

Syllabus for MBA in FASHION DESIGN

Course: MBA Fashion Design

Duration: 2 years, Non-Semester Pattern

Total Marks: 1700

Subject Code: MBA-FD

University Examination: 70 Marks

Continuous Internal Assessment: 30 Marks

MBA - I

Sl. No.	Course Title	Paper Code	Marks		
			External	Internal	Total
1	Management Science	MBA-110	70	30	100
2	Business Communication	MBA-120	70	30	100
3	Financial Management	MBA-130	70	30	100
4	Computers in Management	MBA-140	70	30	100
5	Marketing Management	MBA-150	70	30	100
6	Management Information System	MBA-160	70	30	100
7	Human Resource Management	MBA-170	70	30	100
8	Organizational Behaviour	MBA-180	70	30	100
Total			800		

University Examination: 70 Marks
Continuous Internal Assessment: 30 Marks

MBA – II

Sl. No.	Course Title	Paper Code	Marks		
			External	Internal	Total Marks
1	Managerial Economics	MBA-210	70	30	100
2	Corporate Laws	MBA-220	70	30	100
3	Business Policy & Strategic Management	MBA-230	70	30	100
4	Indian Business Environment	MBA-240	70	30	100
5	Project Work	MBA-250	100	00	100
6	Elective Papers (Select any 4 Papers)	MBA-260	-	-	400
6 (i)	Knitting Technology	MBA-260 (FD-1)	70	30	100
6 (ii)	Pattern Drafting, Grading & Construction Studies	MBA-260 (FD-2)	70	30	100
6 (iii)	Fashion Industry, Marketing & Management	MBA-260 (FD-3)	70	30	100
6 (iv)	Advance Garment Construction Technique	MBA-260 (FD-4)	70	30	100
6 (v)	Garment Production and Technique	MBA-260 (FD-5)	70	30	100
Total					900

FIRST SEMESTER / FIRST YEAR

MBA110

MANAGEMENT SCIENCE

Maximum Time: 3 Hrs.

University Examination : 70 Marks

Total Marks: 100

Continuous Internal Assessment : 30 Marks

Minimum Pass Marks: 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Management: Concept, Nature, Importance; Management process; Management principles, Levels of management, Managerial skills, Role and Responsibility of a Manager, Challenges before management, Evolution of Management thought.

SECTION B

Managerial planning & Decision – making:
Planning : Concept, Importance of planning, Types of plan, Steps in planning, limitations of planning, Management By Objectives.
Forecasting : Need and techniques
Decision – Making : Process, Types, Decision – making under Risk and Uncertainty.

SECTION C

Organising :
Process of organizing, Principles, Organisational structure, Span of Management, Departmentation, Authority and power, Responsibility and Accountability, Delegation of authority, Centralisation and Decentralisation.

SECTION D

Coordination and Control:
Coordination : Concept, Significance, Techniques
Control : Meaning, Process, Requisites of effective control, Control techniques, Management Audit.

References:

1. Essentials of Management – by Koontz.
2. Management – by Robbins & Coulter.
3. Principles and Practices of Management – by L.M. Prasad.

Maximum Time: 3 Hrs.
 Total Marks: 100
 Minimum Pass Marks: 40%

University Examination : 70 Marks
 Continuous Internal Assessment : 30 Marks

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Introduction – Communication : Concept, Nature, Scope, types, Function, Communication process, communication Channels – Formal, Informal, Downward, Upward and Horizontal, Essentials of effective communication, limitations of communication, barriers of communication over coming the barriers of communication.

SECTION B

Oral Communication, Effective oral communication, methods of oral communication, conversion skills, Presentation of skills; Non-verbal communication. Interview skills – Interview process & requirements of a successful interview. Resume preparation.

SECTION C

Meetings; Notice, Agendas, Minutes, Resolution Written communication; Essentials of written communication.
 Feedback; Effectiveness in feedback, Guidelines to improve feedback giving skills, Significance of feedback.
 Report Writing.

SECTION D

Business correspondence; Nature, structure and layout of business letters, Planning for business correspondence, Different types of business letters; Quotations and orders, Sales letters, Credit letters, Collection letters, Adjustment letters.
 E-mail and changing landscape of business communication.

