different states- Kashmir, Bengal ,Punjab, Rajasthan ,Gujrat, Kerla, Andhra Pradesh ,Assam, Meghalaya, Manipur, Himachal pradesh 	
Unit-5	<ul style="list-style-type: none"> • Consumer- definition, consumer rights, problems related to textiles and clothing • Quality control and quality testing. • Labelling- types and its importance 	

Suggested readings:

- Pandit Savitri- Indian Embroidery
- Dongerkery , Kamala.S – “The Romance Of Indian Embroidery”
- Motichandra – “Master Pieces Of Indian Textiles”
- Storey, Joyce – “Manual Of Dyes And Fabrics”; “Textile Printing”, Thomas And Hudson, London.
- Ikat Textiles Of India, Chetna Desai, Chronicle Books, San Francisco,1988
- Chattopadhyay,K.Handicrafts Of India, All India Handicrafts Board, New Delhi, 1975
- Silk Brocades, Yashodhara Roli And Janssen, B.V, New Delhi,2003
- Handwoven Fabrics Of India, Jaslen Dhamija And Jyotindra Jain, Mapin Publishing Pvt. Ltd.Ahmendabad,1989
- Tie Dyed Textiles Of India , Veronica Murphy And Rosemary Crill, Victoria And Albert Museum, London,1991
- Traditional India Costume And Textiles, Parul Bhatnagar, Abhishek Publicationchandigarh, 2004
- Threads And Voices, Laila Tyabji, Marg Publications, 2007

SEMESTER – V
PAPER Code – GPEM4.5DCCP52
Appreciation Of Textiles Craft

Credit 03

Duration of Exam : 06 Hrs.

Max. Marks : 80

Min. Marks : 29

Objective: to learn basic embroidery stiches. To learn application of traditional motifs and designs on various textiles.

S.No.	Topic	No. of Lectures
1	Bandhej and laharia <ul style="list-style-type: none">• Demonstration of techniques• Handouts and related videos• Development of home textile products	
2	Embroidery <ul style="list-style-type: none">• Demonstration of traditional hand stitches• Interaction with artisan• Development of bags, pouches/yokes/borders for desired product	
3	Printing <ul style="list-style-type: none">• Demonstration of a block printing/ resist printing/ stensile printing• Visit to craft center/ museum• Development of stole/ dupatta	
4	Presentation of different costumes	
5	Field and industrial visit	
6	Project work <ul style="list-style-type: none">• Preparation of portfolio of designs of different textiles• Development of contemporary commercial innovative products/ services with the use of traditional crafts• To study the marketability of these products/ services(consumer survey)	

Marking scheme for practical

- Total Marks – 80
- Major Practical – 40
- Internal Record – 40

Recommended readings-

- Joseph M., Essentials of textiles (5th edition), Holt ,Rinehart and Winston inc., florida,1988.
- Complete Guide To Sewing – Readers Digest, The Reader’s Digest Association,1976
- Singer Sewing Book, Gladys Cunningham, The Singer Company
- Verma ,Gayatri ,Cutting And Stitching Practical, Asian Publishers, Darya Ganj, New Delhi,2007(Hindi Book)

STRUCTURE OF PROGRAMME B.A./B.Com/B.Sc.

Garments Production and Export Management 2025-26

SEMESTER – VI

Paper Code	Paper Title/Name	Code	L	T	P	Total Credits	Maximum Marks		Total Marks	Minimum Passing Marks	
							Internal Marks	External Marks			
GPM4.5DCCT62	International Marketing	DCC	3	-	-	3	30	40	150	14(36%)	
GPM4.5DCCP62	Surface Embellishments	DCC	-	-	3	3		80		29(36%)	
										11(36%)	
			Total Marks					30	120	150	

SEMESTER – VI
PAPER Code – GPEM4.5DCCT62
International marketing

Credit 03

Duration of Exam : 3 Hrs.

Max. Marks : 40

Min. Marks : 14

Objective- to understand the dynamics of international marketing. To develop understanding about product development, pricing and channel of distributions.

Unit	Topic	No. of Lectures
Unit 1	International marketing: nature and scope , importance, problems and challenges of international marketing.	
Unit 2	Market entry strategies, direct and indirect export, licensing/franchising, exporting, trunk contracts, joint venture , merges and acquisition	
Unit 3	Product planning and development- product planning, product line and mix, product life cycle, product mix decisions	
Unit-4	Channel of distribution , factors affecting ,selection of distribution channel , sales promotion, advertisement, personal selling, trade fare and exhibition	
Unit-5	pricing for international market, international pricing : objectives, factors affecting pricing, pricing determination, price quotation	

Suggested readings:

- Darlie O.Koshy – ‘Garment Exports-Winning Strategies’ .
- Rathore , Kothari, "International Marketing", Ramesh Book Depot, Jaipur.
- Diamond, E., Fashion Retailing A Multi-Channel Approach, Prentice Hall, 2005
- Kotler, Pand Armstrong, G., Principles Of Marketing, Prentice Hall Of India , New Delhi, 1999
- Bhardwaj, S.K Nad Mehta , P.V., Managing Quality In Apparel Industry, New Age International , New Delhi, 1998.

SEMESTER – VI
PAPER Code – GPEM4.5DCCP62
Surface Embellishments

Credit 03

Duration of Exam : 06 Hrs.

Max. Marks : 80

Min. Marks : 29

S.No.	Topic	No. of Lectures
1	Market survey: <ul style="list-style-type: none"> • Collection of various types of fabrics • Collection of various types of embellishments • Types of value addition on fabric 	
2	Process of designing <ul style="list-style-type: none"> • Motif development- geometrical, naturalized, stylized, abstract and ornamental • Enlargement and reduction of motif • Placement and repeats of all over pattern • Colour harmonies and color ways • Colour combinations- 50 samples • Develop and create design sheets using appropriate motifs in different repeats and colour schemes for apparel and textiles 	
3	Preparing samples of: tie and dye , batik, stencil printing, block printing, screen printing	
4	Basic embroidery stitches: <ul style="list-style-type: none"> • Flat: stem, chain, herring bone, back stitch, satin, button hole, cross stitch • Raised: bullion , French knot, bead work, zardozi, dori • Couching and smocking • Edging: lace, piping, beads, fringes 	
5	Multiple fabric texture: patch work, applique work, layering, quilting, ribbon work	
6	Design and prepare two made ups/ linens/ apparel using any of the above techniques	

Marking scheme for practical

- Total Marks – 80
- Major Practical – 40
- Internal Record – 40

Essential reading:

Wood , D. the practical encyclopedia of sewing , anness publishing Ltd,USA

Books recommended:

Readers digest, complete guide to needle work, the readers digest association Inc, Pleasantville, New York.