

# ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle), Graded as Category-I University and granted autonomy by MHRD-UGC)

## DIRECTORATE OF COLLABORATIVE PROGRAMMES



## Diploma in Knitwear Fashion Designing & Merchandising

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

## REGULATIONS

### **NAME OF THE PROGRAMME: DIPLOMA IN KNITWEAR FASHION DESIGNING & MERCHANDISING**

#### **ELIGIBILITY:**

A Pass in a Higher Secondary Examination (HSC) conducted by the Government of Tamil Nadu, or an examination accepted as equivalent thereto by the Syndicate for admission to Diploma In Knitwear Fashion Designing & Merchandising.

**PATTERN:** Semester

#### **DURATION:**

The course for the Full Time students shall extend over a period of only one Academic Year. The duration of the Course will be about 170 days. The subjects of study shall be in accordance with the syllabus prescribed from time to time.

#### **CONTINUOUS INTERNAL ASSESSMENT:**

The respective course faculty will continuously assess the performance of students in each course. The continuous internal assessment marks shall be awarded by the concerned course faculty based on the performance of the students in case studies, paper presentations, quizzes. Practical, tests and other assignments.

#### **ATTENDANCE:**

Students who secure at least 80% of attendance in the year will only be eligible to appear for the examination of that year. Those who fail to secure the required attendance shall repeat the same year/course during the subsequent academic year.

#### **UNIVERSITY EXAMINATIONS:**

The University examinations will be held at the end of the semester for a duration of three hours for each subject.

#### **EVALUATION OF ANSWER PAPERS:**

Answer papers of the University examinations shall be subjected to evaluation by a Board of Examiners constituted by Alagappa University.

#### **PASSING MINIMUM:**

The passing minimum for the University examination is 50% of the total marks of the university examination in each subject. The overall passing minimum is 50% both in the external and aggregate of Internal and external in each subject. There are no minimum prescribed marks for passing in the internal assessment.

#### **CLASSIFICATION:**

Their classification of marks will be as follows.

60% and above	-I Class
50% to 59%	-II Class

#### **AWARD OF DIPLOMA:**

Students who successfully complete the programme within the stipulated period will be awarded Diploma in Knitwear Fashion Designing & Merchandising.

#### **COURSE COMPLETION:**

Students shall complete the programme within a period not exceeding 5 years from the year of completion for the period of study.

## MISCELLANEOUS

- a. Each student possesses the prescribed text books for the subject and the workshop tools as required for theory and practical classes.
- b. Each student is issued with an identity card by the University to identify his / her a admission to the course
- c. Students are provided library and internet facilities for development of their studies.
- d. Students are to maintain the record of practicals conducted in the respective laboratory in a separate Practical Record Book and the same will have to be presented for review by the University examiner.
- e. Students who successfully complete the course within the stipulated period will be awarded the degree by the University.
- f. The Internship /Project (any other viva-voce) where an external examiner is assigned from the university, there may be changes in the exam dates as per the availability of the External Examiner.

## FEESTRUCTURE

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must be intimated to the University. Course fees should be only by Demand draft / NEFT and AU has the right to revise the fee saccordingly.

### Semester Pattern

Pattern	Course Fee payment deadline
Semester	Fee must be paid before 10 <sup>th</sup> February of the academic year

### Other Regulations:

Besides the above, the common regulation of the University shall also be applicable to this programme.

### Industrial Exposure:

Industrial internship 2week

**DIPLOMA IN KNITWEAR FASHION DESIGNING & MERCHANDISING**

**Course –Diploma in Knitwear Fashion Designing and Merchandising**

**Duration – One Year**

**Eligibility-Any Degree from a Recognized University**

**Medium-English**

<b>Subject Code</b>	<b>Title of the Subject</b>	<b>T/P</b>	<b>Credit</b>	<b>Hours</b>	<b>Int.</b>	<b>Ext.</b>	<b>Total</b>
<b>SEMESTER -I</b>							
81411	Fundamentals of Textile	T	2	4	25	75	100
81412	Knitting Technology	T	2	4	25	75	100
81413	Fashion Designing	T	2	4	25	75	100
81414	Textile Testing Practical	P	4	6	25	75	100
81415	Knitting Technology Practical	P	4	6	25	75	100
81416	Fashion Illustration Practical	P	4	6	25	75	100
<b>TOTAL</b>			<b>18</b>	<b>30</b>	<b>-</b>		<b>600</b>
<b>SEMESTER -II</b>							
81421	Textile Coloring &Finishing	T	2	4	25	75	100
81422	Apparel Manufacturing	T	2	4	25	75	100
81423	Fashion Merchandising	T	2	4	25	75	100
81424	Textile Coloring & Finishing- Practical	P	3	6	25	75	100
81425	Apparel Construction- Practical	P	3	6	25	75	100
81426	Communication IT Skills- Practical	P	3	6	25	75	100
81427	Internship Viva	I	3	-	25	75	100
<b>TOTAL</b>			<b>18</b>	<b>30</b>			<b>700</b>

SEMESTER - I					
Course Code (81411)	DKFDM	Fundamentals Of Textiles	T	Credits:2	Hours:4
<b>UNIT-I</b>					
<b>Objective I</b>	<b>Impart knowledge on the fiber classification and Characteristics.</b>				
<b>Fiber:</b> Introduction to the field of textiles-classification of fibers–natural and manmade–primary and Secondary characteristics of textile fibers.					
<b>Outcome1</b>	<b>Recall about the Textile fibers and its characteristics</b>				<b>K1</b>
<b>UNIT-II</b>					
<b>Objective2</b>	<b>To learn the fiber production, properties and uses.</b>				
<b>Fiber manufacturing process and its properties:</b> Manufacturing process, properties and uses of natural fibers – cotton, linen, Jute, sisal, silk, wool fibers, man-made fibers –Viscose rayon, nylon, polyester, acrylic.					
<b>Outcome2</b>	<b>Understanding about various fibers properties and it sapplications</b>				<b>K2</b>
<b>UNIT-III</b>					
<b>Objective3</b>	<b>To teach the conversion method of fiber in to yarn.</b>				
<b>Yarn manufacturing Process:</b> Spinning –Definition and classification; Chemical and mechanical spinning. Flow chart of ring spinning process – Blow room, carding, combing, drawing, roving, spinning and cone winding. Yarn - Definition and classification- simple and fancy yarns. Yarn count and twist.					
<b>Outcome3</b>	<b>Able to choose they rnsuitability of selected end use</b>				<b>K3</b>
<b>UNIT-IV</b>					
<b>Objective4</b>	<b>To improve the knowledge in woven fabric production and cloth analyses</b>				
<b>Woven fabric production process:</b> Weaving Introduction, Elements and components of a simple loom; Essential weaving operation. Classification of looms and its advantages - Types of shuttle less looms– Rapiet– Projectile – Air jet – Water jet.					
<b>Outcome4</b>	<b>Understand and analyses the various types of woven fabrics</b>				<b>K4</b>
<b>UNIT-V</b>					
<b>Objective5</b>	<b>To understand fabric structure and applications</b>				
Woven structures: Basic Weaves and its properties–Plain weave, Twill, Satin and Sateen weave structures. Honey comp, huck-a-back, herring bone, <i>gauzeand leno</i> .					
<b>Outcome5</b>	<b>Analyses the various types woven fabric structures.</b>				<b>K5</b>

