NEP Syllabus for Bachelor of Science Degree, (B. Sc. Fashion Design)

Under

UGC's National Skill Qualification Framework (NSQF)

Savitribai Phule Pune University, Pune YEAR 2024-2025

Preamble:

Savitribai Phule Pune University, Pune has made the decision to change the syllabi of across various faculties from June, 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. The NEP envisions making education more holistic and effective and to lay emphasis on the integration of general (academic) education, vocational education and experiential learning. The NEP introduces holistic and multidisciplinary education that would help to develop intellectual, scientific, social, physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisages flexible curricular structures and learning based outcome approach for the development of the students. By establishing a nationally accepted and internationally comparable credit structure and courses framework, the NEP 2020 aims to promote educational excellence, facilitate seamless academic mobility, and enhance the global competitiveness of Indian students. It fosters a system, where educational achievements can be recognized and valued not only within the country but also in the international arena, expanding opportunities and opening doors for students to pursue their aspirations on a global scale.

In response to the rapid advancements in science and technology and the evolving approaches in various domains of Food Technology and related subjects, the Board of Studies in B. Sc. Fashion Design at Savitribai Phule Pune University, has developed the curriculum for the first semester of F.Y. B. Sc. Fashion Design, which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCrF, NHEQF, Prof. R.D. Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

A Fashion Design Graduate degree equips students with the knowledge and skills necessary for a diverse range of fulfilling career paths. B. Sc. Fashion Design graduate students find opportunities in various fields, including Visual Merchandiser, Fashion Stylist, Fashion Designer, Costume Designer, Fashion Blogger, Fashion Reporter, Fashion Consultant & Entrepreneur., Entrepreneurship Development, and many other fashion and fashion-related organizations.

Throughout their four-year degree program, students explore the significance of Farm to Fork processing by utilization of Fashion Design. They learn the tools, techniques, and processes required to set up a startup including Boutiques, production houses, Export houses, Fashion consultancy, Fashion Blogger, Fashion Journalism, fashion stylists, and Costume Designer.

Overall, revising the B. Sc. Fashion Design syllabi by the NEP 2020 ensures that students receive an education that is relevant, and comprehensive, and prepares them to navigate the dynamic and interconnected world of today. It equips them with the knowledge, skills, and competencies needed to contribute meaningfully to society and pursue their academic and professional goals in a rapidly changing global landscape.

Information:

1. <u>One semester</u> = 15 weeks (12 weeks for actual teaching and 3 weeks for internal evaluation, tutorials, problem solutions, student's-difficulty solutions, etc.)

2. As per NCrF:

- Theory course: A minimum of 15 hours of teaching per credit is required.
- Laboratory course: A minimum of 30 hours in laboratory activities per credit is required
- 3. <u>1-credit theory</u> = 15 hours i.e. for 1 credit, 1 hour per week teaching is to be performed.
 - 15 hours of 1-credit are split as 12 hours of actual teaching + 3 hours of Tutorial (practice problem solving sessions, repeated discussion on difficult topics, and discussion on student's difficulties, questions discussion, and internal evaluation)
- 4. <u>1-credit practical</u> = 30 hours. Thus, 1 credit practical = 2 contact hours in the laboratory per week
 - 30 hours splintered as 24 hours' actual table work and 6 hours for journal competition, oral on each practical and other internal evaluation.
- 5. Each theory course of any type (major, minor, vsc, vec, oe/ge, vec, sec, cc, etc.) is of 2 credits.
 - **a. Theory per semester:** Contact hours = 24 teaching + 6 tutorials (problem-solving sessions, repeated discussion on difficult topics, difficult solutions, questions discussion, and internal evaluation)
 - **b.** Each course will be of two modules, One module = 15 hours
 - **c.** Each module may consist of one or more than one chapter.

6. Each practical course of any course is of 2 credits = 60 hours per semester

- **a.** Minimum 12 laboratory sessions must be conducted in one semester.
- **b.** Each laboratory session should be 4 hours.
- **c.** If practical is short, then two short practical should be included in one laboratory sessions.
- **d.** In 12 laboratory sessions maximum 2 demonstration sessions or table work sessions may be included and must be designed carefully for 4 hours sessions.
- **e.** 4 hours' laboratory sessions include performing table work (practical), calculation, writing results and conclusion, and submission of practical in written form to practical in charge.
- **f.** Pre-laboratory reading and post laboratory work / questions should be assigned on each practical and this will be the part of internal evaluation.