References:-

1. Lesikar , R.V. and J.D. Pettitt , Jr. Business Communication : Theory and Application Homewood Ill ; Richard D. Irwin.
2. Michael, V.P. Communication and Research for management Himalaya Publishing House, Bombay.
3. Sharma , R.C & K. Mohan . Business Report writing and Correspondence (TMH)
4. Aggarawal, Rohini; Business Communication and organization & Management (Taxmann's)
5. Rao Nageshwar & Das R.P. – Communication skills Himalaya Publishing House, Delhi.

Maximum Time: 3 Hrs.
Total Marks: 100
Minimum Pass Marks: 40%

University Examination : 70 Marks
Continuous Internal Assessment : 30 Marks

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Nature and Scope of financial management, Objectives of financial management, Capitalization- Over capitalization and Under capitalization, Capital structure, Capital budgeting, Techniques of capital budgeting.

SECTION B

Cost of capital ; Cost of debt, Preference share capital, Equity share capital, Retained earning and Weighted average cost, Sources of short term finance and long term finance.

SECTION C

Financial analysis and planning : Financial statements, Ratio analysis, Break - even analysis; Operating, Financial and Combined leverage.

SECTION D

Working capital management; Management of cash, receivables and inventory.
Dividend policy; Dividend policy in practice, stability in dividend policy, Corporate dividend behaviour.

References:-

1. M.Y. Khan & P.K. Jain : Financial Management : Text and Problems
2. I.M. Pandey : Financial Management
3. Kulkarni & Satyaprasad : Financial Management
4. V.K. Bhalla : Financial Management & Policy
5. P. Chandra : Financial Management

Maximum Time: 3 Hrs.

Total Marks: 100

Minimum Pass Marks : 40%

University Examination : 70 Marks
Continuous Internal Assessment : 30 Marks

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Application of computer in business, components of computer system. CPU, RAM, SSD, Operating Systems, System Software's, and Application Software.
Input-Output devices: Monitor, Keyboard, Mouse, System Unit, Printer, and Scanner.
Storage devices: Floppy disk, Hard disk, Cartridge tape, CD-ROM, DVD.
Printers : dot-matrix, Inkjet, LaserJet, Colour printer, High speed printer, Label printer, Plotters.

SECTION B

Operating systems: DOS, Drives, Directories, Files
DOS commands : DIR, CD, MD, RD, COPY, RENAME, DELETE, FORMAT
Internal & external commands. DOS utilities.
Graphical user interface : Windows 3x, Program manager, Main & accessories program groups, Multiasking.
MS Word : Creating documents, Formatting, Auto text, Auto correct, Tables, Page setup, Printing, Spell check, Thesaurus, Mail merge, Word art, Clip art.
MS Excel : Creating workbooks & worksheets, Formulas & functions, Linking workbooks & worksheets, Cell references, Formatting, conditional formatting Creating charts, Data lists, Page setup, Printing.
MS Power Point : Creating slides with different layouts and templates, Inserting charts, Tables, Organisation charts, Pictures, Running a screen show, Presentation setup, Animation.

SECTION C

Data Base Management System : Fox Pro creating, modifying & listing databases, Sorting & indexing, editing, appending & deleting records, browsing through databases, setting relationship between multiple databases, reports & labels.
Relational Data Base Management Systems : Tables, Relations, Joins, Query, Languages, Introduction to MS Access.

SECTION D

Computer Networks : LAN, MAN, WAN, Client-Server Networks, Peer-to Peer networks.
Telecommunications: Commercial services, Internet, e-mail, World Wide Web, Bulletin Board Services.
Application Specific Software's: Financial accounting & Inventory control packages.
Multimedia : Sound cards, Audio & video files.
Computer Virus : Types of virus, Scanners & vaccines, Precautions to avoid virus.

REFERENCES:

1. Alan Simpson - Your First Computer
2. Sinha – Computer Fundamentals
3. Stevens – Teach Yourself DOS
4. Harvey – Mastering Wordstar (Release 4)
5. Mueller – Illustrated Lotus 1-2-3 (Release 2.2)
6. Taxali – Foxpro 2.5 Made Simple
7. Mansfield – The Compact Guide To MS Office

SECOND SEMESTER

MBA210

MARKETING MANAGEMENT

Maximum Time: 3 Hrs.

Total Marks: 100

Minimum Pass Marks: 40%

University Examination : 70 Marks

Continuous Internal Assessment : 30 Marks

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Marketing and its core concepts; needs, wants, Demands, exchange etc. Marketing management and its tasks in different situations, different philosophies of marketing management; the marketing environment; marketing information system and marketing research.