**Reference & TextBooks**

1.	P.V.Vidyasagar,(2005).“Hand Book of Textiles”, A.MittalPublications
2.	Bernard P.Corbman,(1983).“TextilesFibertoFabric”McGrawhillPublications.
3.	Ganapathy Nagarajan,(2014).Textile Mechanisms in Spinning and Weaving Machines, Wood head Publishing IndiainTextiles.
4.	Fannin, Allen.A,(1998). Hand loom weavingtechnology,Green editorial,
5.	W.S.Murphy,(2003).“Textile Weaving &Design”,AbhishekPublication,

**Related Online Contents[MOOC,SWAYAM, NPTEL, Web sitesetc.]**

1.	<a href="https://textilelearner.net/category/fiber/">https://textilelearner.net/category/fiber/</a>
2.	<a href="https://textilestudycenter.com/category/yarn-engineering/">https://textilestudycenter.com/category/yarn-engineering/</a>
3.	<a href="https://fashion2apparel.blogspot.com/2017/07/classification-loom.html">https://fashion2apparel.blogspot.com/2017/07/classification-loom.html</a>
4.	<a href="http://textilefashionstudy.com">http://textilefashionstudy.com</a>
5.	<a href="https://www.textileschool.com/textiles/fabric/non-woven/">https://www.textileschool.com/textiles/fabric/non-woven/</a>

SEMESTER -I				
Course Code (81412)	DKFDM	Knitting Technology	T	Credits:2 Hours:4
<b>Objective I</b>	To make the students to understand fundamentals of knitting, types of knitting needles, the functioning of components of knitting machine.			
<b>Fundamentals of knitting:</b> Introduction and principles of knitting; Elements of knitting-sinker, cam, cylinder, needle-types of knitting needles–Bearded, Latch & Compound needle; elements of knitted loop structure. yarn quality requirements for knitting.				
<b>Outcome1</b>	<b>Recall about the knitting elements Questions; Define, choose, Explain.</b>			<b>K1</b>
UNIT -II				
<b>Objective2</b>	<b>To learn the knitted structure, properties and uses.</b>			
Weft knitting ; Basic weft knitted structures and their production - plain, rib, interlock and purl; fundamentals of formation of knit, tuck and float stitches; factors affecting the formation of loop; effect of loop length and shape on fabric properties				
<b>Outcome2</b>	<b>Analyzing about knitted structures and properties. Questions; Define, choose, Explain, analyze</b>			<b>K2</b>
UNIT -III				
<b>Objective3</b>	<b>To understand the warp knitting production and applications.</b>			
Warp knitting-lapping variations-tricot, raschel, simplex and Milanese-kittenRaschel-singlebar,2bar, multibar machines. type soft hreading, production of nets, curtains, heavyfabrics, elasticizedfabrics.				
<b>Outcome3</b>	The student will be able to warp kitting applications <b>Questions; Define, choose, Explain, analyze</b>			<b>K3</b>
UNIT -IV				
<b>Objective4</b>	<b>To improve the knowledge in flat knitting machine principles and structures</b>			
Flat knitting : Basic principles and elements of flat knitting machines; different types of flat knitting machines-manual, mechanical and computer controlled; production of various weft knitted structures using flat knitting machines;				
<b>Outcome4</b>	<b>Understand and analyses the knitted structures Questions; Define, choose, Explain, analyze</b>			<b>K4</b>
UNIT -V				
<b>Objective5</b>	<b>The students to understand the knitted fabric care and maintenance</b>			
<b>Care and maintenance;</b> Care and maintenance of knitted material-washing, drying, ironing, storing. Common defects that occur in knitted fabric production.				
<b>Outcome5</b>	<b>Understand the knitted fabrics maintenance Questions; Define, Explain, Discribe.</b>			<b>K5</b>

**Reference& Text Books**

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|----|--|
| 1. | AjgaonkarD.B.,(1998),“KnittingTechnology”,UniversalPublishingCorporation.  |
| 2. | SamuelRaz.,(1997)“FlatKnitting:Thenewgeneration”,Meisenbach.               |
| 3. | Baneerjee.P.K.(2014),“PrinciplesofFabricFormation”,CRCPress.               |
| 4. | Anbumani,(2006).KnittingManufactureTechnology,NewAgeInternational,Chennai. |
| 5. | DavidJ.SpencerKnittingTechnologyWoodheadPublication Ltd.                   |

**RelatedOnlineContents[MOOC,SWAYAM, NPTEL, Websitesetc.]**

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|----|---|
| 1. | <a href="https://textilelearner.net/category/knitting/">https://textilelearner.net/category/knitting/</a>                                 |
| 2. | <a href="https://textilestudycenter.com/knitting-terms-and-definition/">https://textilestudycenter.com/knitting-terms-and-definition/</a> |
| 3. | <a href="http://textilefashionstudy.com">http://textilefashionstudy.com</a>   |