SECTION B

Concepts and components of marketing mix; target marketing; market segmentation; positioning; consumer buying behaviour; consumer buying decision process. Basic concepts of a product; Concept of customer delight, Product mix and product line decisions; branding and packaging decisions; new product development process.

SECTION C

Product life cycle (PLC) and related strategies; meaning and significance of price; factors influencing pricing; general pricing approaches; pricing practice and strategies, pricing policies.

SECTION D

Marketing channels and functions; designing a marketing channel; concepts and elements of promotion mix: Advertising, Sales promotion, personal selling and public relation; Integrated marketing communications organizing and implementing marketing in the Organisation. Evaluation and control of marketing efforts, Green Marketing;

References:-

1. Kotler, P. Marketing Management, analysis, Planning and control.(PHI)
2. Gandhi, J.C. Marketing : A Managerial Introduction.
3. Stanton & Fultroll. Fundamentals Marketing (TMH)
4. Jha & Singh, Marketing Management in Indian Perspective.
6. Various Magazines like Business India, Business World Advertising, Marketing etc.
7. Saxena, Rajan: Marketing Management

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- 1.

SECTION A

Business in the Information Age - Pressures and Responses Introduction to Information System ; Evolution of information system ; concepts of information and data; extracting information from data ; meaning and role of information system; systems approach applied to information system. Introduction of data mining.

SECTION B

Types of Information system and Database : Transaction processing system ; information reporting system ; decision support system ; executive support system ; expert system; introduction to database concepts and database ; RDBMS, Building Information System: Introduction ; data flow diagram ; traditional flowchart ; structured charts ;design output for users; output design rules and selected examples ; output devices.

SECTION C

Approach to Information System Development System life cycle approach; and prototype approach.

SECTION D

Telecommunication and Networking: Telecommunication; Modem; network devices and facilities; network architecture, standards and protocol; LAN ; WAN : End-user computing and development management of information system.

References:-

1. Laudon & Laudon management information System.
2. Alter, S. - Information System
3. Turban Raner Potter - introduction to Information Technology
4. Kanter J. Management Information System.
5. Kanter H. Management Oriented Information Systems.
6. Gordon, D . Olson B & Margrethe H Management information System.
7. Dickson et al . The management Information System.
8. Burch & Grudnitski Information System - Theory and Practice John Wiley & Sons, New York
9. Tanenbaum , A.S. Computer networks Prentice Hall of India , New Delhi.

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Concepts and Perspectives on Human Recourse Management; Human Resource Management in Changing Environment; Human Resource Management System.

SECTION B

Career and succession planning. Methods of Manpower search; Attracting and Selecting Human Resources; Induction and Socialization; Manpower Training and development. Job Evaluation and Wage Determination; Salary Structure; Wage Policies and Regulations; Performance Appraisal and Potential Evaluation.

SECTION C

Industrial Relations and Trade unions collective Bargaining, Dispute Resolution and Grievance Management; Employee Empowerment, Industrial Democracy and Workers participation in Management.

SECTION D

Health and Safety Management; employee assistance programme, Voluntary welfare schemes and an outline of social security measures etc.

References:-

1. C.S. Venkata Ratnam et al., Personnel management & Human Resource Management, Tata McGraw Hill, New Delhi.
2. Monappa and Sayadain, Personnel Management, Tata McGraw Hill, New Delhi.
3. De Cenzo & Robins, Human Resource Management, John Wiley, N.Y.
4. Cascio W.F. Managing Human Resources : productivity , quality of work Life Profits. McGraw Hill New York 1995
5. Parikh U. and Rao T.V. , Designing and Managing Human Resource Management , Wiley New Delhi 1

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Introduction of organizational behaviour : Definition, Assumptions, Nature and determinants of organizational behaviour; Individual behaviour in organization: Behaviour as an Input-output system, Beliefs, Attitudes, Values, Perceptions.

SECTION B

Important dimensions of group behaviour : Leadership in group, conflicts in group norms, status in group Decision – making and communication in group, Authority and influence process in groups Teams in the modern work-place, Quality circles, Linking team and group concepts, creating high performance team.

SECTION C

Motivation : Meaning and Importance, Theories of Motivation, Motivation and Morale.
Leadership : Meaning and Importance, Theories of leadership, Leadership styles and skills, Managerial culture and leadership.