Semester-I					
Course Code-81413	DKFDM	Fashion designing	T	Credits:2	Hours:4
Unit-I					
<b>Objective1</b>	To study About basics of fashion Terms				
Terms related to the fashion industry –fashion, style, fad, classic, and collection, chic Custom made , mannequin , fashion , show, trend, forecasting, high fashion, fashion cycle, haute couture, couture, couturier, fashion director, fashion editor, line, knock-off a vantgarde, bridge, buying house, apparel, fashion merchandising, pre-a –porter, sample.					
<b>Outcome1</b>	<b>To understand about Basic Terminologies of Fashion Design in Industry</b> <i>Questions: Arrange, Choose, Define, Describe, Find, How, List, Match, Name, Relate, Recall, Show, What, Why.</i>				<b>K1</b>
Unit-II					
<b>Objective2</b>	To study About Elements and Principles of design				
Design- definition and types – structural and decorative design, requirements of a good structural and decorative design. Elements of design – line, shape or form, colour, size and texture. Application of structural and decorative design in adress. Principles of design-balance –formal and informal, rhythm-through repetition, radiationand gradation, emphasis, harmonyandproportion. Applicationofprinciplesofdesignsinadress					
<b>Outcome2</b>	<b>To understand about design with color theory and history of costumes withtradition.</b> <i>Questions: Arrange, Choose, Define, Describe, Find, How, List, Match, Name, Relate, Recall, Show, What, Why.</i>				<b>K2</b>
Unit – III					
<b>Objective3</b>	Studying about Color Theory and Its Development				
Colour- definition, colour theories- prang colour chart and munsellcolour system, Dimensions of colour- hue, value, and intensity. Standard colour harmonies- application in dress design. Colour in principles of design- applicationofthe same in dressdesign.					
<b>Outcome3</b>	<b>To understand about color system and value, Intensity, Huechart Preparation with application in garment.</b> <i>Questions: classify, compare, convert, Explain, Express, Illustrate, Preparation, Outline.</i>				<b>K3</b>
UnitIV					
<b>Objective4</b>	To gain Knowledge about Usual and Unusual Figures with Human Body Presentation				
Deigning dresses for unusual figures – becoming and unbecoming – for the following figure types. Stout figure, thinfigure, slenderfigure, narrowshoulders, broadshoulders, roundshoulders, largebust, flatchest, largehip, largeabdomen, roundface, large face, small face, prominent chinandjaw, prominent forehead.					
<b>Outcome4</b>	<b>Understanding about various Types of Human Body parts with different figures</b> <i>Question :Categories, Classify, Compare ,Distinguish, Generate, Examine, Interpret, Operate, Simplify.</i>				<b>K4</b>
Unit V					
<b>Objective5</b>	Analyzing different types of Accessories with trims and Wardrobe Planning in different factors				
Introduction to Fashion accessories, trimmings and decoration. Wardrobe planning for different age groups, factors influencing wardrobe selection, Fashion and season, Designing dresses for different occasions – business meetings, parties/dinners, evenings/leisurehours, marriagefunctions, sports, uniformsforcivilservice, airhostess, hoteliers, schools–girls and boys (school, high school)					
<b>Outcome5</b>	<b>Understanding about Wardrobe Plan with Different Accessories.</b> <i>Question: Assess, Choose, Compare, Determine, Evaluate, Explain, Interpret, justify, Measure, Priorities ,Prove, Select.</i>				<b>K5</b>
Reference&TextBooks					
1	BinaAbling, FairChildPublications, NewYorkWardrobe-FashionSketchBook				
2	JudithRasband, Delmar publishersLondonFundamentalsoffashion-StrategiesforWomen				
3	NancyRiegelman, (2006)“ColourforModernFashion”, Nineheadsmediapublication, 1stedition.				
4	HeannetteAJarnowet-al, macimilan PublishingCompany, NewYork-. InsidetheFashionBusiness.				
5	McJimseyandHarriet, IowaState UniversityPress, Jowa-ArtandFashioninClothingSelection				
6	Fashionfromconcepttoconsumer, byCinistephensFrings, Lowpriceedition				
RelatedOnlineContents[MOOC, SWAYAM, NPTEL, Websitesetc.					
1.	<a href="https://codevgn.in/wp-content/uploads/2021/05/fashion-designing-and-sewing-technology.pdf">https://codevgn.in/wp-content/uploads/2021/05/fashion-designing-and-sewing-technology.pdf</a>				
2.	<a href="https://bharatskills.gov.in/pdf/E_Books/CTS/8/English/TT/Fashion_Design_Technology_Vol_I_of_II_TT.pdf">https://bharatskills.gov.in/pdf/E_Books/CTS/8/English/TT/Fashion_Design_Technology_Vol_I_of_II_TT.pdf</a>				
3.	<a href="https://www.fitnyc.edu/museum/documents/elements-and-principles-of-fashion-design.pdf">https://www.fitnyc.edu/museum/documents/elements-and-principles-of-fashion-design.pdf</a>				
4.	<a href="https://gcwgandhinagar.com/econtent/document/1587358837UNIT%203,4,5.pdf">https://gcwgandhinagar.com/econtent/document/1587358837UNIT%203,4,5.pdf</a>				
5.	<a href="https://www.academia.edu/40624016/Fashion_Design_Basics_eng_Oct">https://www.academia.edu/40624016/Fashion_Design_Basics_eng_Oct</a>				
6.	<a href="http://www.gov.pe.ca/photos/original/4hsk_fashionRG.pdf">http://www.gov.pe.ca/photos/original/4hsk_fashionRG.pdf</a>				

<b>SEMESTER-I</b>					
<b>Course Code (81414)</b>	<b>DKFDM</b>	<b>Textile Testing Practical</b>	<b>P</b>	<b>Credits: 4</b>	<b>Hours:6</b>
<b>UNIT-I</b>					
<b>Objective I</b>	<b>To teach how to identify the fibers and determine the yarn count.</b>				
Introduction about textile testing. Identification of Textile Fiber, Determination of yarn counting wrap Reel and Beesley balance.					
<b>Outcome1</b>	<b>Understand the concept of yarn count determination and calculation. Question; Define, Analyse, Apply.</b>				<b>K3</b>
<b>UNIT-II</b>					
<b>Objective2</b>	<b>To learn their strength, twist and crimp.</b>				
Determination of Lea strength using Lea strength tester. Determination of Single yarn twist and Crimp test.					
<b>Outcome2</b>	<b>To enable the students, to understand the yarn strength, twist and crimp. Question; Define, Analyse, calculate.</b>				<b>K2</b>
<b>UNIT-III</b>					
<b>Objective3</b>	<b>To improve the knowledge in fabric strength test</b>				
Determination of fabric thickness and Determination of fabric strength.					
<b>Outcome3</b>	<b>Understand and analyse the fabric strength Question; Analyse, Apply.</b>				<b>K1</b>
<b>UNIT-IV</b>					
<b>Objective4</b>	<b>To understand the fabric woven fabric Analyses.</b>				
Determination of fabric tearing strength. Determination of fabric cover factor, EPI, PPI.					
<b>Outcome4</b>	<b>To enable the students to understand the fabric weight calculations Question; Define, Analyse, Calculate.</b>				<b>K4</b>
<b>UNIT-V</b>					
<b>Objective5</b>	<b>To learn the procedure and methods of color fastness test.</b>				
Determination of Color fastness of the given fabric laundrometer. Determination of Color fastness of the given fabric by Crock meter.					
<b>Outcome5</b>	<b>To determine the different types of color fastness. Question; Determine, Apply.</b>				<b>K5</b>
<b>Reference &amp; Text Books</b>					
1.	Booth JE,(1970), Principles of Textile Testing,, Hoy Books, London.				
2.	Angappan Pand GopalakrishnanR, Textile Testing,,SSM Institute of Textile Technology, Komara Palayam.				
3.	Objective evaluation of fabrics, Styios G,John Wiley&SonsUSA				
4.	Fiber Science, Mishra S Pand Kesavan BK,SSM Institute of textile technology, Komarapalayam.				
<b>Related Online Contents[MOOC,SWAYAM, NPTEL, Websitesetc.]</b>					
1.	<a href="https://textilelearner.net/what-is-textile-testing">https://textilelearner.net/what-is-textile-testing</a>				
2.	<a href="https://textilestudycenter.com/category/yarn-engineering/">https://textilestudycenter.com/category/yarn-engineering/</a>				
3.	<a href="https://www.onlinetextileacademy.com/category/wet-processing">https://www.onlinetextileacademy.com/category/wet-processing</a>				
4.	<a href="https://textilevaluechain.in/in-depth-analysis/articles/textile-articles/textile-testing-and-quality-control/">https://textilevaluechain.in/in-depth-analysis/articles/textile-articles/textile-testing-and-quality-control/</a>				
5.	<a href="https://archive.nptel.ac.in/courses/116/102/116102029/">https://archive.nptel.ac.in/courses/116/102/116102029/</a>				

SEMESTER-I					
Course Code (81415)	DKFDM	Knitting Technology Practical	P	Credits: 4	Hours:6
<b>UNIT-I</b>					
<b>Objective I</b>	<b>To Analyse the following particulars of knitted fabric</b>				
Determine the CPI, WPI, Course density, Walse density and looplevelthof given fabric					
<b>Outcome1</b>	<b>Understand the techniques of course &amp; wales density &amp; loop length. Question; Define, Analyse, Apply.</b>				<b>K3</b>
<b>UNIT-II</b>					
<b>Objective2</b>	<b>To learn about the fabric GSM and Tightness factor.</b>				
Find out the Arealdensity (GSM) &Tightness factor of the given samples					
<b>Outcome2</b>	<b>To enable the students, to find out the GSM of fabric . Question; Define, Analyse, calculate.</b>				<b>K2</b>
<b>UNIT-III</b>					
<b>Objective3</b>	<b>To teach the knowledge in fabric structure analysis</b>				
To identify the given fabric sample by using unravel method and graphical representation Plain knit, Rib knit–1x1,2x2					
<b>Outcome3</b>	<b>Understand and analyse the fabric structures Question; Analyse, Apply.</b>				<b>K1</b>
<b>UNIT-IV</b>					
<b>Objective4</b>	<b>To teach the knowledge in fabric structure analysis</b>				
To identify the given fabric sample by using un ravel method and graphical representation Interlock knit Purl knit					
<b>Outcome4</b>	<b>To enable the students to understand the fabrics tructureaalysis Question; Define, Analyse, Calculate.</b>				<b>K4</b>
<b>UNIT-V</b>					
<b>Objective5</b>	<b>To learn the procedure of fabricstructureanalysis</b>				
To identify the given fabric sample by using unravel method and graphical representation Tricot knit Raschel knit Pique					
<b>Outcome5</b>	<b>To understand the technique sof clothanalysis. Question; Deter mine, Apply.</b>				<b>K5</b>
<b>Reference&amp;TextBooks</b>					
1.	Anbumani,(2006).KnittingManufactureTechnology,NewAgeInternational,Chennai.				
2.	DavidJ.SpencerKnittingTechnologyWoodheadPublication Ltd.				
3.	Baneerjee.P.K.(2014),“PrinciplesofFabricFormation”,CRCPress.				
4.	AjgaonkarD.B.,(1998),“KnittingTechnology”,UniversalPublishingCorporation.				

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|----|---|
| 1. | <a href="https://textilelearner.net/category/knitting/">https://textilelearner.net/category/knitting/</a>                                 |
| 2. | <a href="https://textilestudycenter.com/knitting-terms-and-definition/">https://textilestudycenter.com/knitting-terms-and-definition/</a> |
| 3. | <a href="http://textilefashionstudy.com">http://textilefashionstudy.com</a>   |

Semester-I					
Course Code- 81416	DKFDM	Fashion Illustration Practical	P	Credits: 4	Hours: 6
<b>Unit-I</b>					
<b>Objective1</b>	To study the drawing objective and silhouettes types				
1. Perspectiveviewdrawingandobjectivedrawing. 2. Drawingofvarioustexturesandtextiledesignart. 3. Drawingofdifferenttypesofsilhouettes.					
<b>Outcome1</b>	<b>To understand the Drawing spectacles , texture varieties and Silhouttes</b> <i>Questions: Arrange, Choose, Define, Describe, Find, How, List, Match,Name,Relate, Recall, Show,What,Why.</i>				<b>K1</b>
<b>Unit-II</b>					
<b>Objective2</b>	To understand the coquis head theory				
4. Illustratingheadtheories <ul style="list-style-type: none"> <li>• stick figures– 81/2,9and10</li> <li>• convertingblockfigureintofleshyfigure</li> <li>• Head theory81/2,9, 10and12</li> </ul> 5. Illustratefacial features–eyes, nose, lips,chin,ears,handsandlegs. 6. Illustratehairstylesforkids,menandwomen					
<b>Outcome2</b>	<b>To understand different head proportions and different postures. Understanding the human body parts for designing the garment.</b> <i>Questions: classify, compare, convert, Explain, Express, Illustrate, Outline, Relate, Show, Summaries, Translate.</i>				<b>K2</b>
<b>Unit- III</b>					
<b>Objective3</b>	To illustrate fashion croquis with styling for different categories Men, Women and Kids				
7. Illustrating Calligraphical figures <ul style="list-style-type: none"> <li>• A,C I</li> <li>• S, Xand Z</li> </ul> 8. PrinciplesandtechniquesofIllustrationandshading –ongarments					
<b>Outcome3</b>	<b>Illustrations Calligraphically figures with styling that would make an understanding to illustrate in fashion.</b> <i>Question: Construct, Develop, Discover, Identify, Interview, modify, Predict, Practice, Solve.</i>				<b>K3</b>
<b>Unit IV</b>					
<b>Objective4</b>	To understand and learn Textile Design.				
9. Developing Textile Design(each5designs) <ul style="list-style-type: none"> <li>• Natural</li> <li>• Conventional</li> <li>• Geometric</li> <li>• Abstract</li> <li>• Historic</li> </ul>					
<b>Outcome4</b>	<b>Illustrations about various concept to of Textile Design</b> <i>Question: Categories ,Classify, Compare, Distinguish, Generate, Examine, Interpret, Operate, Simplify.</i>				<b>K4</b>