SECTION D

Managing Conflict : Nature, Types, Process of conflict handling behaviour, conflict resolution techniques, Approaches to conflict management.
Managing Organizational Change : Forces of change, Resistance to change, Managing Planned change. Work stress, Quality of work life.

References:-

1. Robbins, S.P., Organizational Behaviour , 8th ed. New Delhi, Prentice Hall of India 1998.
2. Luthans, F., Organizational Behaviours, 8th ed. New Yark , McGraw Hill, 1998.
3. Carrell, M.R. Tennings , D.F. and Heavrin, C. Fundamentals of Organisational Behaviour , Prentice Hall Indternational, Inc. 1997.
4. Singh , B.P. and Chhabra, T.N. , Organisation Theory and Behaviour , 2nd ed 1998.
5. Davis, K. Human Behaviour at work , Tata McGraw Hill

THIRD SEMESTER / SECOND YEAR

MBA310

MANAGERIAL ECONOMICS

Maximum Time: 3 Hrs.

Total Marks: 100

Minimum Pass Marks: 40%

University Examination : 70 Marks

Continuous Internal Assessment : 30 Marks

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Concepts and techniques, Nature of business decision making, marginal analysis, utility. Consumer behaviour – Law of demand, Elasticity of demand and measurement Indifference curve analysis, income effect and price effects and demand forecasts.

SECTION B

Production and Costs- Production functions, Law of returns and law of variable proportions. Isoquants, returns to scale, Cost Analysis, fixed costs, variable costs, Break even, Firm's goals – profit maximization, Revenuer Analysis.

SECTION C

Market Structure – Perfect competition, monopoly, monopolistic, oligopoly, Pricing practices cost plus pricing, multiple product pricing, transfer pricing.

SECTION D

Factors of production , pricing and employment of inputs, labor Capital, Capital budgeting process, Cash flows and capital rationing. Recent developments and applications in Indian Industry. Core Competencies of firms, centralization and decentralization, role of management, globalization and liberalization.

References:-

1. Craig Petersen & W Cris Lewis : Managerial Economics
2. Walter Nicholson : Microeconomics & its Applications
3. A. Koutsoyiannis : Modern Microeconomics
4. Various Issues of Economic and Political Weekly

Maximum Time: 3 Hrs.
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University Examination : 70 Marks
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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Indian Contract Act, 1872 : Definition of contract. Essentials of a valid contract. Offer and acceptance. Consideration. Capacity to contract. Free consent. Void and voidable contracts. Performance of contract. Discharge of contract. Breach of contract. Remedies for breach of contract.

SECTION B

Sale of Goods Act, 1930 : Sale and agreement of sale. Essentials of contract of sale of goods. Conditions & warranties. Transfer of property. Performance. Rights of unpaid seller. Partnership Act, 1932 : Definition. Formation of partnership. Reliance of partners. Dissolution of partnership and firm.

SECTION C

Companies Act, 1956 : Definition. Distinction with other forms of business organisations. Kinds of companies. Types of companies. Corporate veil. Formation of company. Memorandum of Association. Articles of Association. Share Capital. Management & Administration. Accounts & Auditors. Winding up.

SECTION D

Negotiable Instruments Act, 1881 : Definition & Types of negotiable instruments. Parties to negotiable instruments. Presentation of negotiable instruments. Dishonour. Remedies. Discharge. Consumer Protection Act, 1986 : General Introduction. Definitions. Constitution of Forums – their functions and powers.

References:-

1. M.C. Shukla – A Manual of Mercantile Law.
2. N. D. Kapoor – Mercantile Law.
3. Avtar Singh- Indian Contract Act.
4. Consumer Protection Act.

Maximum Time: 3 Hrs.
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 Minimum Pass Marks: 40%

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Introduction : Business Policy as a Field of Study , Nature and Scope of Strategic Management , Concept of Corporate Strategy and Tactics, Concept of Synergy and its Relevance to Strategy, Strategic Decision Making , Strategic Management Process ; Corporate Mission, Purpose & Objectives ; Business Ethics and Social Responsibilities of Business.

SECTION B

Swot Analysis : Environmental Analysis, Competitive Analysis, Internal Corporate Analysis. Strategic Alternatives : Stability , Expansion , Retrenchment, Combination Strategies . Diversification , Merger & Acquisition . Evaluation & Choice of Strategy : Factors affecting strategic choice . Tools and techniques of Strategic Analysis . Impact Matrix , the Experience Curve , BCG Matrix , GEC Model , Strategic Profile of a Firm Competitive Advantage of GEC Model.