<b>Unit V</b>		
<b>Objective5</b>	Analyzing different types of coloring methodology and textiles watches	
<p>10. Drawing of accessories (bags, footwear, hats etc). Different types of Ornaments</p> <p>11. For the above experiment, use the colourMedias - Graphite pencil, Color pencil, Crayon, Water color, Poster color and Fabric Color.</p>		
<b>Outcome5</b>	<b>Illustrations about different types of fabric with multi coloring methods.</b> <i>Question :Assess, Choose, Compare, Determine,Evaluate,Explain, Interpret, Justify, Measure,Priorities, Prove,Select.</i>	<b>K5</b>
<b>Reference &amp; Text Books</b>		
<b>1</b>	PatrikJohnIrelandBatsford Ltd;edition1982,Fashion design drawingand presentation.	
<b>2</b>	CarolineTatham,JulianSeamanBarron'sEducationalSeries;2011,Fashion design drawingcourse	
<b>3</b>	Alexandra Suhner Pepin Press 2012, Technical Drawing for Fashion Design Vol. 2: Garment Source Book(FashionTextiles)	
<b>4</b>	ByKathrynHagen2004byPrenticeHall,Fashion illustrationfor designers	
<b>5</b>	ByBinaAbling2000byPrenticeHall,Fashion RenderingwithColor	
<b>6</b>	M.KathleenCollussy,SteveGreenberg2008byPrenticeHall,Fabrics&Printsdesigns2nd Edition	

<b>Related Online Contents[MOOC,SWAYAM, NPTEL, Websitesetc.</b>	
1.	<a href="http://www.rituberi.com">www.rituberi.com</a>
2.	<a href="http://www.manishmalhotra.in">www.manishmalhotra.in</a>
3.	<a href="http://www.rohitbal.com">www.rohitbal.com</a>
4.	<a href="http://www.benetton.com">www.benetton.com</a>
5.	<a href="http://www.leecooper.com">www.leecooper.com</a>

<b>SEMESTER -II</b>					
<b>Course Code (81421)</b>	<b>DKFDM</b>	<b>Textile Coloring And Finishing</b>	<b>T</b>	<b>Credits:2</b>	<b>Hours:4</b>
<b>UNIT -I</b>					
<b>Objective I</b>	<b>Impart knowledge in preparatory process.</b>				
Aim of Preparatory process. Sequence of chemical processing. Singeing- Objects and Types of Singeing. Gas singeing machine – Working process. Desizing- Objects and Methods- Rot Steeping, Acid Desizing and Enzymatic Desizing.					
<b>Outcome1</b>	<b>Understanding the preparatory process concept. Questions: What, Explain, Define.</b>				<b>K3</b>
<b>UNIT -II</b>					
<b>Objective2</b>	<b>To learn the objects, mechanism of scouring and bleaching .</b>				
Scouring – Objects, Mechanism of Scouring. Scouring Agents, Scouring Efficiency test- Drop test. Bleaching- Objects and Types of Bleaching- Hypochlorite Bleaching and Hydrogen peroxide Bleaching. Mercerization process.					
<b>Outcome2</b>	<b>Understanding the objects and mechanism of scouring and bleaching. Questions: What, Explain, Define.</b>				<b>K2</b>
<b>UNIT -III</b>					
<b>Objective3</b>	<b>To learn about the dyeing procedures, dyes types and dyeing machines</b>				
Dyeing – Introduction. Classification of Dyes- Natural dyes and Chemical Dyes- direct, Acid, Basic, Reactive, Vat, Sulphur, Disperse and Azoic Dyes. Stages of Dyeing- fiber, Yarn, Fabric and Garment Dyeing. Dyeing Machines-Winch, Jigger and Soft flow.					
<b>Outcome3</b>	<b>Understanding the concept of coloring process. Questions: What, Explain, Define.</b>				<b>K1</b>
<b>UNIT -IV</b>					
<b>Objective4</b>	<b>To learn about printing process and its types</b>				

Printing- Introduction. Difference between Dyeing and Printing. Styles of Printing- Direct, Discharge and Resist. Steps of Printing. Types of Printing- Screen, Rotary, Block, Batik, Transfer, Digital Printing. Ingredients used for printing paste

<b>Outcome4</b>	<b>Understand the techniques and types of printing process.</b> <b>Questions: What, Explain, Define.</b>	<b>K4</b>
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#### UNIT -V

<b>Objective5</b>	<b>To learn about finishing and its types</b>
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Finishing- Introduction and Advantages. Types of finish. Aesthetic and Functional finishes- Softening, Stiffening, Calendaring, Heat setting, Anti-microbial finish, Soil release finish, flame retardant finish, Crease resistant finish, Water repellent finish and insect repellent finish

<b>Outcome5</b>	<b>Understand the concept of finishing process and types of finishing</b> <b>Questions: What, Explain, Define.</b>	<b>K4</b>
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#### **Reference & Text Books**

1.	Technology of textile processing (vol 1-2), Sevak Publications – V.A.Shenai
2.	CentPrayagR.S.(1983),TheBleachingandDyeingofCottonMaterial,Weaver’sServiceCent.
3.	Textile Coloration and Finishing, Carolina AcademicPress, Durham, North Carolina (1996) - Warren.S.Perkins,
4.	C.W Pellow, Dyes and dyeing , Abhishek Publications, 2000..
5.	Technology of printing Prayag