SECTION C

Implementing Strategic Plan : Process of Strategy Implementation , Resource Allocation , Organisation structures and Processes, and Behavioural Considerations. Strategy Evaluation and Reformulation .

SECTION D

Corporate Policies in Production Management, Marketing Management, Financial Management and Human Resource Management. Corporate governance. Case Studies in Strategic Management.

References:-

1. Ansoff, H. Igor : " Corporate Strategy ;, Penguin .
2. McCarthy , Minichiello & Curranbusiness : " Policies and Strategies , Concepts and Reading ", Richard Irwin .
3. Kenneth A " Andrews Concept of Corporate Strategy ".
4. Bonge and Coleman : " Concepts of Corporate Strategy ".
5. Newman and Logan Strategy : " Policies and Central Management ", South Western
6. Jauch and Glueck : " Business Policy and Strategic Management ", McGraw Hill.
7. Azhar Kazmi : " Business Policy ", Tata McGraw Hill , New Delhi.

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Total Marks: 100
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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Basic Macro Economic Tools : Basic concepts of national income accounting and fund flow chart. Aggregate demand and aggregate supply and income determination. Consumption, savings and investment function.

SECTION B

Basics of – money supply, deficit financing and inflation.

Demand side vs. supply side management

Economic policies: Monetary and Fiscal policy framework & its application in solving economic problems at macro level.

Economic trends & structural changes : Economic growth (trends), Economic development(structural changes), Issues in economic development. Long run strategy & policy of economic development. Economic development & physical environment. Economic planning in India.

SECTION C

Anatomy of Indian Economy : Agriculture, Industry, Public sector, Money market and Capital market, Demographic features, Other socio-economic problems like unemployment and the inequalities.

Emerging Trends & Tendencies : Structural features of Indian economy. An overview of current macro trends of production, money supply, prices, interest rates & fiscal deficit. An overview of India's foreign trade, balance of payment position and problems with reference to world trade.

SECTION D

Control and Management : Social responsibility of business. Brief introduction to various economic legislations. Economic reforms introduced. Challenges before management.

References:-

1. M. Adhikary – Economic Environment of Business.
2. Edward Shapiro – Macro Economic Analysis.
3. Ruddar Dutt & K.P.M. Sundharam – Indian Economy.
4. Economic Survey, Government Of India.
5. Uma Kapila – Indian Economy since Independence.
6. Report On Currency and Finance, RBI.

MBA410P

PROJECT STUDY

Maximum Time: 3 Hrs.

Total Marks: 100

Minimum Pass Marks: 40%

University Examination

Continuous Internal Assessment

: 70 Marks

: 30 Marks

1. Students are supposed to spend 45-55 hours on the project. The internal teacher must monitor progress of the Project. Students can arrange the project at their own level, however, Institute can also assist in getting the project and can issue necessary letters etc.
2. The external examiner will distribute marks allocated for University examination for viva/project report and for any other activity, which the external examiner thinks to be proper.

Maximum Marks for Project Application

Maximum marks for Viva

60% these reports on the spot at the time of

40% examination and will conduct the viva

3. Joint projects will be allowed and joint project reports will also be accepted. The students should highlight their contributions in a joint project report.

The students have to submit two copies of Project reports. The examiners will evaluate

FOURTH SEMESTER

ELECTIVE PAPERS FOR SPECIALIZATION IN INTERIOR DESIGN

SELECT ANY FOUR

Sl. No.	Course Title	Paper Code	Marks		
			Theory	Practical	Total Marks
5	Project Work	MBA-410	100	00	100
6	Elective Papers (Select any 4 Papers)	MBA-420	-	-	400
6 (i)	Knitting Technology	MBA-420 (FD-1)	100	00	100
6 (ii)	Pattern Drafting, Grading & Construction Studies	MBA-420 (FD-2)	100	00	100
6 (iii)	Fashion Industry, Marketing & Management	MBA-420 (FD-3)	100	00	100
6 (iv)	Advance Garment Construction Technique	MBA-420 (FD-4)	100	00	100
6 (v)	Garment Production and Technique	MBA-420 (FD-5)	100	00	100
Total 900					

KNITTING TECHNOLOGY

MBA – 420 (FD -1)

Maximum Time: 3 Hrs.

Total Marks: 100

Minimum Pass Marks: 40 %

University Examination: 70 Marks

Continuous Internal Assessment: 30 Marks

A) Instructions for Paper- Setter

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2. Sections A, B, C and D will have Two Questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks. Candidates will have to attempt any 7 questions.

B) Instructions for Candidates.

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION – A

- Knitted garments-introduction
- Difference between woven and knitted structures
- Classification of knitted garments
- Weft knitted fabrics- plain, rib, purl, etc.

SECTION – B

- Warp knitted fabrics- tricot, kitten raschel , crochet, Milanese knit, simplex
- Other knitted constructions- jacquard, pile, fleece, high pile, terry knit, velour knit.

SECTION – C

- Fully cut knitted garments- knit type, uses
- Fully fashioned knitted garments- knit type, uses
- Integral knitted garments- knit types, uses
- Cut stitch shaped knitted garments.- knit type, uses, processes involved

SECTION – D

- Seam and stitches used in knitting
- Machinery used for knitted garments- Flat bed, two-bar warp knitting machine, circular jacquard knitting machine, circular pile knitting machine.
- Quality control
- Defects in knitted fabrics
- Industrial visit.

References:

1. Knitting Technology by KVP Singh, Kalyani Publishers.
2. Textiles- fiber to fabric by Bernard P. Corbman McGraw- Hill.

PATTERN DRAFTING, GRADING AND CONSTRUCTION STUDIES

MBA – 420 (FD -2)

Maximum Time: 3 Hrs.

Total Marks: 100

Minimum Pass Marks: 40 %

University Examination: 70 Marks

Continuous Internal Assessment: 30 Marks

A) Instructions for Paper- Setter

1. The question paper will consist of Five Sections namely A, B, C, D and E.
2. Sections A, B, C and D will have Two Questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks. Candidates will have to attempt any 7 questions.

B) Instructions for Candidates.

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION – A

- Market survey of fabrics, buttons, laces and other trimmings used in garment construction.
- Tailoring techniques- basic hand stitches, seams and seam processes, neckline finishes, pockets, plackets, tucks, fasteners, frills, etc.

SECTION – B

- Designing of child garments on different themes
- Designing of adult garments on different themes
- The layouts, markers and Plans ($\frac{1}{4}$ or $\frac{1}{6}$ scale),
- Paper patterns of different garments with varied fashion elements on full scale. The paper patterns should be marked properly.
- Grading of the patterns to smaller and bigger sizes.

SECTION – C

- Introduction to the sewing machine
- Cutting and sewing- processes involved and precautions, etc.
- Construction of any five garments for children
- Construction of any five garments for Adults having different themes, different fashion elements, and different surface ornamentation.

SECTION – D

Introduction to contemporary embroideries stitches- stem, back, running, dot, seeding, straight, chain, open chain, twisted chain, wheat tear, lazy daisy, blanket, buttonhole, zigzag chain, double chain, raised chain, spider's web, sheaf, brick, Florentine, Holbein, Pekinese, cut work, four sided, goblin, woven bars, Cretan, fly, French knots, bullion knots, German knots, fish bone, Romanian, satin, long and short, couching, Jacobean trellis, thorn, cross stitch, chevron, herringbone, appliqué work, Ribbon work, lace work, rope work, other decorations and trimmings.

References:

1. Garment Construction by Manmeet Sodhia Kalyani Publishers.
2. Garment Technology for Fashion designers by Gerry Cooklin Blackwell Science
3. Step by step needlecraft encyclopedia by Judy Brittain Dorling Kindersley
4. The technology of clothing manufacture by Harold Carr Blackwell Science
5. Fabric, form and flat pattern cutting by Winifred Aldrich Blackwell
6. Zarapkaar system of cutting by K R Zarapkaar Navneet

FASHION INDUSTRY, MARKETING AND MANAGEMENT

MBA – 420 (FD -3)

Maximum Time: 3 Hrs.

Total Marks: 100

Minimum Pass Marks: 40 %

University Examination: 70 Marks

Continuous Internal Assessment: 30 Marks

A) Instructions for Paper- Setter

1. The question paper will consist of Five Sections namely A, B, C, D and E.
2. Sections A, B, C and D will have Two Questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks. Candidates will have to attempt any 7 questions.

B) Instructions for Candidates.