#### **Related Online Contents [MOOC,SWAYAM, NPTEL, Websitesetc.]**

1.	<a href="https://www.textileschool.com/343/fabric-wet-processing-techniques/">https://www.textileschool.com/343/fabric-wet-processing-techniques/</a>
2.	<a href="https://textileengineering.net/textile-wet-processing-stages-flowchart-and-importance/">https://textileengineering.net/textile-wet-processing-stages-flowchart-and-importance/</a>
3.	<a href="https://www.textileblog.com/scouring-process-of-cotton-fabric/">https://www.textileblog.com/scouring-process-of-cotton-fabric/</a>
4.	<a href="https://www.britannica.com/topic/textile/Printing">https://www.britannica.com/topic/textile/Printing</a>
5.	<a href="https://textileapex.com/what-is-textile-finishing-different-types-of-textile-finishing/">https://textileapex.com/what-is-textile-finishing-different-types-of-textile-finishing/</a>



<b>SEMESTER - II</b>					
<b>Course Code (81422)</b>	<b>DKFDM</b>	<b>Apparel Manufacturing</b>	<b>T</b>	<b>Credits:2</b>	<b>Hours:4</b>
<b>Objective I</b>	<b>To make the students to understand the process of apparel manufacturing, sample development of different styles and advanced machines in garment industry</b>				
Introduction to Garment Industry - Process of Apparel Manufacturing – Sample Development Different styles - Garment specification - Sizes - Accessories. Garment Machines - Advanced machines using garment industry – Fabric storage - Spreading – Cutting Finishing.					
<b>Outcome 1</b>	<b>Understanding the concept of apparel manufacturing process, sample development &amp; advanced machines used in industry.</b>				<b>K1</b>
<b>Questions; Define, What, Explain.</b>					
<b>UNIT - II</b>					
<b>Objective 2</b>	<b>To learn about marker planning, marker efficiency, lay machines and cutting machines.</b>				
Marker planning: Requirements and Methods-Marker efficiency-Advantages of computer aided marker planning. Spreading:-Types spreading and lay.-lay machines Cutting methods- cutting machines-used in garment industry -computer controlled cutting.					
<b>Outcome 2</b>	<b>Understanding the concept of marker planning, marker efficiency, lay &amp; cutting machines.</b>				<b>K2</b>
<b>Questions; Define, What, Explain.</b>					
<b>UNIT - III</b>					
<b>Objective 3</b>	<b>To learn about the sewing machine classification, functions and mechanism.</b>				
Classification of sewing machines & applications. Lockstitch machine - function & its types - Features of advanced lock stitch machines. Over lock machine – Function. Flat lock machines. Feeding mechanism, importance & Its types. Needle mechanism. Stitching mechanism. . Bar tacking machine. Picoting Machine.					
<b>Outcome 3</b>	<b>Understanding the concept of sewing machine classification, mechanism &amp; functions</b>				<b>K3</b>
<b>Questions; Define, What ,Explain.</b>					
<b>UNIT - IV</b>					
<b>Objective 4</b>	<b>To improve the knowledge of stitches types, Federal &amp; British standards</b>				

Concept of Stitch & its classification- Federal standard & British standards. Concept of stitch geometry. Detailed study on Stitch classes and its function – advantages and disadvantages		
<b>Outcome 4</b>	<b>Gained knowledge in stitch types, federal &amp; british standards Questions; Define, What, Explain.</b>	<b>K4</b>
<b>UNIT - V</b>		
<b>Objective 5</b>	<b>To improve the knowledge of garment fusing, ironing, packing process and functions of the equipment.</b>	
Introduction to various machines for garment finishing – Fusing – Sucking – Ironing - Packing. Pressing- Purpose of pressing –Categories of pressing-The means of pressing-pressing equipment and methods-Iron and steam presses. Packaging-Types of package forms-Types of packaging materials Quality specification of packaging materials-Merchandising Packaging-Shipment Packaging Selection of package design.		
<b>Outcome 5</b>	<b>Understand the concept of garment fusing, ironing, packing process and functions of the equipment. Questions; What, Explain, Describe.</b>	<b>K5</b>
<b>Reference &amp; Text Books</b>		
1.	Apparel Manufacturing – Hand Book – Jacob Solinger	
2.	Technology Of Clothing Manufacture – Herold Carr&B.Latham	
3.	Apparel Manufacturing Management System – Roche Daniel	
4.	Technology Of Stitches & Seams – Coats Viyella Limited	
5.	Knitting and Apparel Manufacture – Sureshkumar, SSMITT Stores	

<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1.	<a href="https://www.onlineclothingstudy.com/2017/03/different-types-of-industrial-sewing.html">https://www.onlineclothingstudy.com/2017/03/different-types-of-industrial-sewing.html</a>
2.	<a href="https://textilestudycenter.com/garment-finishing-pressing-flow-chart-of-garment-finishing/">https://textilestudycenter.com/garment-finishing-pressing-flow-chart-of-garment-finishing/</a>
3.	<a href="https://garmentmerchandising.com/fabric-spreading-process-in-apparel/">https://garmentmerchandising.com/fabric-spreading-process-in-apparel/</a>

<b>SEMESTER - II</b>					
<b>Course Code (81423)</b>	<b>DKDFM</b>	<b>Fashion Merchandising</b>	<b>T</b>	<b>Credits:2</b>	<b>Hours:4</b>
<b>UNIT - I</b>					
<b>Objective I</b>	<b>To learn about merchandising</b>				
Introduction to Merchandising, Understanding fashion Merchandising, Requirements of a merchandiser, Responsibilities of a merchandiser Fashion merchandising terminology, Role of Merchandiser.					
<b>Outcome 1</b>	<b>Learned about fashion merchandising</b>				<b>K1</b>
	<b>Questions: Roles</b>				
<b>UNIT – II</b>					
<b>Objective 2</b>	<b>Analyze the manufacturer houses and buying agencies</b>				
Types of Merchandising - Export House – manufacturer Exporter-Merchant exporter – Buying house Buying Agency –Types of Buying agency Selection of Buyer's & Buying Agency, Functions of merchandiser in an Export house, buying house and buying agency.					
<b>Outcome 2</b>	<b>Understood the merchandising types</b>				<b>K2</b>
	<b>Questions: types,, functions, export, agency</b>				
<b>UNIT – III</b>					
<b>Objective 3</b>	<b>Learn about fabric selection and its types</b>				
Pre-buying Activity, Fabric types, properties and Behavior, selection of Fabric, Garment Construction, Quality requirements; quality problems, Merchandiser's role after production, Delivery date extension, transport delays - Natural calamities, Importance of LC amendments					
<b>Outcome 3</b>	<b>Learned about quality and production</b>				<b>K3</b>
	<b>Questions: types, quality, properties</b>				
<b>UNIT – IV</b>					
<b>Objective 4</b>	<b>Recall the costing and calculation</b>				
Importance of costing in textile industry-elements of costing, fabric construction/ Gsm calculation, patterning vs. costing, fabric consumption calculation, fabric costing- woven and knits, value added materials in garments, Garment costing-men's style, ladies style, children's style, shipping charges, trial costing.					
<b>Outcome 4</b>	<b>Learned some important costing elements</b>				<b>K4</b>
	<b>Questions: value, important, elements, calculate</b>				