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION – A

- Introduction to Fashion Industry
- Indian and Global Fashion Market
- Levels of fashion industry- couture, ready to wear, mass production.
- Organizational set-up of fashion industry
- The different departments, personnel and their jobs
- Career in fashion industry

SECTION – B

- Introduction to Marketing
- Nature and Scope of Marketing
- The Marketing Concept
- Market Segmentation
- Targeting and Positioning

SECTION – C

- Strategic Marketing
- Fashion market and marketing environment
- Fashion marketing planning
- Market research
- User's buying behavior
- Marketing communication.

SECTION – D

- Management - Concepts, Principles & Characteristics.
- Advertising
- Sales promotion techniques
- Exhibitions & sales, fashion shows (concept and presentation skills, publicity campaigns.)
- Retailing- department stores, apparel speciality stores, discount retailing, franchise retailing, malls, direct selling, internet selling, catalogue selling, etc.

References:

1. Fashion Marketing and Merchandising by Pooja Chatley Kalyani Publishers.
2. Fashion Marketing by Mike Essay Blackwell Science
3. Fashion Buying by Helen Goworek Blackwell

ADVANCE GARMENT CONSTRUCTION TECHNIQUE

MBA – 420 (FD -4)

Maximum Time: 3 Hrs.

Total Marks: 100

Minimum Pass Marks: 40 %

University Examination: 70 Marks

Continuous Internal Assessment: 30 Marks

A) Instructions for Paper- Setter

1. The question paper will consist of Five Sections namely A, B, C, D and E.
2. Sections A, B, C and D will have Two Questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks. Candidates will have to attempt any 7 questions.

B) Instructions for Candidates.

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION – A

- Metric method of drafting of bodice for a child
- Metric method of drafting of bodice for an adult
- Metric method of drafting of sleeve for a child
- Metric method of drafting of sleeve for an adult
- Application of metric method of drafting any one innovative sleeve, collar and a skirt.

SECTION – B

- Draping of bodice, yokes, cowls, etc, on a body form using muslin cloth and later, creating a pattern of the same on the drafting paper.

- Draping of sleeves and collars, on a body form using muslin cloth and later, creating a pattern of the same on the drafting paper.
- Draping of skirts on a body form using muslin cloth and later, creating a pattern of the same on the drafting paper.
- Draping and creating muslin and paper patterns of Different Costumes.
- Dart manipulation.

SECTION – C

- Study of fashion forecast, market survey and interpretation
- Designing of costumes of varied themes, silhouettes, fabrics, surface ornamentation etc., based on the forecast study.
- Creating full scale patterns of these self designed costumes.

SECTION – D

- Construction of any eight innovative garments for all age groups, for different themes, occasions, seasons (Fall Winter, Fall Spring, and Fall Autumn).
- After cutting and sewing of the garment, student will also be taught quality control check, finishing and packaging of the garment.

References:

1. Advanced drafting and draping by Manmeet Sodhia Kalyani Publishers
2. The art of fashion draping by Connie Amaden Crawford Fairchild
3. Dress Fitting by Natalie Bray Blackwell Science

GARMENT PRODUCTION AND TECHNIQUE

MBA – 420 (FD -5)

Maximum Time: 3 Hrs.

Total Marks: 100

Minimum Pass Marks: 40 %

University Examination: 70 Marks

Continuous Internal Assessment: 30 Marks

A) Instructions for Paper- Setter

1. The question paper will consist of Five Sections namely A, B, C, D and E.
2. Sections A, B, C and D will have Two Questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks. Candidates will have to attempt any 7 questions.

B) Instructions for Candidates.

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION – A

- Introduction to Garment Technology
- Production Planning and Control
- Layout –uses and importance, types- single line, double line, product layout, process layout
- Basic work measurements – work measurements, elements, timing, timing errors, rating, allowances, standard time calculation, PMTS
- Balancing – basics, theoretical balance, skills inventory, initial balance, balance control.

SECTION – B

- Principles of Cutting- types of cutters/ scissors.
- Principles of Sewing Technology- types and machines and accessories to speedup up and modernize the basic sewing.

SECTION – C

- Principles of Pressing- types of press.
- Principles of Garment Finishing & Inspection, Packaging - various methods, people involved, precautions.

SECTION – D

- Production Department Organization-personnel, their job profiles, their responsibilities.
- Operation and Communications.
- Quality control at each stage of Production.
- Quality standards- ISO, etc.
- Quality from design to dispatch.
- Industrial Visits.

References:

1. Introduction to clothing production management by A J Chuter Blackwell series.
2. Garment technology for Fashion designers by Gerry Cooklin Blackwell.

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