## UNIT - V

<b>Objective 5</b>	<b>To learn about marketing and planning</b>	
Marketing analysis - Advertising and Media Planning, Fashion shows and other events, Industry tour and Project. Surveys and organizing of exhibitions		
<b>Outcome 5</b>	<b>Learned about planning and advertising</b> <b>Questions: analyze, plan, event</b>	<b>K5</b>
<b>Reference &amp; Text Books</b>		
1.	<b>Fashion Design and Product Development, Harold Carr and John Pomeroy, Black well Science Inc, Cambridge (1992)</b>	
2.	<b>Fashion marketing, Mike Basey, Oxford University press, WynfordDrve, Don Mills,Ontario (1995)</b>	
3.	<b>Marketing Management, Philip Kotler, Prentice Hall, 7th Edition 1996</b>	

### **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

1.	<a href="https://www.snhu.edu/about-us/newsroom/business/what-is-fashion-merchandising">https://www.snhu.edu/about-us/newsroom/business/what-is-fashion-merchandising</a>
2.	<a href="https://www.indeed.com/career-advice/finding-a-job/what-is-fashion-merchandising">https://www.indeed.com/career-advice/finding-a-job/what-is-fashion-merchandising</a>
3.	<a href="https://www.iiad.edu.in/the-circle/what-is-fashion-merchandising/">https://www.iiad.edu.in/the-circle/what-is-fashion-merchandising/</a>
4.	<a href="https://textilelearner.net/fashion-merchandising-and-merchandiser/">https://textilelearner.net/fashion-merchandising-and-merchandiser/</a>

SEMESTER - II					
Course Code (81424)	DKFDM	Textile Coloring And Finishing- Practical	P	Credits:3	Hours:6
<b>UNIT - I</b>					
<b>Objective I</b>	<b>To create a sample using grey fabric</b>				
1. Desizing of the grey fabric 2. Scouring of cotton fabric. 3. Bleaching of cotton fabric.					
<b>Outcome 1</b>	<b>Understand the procedure for coloring and finishing</b>				<b>K1</b>
<b>Questions: To Apply</b>					
<b>UNIT – II</b>					
<b>Objective 2</b>	<b>To create a sample using dyes</b>				
1. Dyeing the given cotton fabric using- Direct dyes. 2. Dyeing the given cotton fabric using- Vat dyes					
<b>Outcome 2</b>	<b>Understand the procedure for coloring and finishing</b>				<b>K2</b>
<b>Questions: To Apply, To dye</b>					
<b>UNIT – III</b>					
<b>Objective 3</b>	<b>To create a sample using dyes</b>				
1. Dyeing the given cotton fabric using- Reactive dyes 2. Dyeing the given silk fabric using – Acid dyes					
<b>Outcome 3</b>	<b>Understand the procedure for coloring and finishing</b>				<b>K3</b>
<b>Questions: To Apply, To dye</b>					
<b>UNIT – IV</b>					
<b>Objective 4</b>	<b>To create a sample using dyes</b>				
1. Dyeing the given polyester fabric using -Disperse dyes 2. Dyeing the given cotton fabric using –Tie & dye techniques. 3. Screen printing on cotton fabric.					
<b>Outcome 4</b>	<b>Understand the procedure for coloring and finishing</b>				<b>K4</b>
<b>Questions: To Apply, To dye</b>					

## UNIT - V

<b>Objective 5</b>	<b>To create a sample using dyes</b>	
	1. Stencil printing on cotton fabric. 2. Batik/Block printing on cotton fabric. 3. Color matching the dyed samples with pantone shades.	
<b>Outcome 5</b>	<b>Understand the procedure for coloring and finishing Questions: To Apply, To dye</b>	<b>K5</b>
<b>Reference &amp; Text Books</b>		
1.	Dyeing and Chemical Technology of Textile Fibres, 4 <sup>th</sup> Edition, 1970, E. R. Trotman, Giffin London	
2.	Technology of Textile Processing, Vol 3, 4, 6, 10. by Shenai V.A, Sevak Publications, Mumbai (1996).	
3.	Dr.K.M.Pachiyappan&J.Banupriya, “Basics of textile processing”, Laser publication, Coimbatore, (2018).	

<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1.	<a href="https://textilestudycenter.com/category/yarn-engineering/">https://textilestudycenter.com/category/yarn-engineering/</a>
2.	<a href="https://textilelearner.net/what-is-textile-testing/">https://textilelearner.net/what-is-textile-testing/</a>
3.	<a href="https://www.onlinetextileacademy.com/category/wet-processing/">https://www.onlinetextileacademy.com/category/wet-processing/</a>
4.	<a href="https://textilevaluechain.in/in-depth-analysis/articles/textile-articles/textile-testing-and-quality-control/">https://textilevaluechain.in/in-depth-analysis/articles/textile-articles/textile-testing-and-quality-control/</a>

SEMESTER - II					
<b>Course Code (81425)</b>	<b>DKDFM</b>	<b>Apparel Construction-Practical</b>	<b>P</b>	<b>Credits:3</b>	<b>Hours:6</b>
<b>UNIT - I</b>					
<b>Objective I</b>	<b>To stitch a samples for basic finishes</b>				
Preparation of Samples for Seams, Seam Finishes and hems. Preparation of Samples for Fullness (Darts, Tucks, Pleats, Gathers, Flares, Ruffles, Godets and Gathers)					
<b>Outcome 1</b>	<b>Stitched samples for garment finishing</b> <b>Questions: To stitch a sample, classify</b>				<b>K1</b>
<b>UNIT – II</b>					
<b>Objective 2</b>	<b>To create samples for basic garment outlines</b>				
Preparation of Samples for Necklines and Pockets. Preparation of Samples for basic collars and basic sleeves.					
<b>Outcome 2</b>	<b>Stitched samples for fasteners</b> <b>Questions: To create, To stitch outlines</b>				<b>K2</b>
<b>UNIT – III</b>					
<b>Objective 3</b>	<b>To create a samples for decorative</b>				
Preparation of Samples for Plackets (hooks, press button, button and button holes) and Openings with Fasteners (zippers and Velcro).					
<b>Outcome 3</b>	<b>Stitched samples for garments decoration</b> <b>Questions: To stitch the openings</b>				<b>K3</b>
<b>UNIT – IV</b>					
<b>Objective 4</b>	<b>Draft a pattern for basic children’s and women’s garments</b>				
Draft a pattern and construct for children’s garment (Bib, Jabla) and women’s garment (Basic skirt)					
<b>Outcome 4</b>	<b>Discover new techniques in pattern making and garment construction</b> <b>Questions: To stitch the garments</b>				<b>K4</b>

## UNIT - V

<b>Objective 5</b>	<b>Draft a pattern for basic men's garments</b>
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Draft a pattern and construct for men's garment (Shirt, Trouser, Pyjamas)

<b>Outcome 5</b>	<b>Discover new techniques in pattern making and garment construction</b>	<b>K5</b>
	<b>Questions: To stitch the garments</b>	

### Reference & Text Books

- |    |  |
|----|--|
| 1. | <b>GayatriVerma and Kapil Dev, "Cutting and tailoring course", Computech Publications, 2009.</b> |
| 2. | <b>Shri K.R. Zarakar, "System of cutting", Navneet Publications (INDIA) limited, 2010.</b>       |
| 3. | <b>Mary Mathews, "Practical clothing construction", Printed by Bhattarams, Copyright 1995</b>    |

### Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

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|----|---|
| 1. | <a href="http://www.go-woman.com/wpcontent/uploads/factsheets/FREE_Sewing_Book.pdf">http://www.go-woman.com/wpcontent/uploads/factsheets/FREE_Sewing_Book.pdf</a> |
| 2. | <a href="http://brittlebooks.library.illinois.edu/brittlebooks_open/Books2009-">http://brittlebooks.library.illinois.edu/brittlebooks_open/Books2009-</a>         |
| 3. | <a href="http://buc.edu.in/sde_book/fashion_design.pdf">http://buc.edu.in/sde_book/fashion_design.pdf</a>   |
| 4. | <a href="http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.p">http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.p</a> |



<b>SEMESTER - II</b>					
<b>Course Code (81426)</b>	<b>DKFDM</b>	<b>Communication IT Skills- Practical</b>	<b>P</b>	<b>Credits: 3</b>	<b>Hours:6</b>
<b>UNIT - I</b>					
<b>Objective I</b>	<b>To gain basic knowledge about communication</b>				
Business Communication: Introduction– Definition- Specific objectives of business communication. Methods of communication. Types / Kinds of business communication - barriers to communication.					
<b>Outcome 1</b>	<b>Student can apply the knowledge by speaking confidently and communicating effectively in different business situations. Questions: Define, Explain, Find, and Describe, Recall.</b>				<b>K3</b>
<b>UNIT - II</b>					
<b>Objective 2</b>	<b>To impart knowledge about Commercial letters &amp; Essay writing</b>				
Nature and scope of Business English- Introduction, meaning – Importance – Characteristics of good commercial letters. Essay writing – introductory remarks and hints on essay writing.					
<b>Outcome 2</b>	<b>Student can understand the commercial letters and to make an essay writing. Questions: Define, Explain, Find, and Describe.</b>				<b>K2</b>
<b>UNIT - III</b>					
<b>Objective 3</b>	<b>To gain knowledge in mass media, drafting reports and create business</b>				
Mass Media in Communication: Definition of mass media – Types of mass media. Drafting Of Business Reports: Definition – Kinds of Reports. Drafting of Speeches – Listening skill, introductory. Remarks Letter writing: Classification of Letters - Functions of business letters.					
<b>Outcome 3</b>	<b>The student creates and designs different letter formats effectively in a realistic way with reference to organizational goals. Questions: Define, Explain, Find, and Describe, Recall.</b>				<b>K1</b>
<b>UNIT - IV</b>					
<b>Objective 4</b>	<b>To teach the different types of E commerce and its advantages &amp; disadvantages</b>				
E-Commerce: Definition – Different types of E-Commerce – Advantages of E- Commerce – Disadvantages of E- commerce.					
<b>Outcome 4</b>	<b>Students understand and applying the concept of E commerce. Questions: Define, Explain, Find, and Recall.</b>				<b>K4</b>

## UNIT - V

<b>Objective 5</b>	<b>To teach the human values, post thinking &amp; personality development</b>	
Morale – Ethics – Human values – post thinking & goal setting – Problem solving and decision making – Time management - Personality development		
<b>Outcome 5</b>	<b>Student can understand about the human values, problem solving, decision making &amp; time management. Questions: Define, Explain, Analyze.</b>	<b>K5</b>
<b>Reference &amp; Text Books</b>		
1.	Business Communication by N.S.Raghunathan&B.Santhanam – Margham Publication.	
2.	Chaturvedi. P.D. Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education	
3.	Kaul, Asha: Business Communication: Prentice-Hall of India, Delhi	
4.	Sharma, Sangeeta and Binod Mishra. Communication Skills for Engineers and 1. Scientists: PHILearning Pvt. Ltd., New Delhi	

<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1.	<a href="https://www.geektonight.com/business-communication-pdf-notes/">https://www.geektonight.com/business-communication-pdf-notes/</a>
2.	<a href="https://bbamantra.com/business-communication-introduction/">https://bbamantra.com/business-communication-introduction/</a>
3.	<a href="https://www.icsi.edu/media/webmodules/CSEET/BUSINESS_COMMUNICATION_printable.pdf">https://www.icsi.edu/media/webmodules/CSEET/BUSINESS_COMMUNICATION_printable.pdf</a>

## **INTERNSHIP VIVA**