7. Design syllabus of each theory and practical course as per above guidelines.

- **a.** Theory syllabus should be given module wise and chapter wise.
- **b. Theory syllabus** should include name of topic, number of teaching hours allotted, detailed point wise syllabus, page numbers, references book no.

- c. It is recommended that, design the syllabus of one theory course from maximum two references books and they will be called as main reference books/text books. Below that, you can add names of more reference books and they will be supplementary reference books.
- **d.** Syllabus of practical must be given practical wise. Name of experiment and aim of the experiment should be clearly mentioned. Mention reference book number or bibliography for each practical. At least 16 practical must be included in syllabus from which 12 practical's will be actually conducted. If practical is short, then two short practical will be considered as one practical.
- **e.** At the end of syllabus of theory and practical course, a list of references book should be given number wise.
- **f.** At the end of each theory and practical course 6 CO should be given.
- 8. Eligibility: 10+2 From Any Stream with A Minimum Of 45% / 40% for reserve categories of Marks (HSC, CBSE, ICSE, IB)
- 9. A student who has completed a Three Years diploma course in Garment Technology/Fashion Design or equivalent from any recognized state level/ national level board is eligible to be admitted to direct second year of the degree.

1. Names of UG and PG courses related to Specialization

Important Note: For specialized subjects wherever the design of the practical course is not adequate then include, theory course of 2 credits in place of practical course.

Savitribai Phule Pune University, Pune Credit Framework for Under Graduate (UG) (2024 – 25) (3 Subjects)

Level / Difficulty	Sem	Subject-1	Subject -2	Subject-3	GE/O E	SEC	IKS	AE C	V E C	c c	Total
4.5 / 100	I	2 (T) + 2 (P)	2(T)+2(P)	2(T)+2 (P)	2 (T)	2 (T/P)	^{2 (T)} (Generi c)	2 (T)	2	ı	22
	II	2 (T) + 2 (P)	2(T)+2 (P)	2(T)+ 2(P)	2 (P)	2 (T/P)		2 (T)	2	2	22

Exit option: Award of UG Certificate in Major with 44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor

Continue option: Student will select one subject among the (subject 1, subject 2 and subject 3) as major and another as minor and third subject will be dropped.

Level /	Sem	Credit related to major	Min	GE/	SE	IKS	A	V	C	Tot
Difficulty		-	or	OE	C		E	E	C	al
							C	C		

		Major Core	Major Elective	VS C	OJ T/								
					CE P								
5.0 / 200	Ш	4 (T) + 2 (P)	-	2 (T/ P)	2 (FP)	2(T)+2 (P)	2 (T		2 (T) (Major Subject Specific)	2(T)	-	2	<u>22</u>
	IV	4 (T) + 2 (P)	_	2 (T/ P)	2 (CEP)	2(T)+2 (P)	2 (P)	2(T/P)		2(T)	ı	2	<u>22</u>

Exit option: Award of UG Diploma in Major and Minor with 88 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor

Level /	Sem	Credit re	elated to ma	ijor		Min		GE/	SE	IKS	A	V	C	Tot
Difficulty						or		OE	C		E	E	C	al
											C	C		
		Major	Major	VS	OJ									
		Core	Elective	C	T /									
					CE									
					P									
5.5	V	8(T) +	2(T) + 2	2	2	2(T)	_	_	_	_	_	_		<u>22</u>
/300		4(P)	(P)	(T/	(FP/CEP)									
				P)										
	VI	8(T) +	2 (T)+ 2	2	4 (OJT)	_	_	_	_	1	_	_		<u>22</u>
		4(P)	(P)	(T/								_		
				P)										
	Total 3	44	8	8	10	18	8	8	6	4	8	4	6	132
Years														
Exi	t ontion:	Award of	UG Degree	in Mai	or with 132	credits OR	Contin	ue with l	Maior at	nd Minor				

Level /	Sem	Credit r	elated to n	najor		Min		GE/	SE	IKS	A	V	C	Tot
Difficulty				Ū		or		OE	C		E	E	C	al
											C	C		
		Major	Major	VSC	OJ									
		Core	Electiv		T /									
			e		CE									
					P									
6.0	VII	6 (T) +	2 (T) +		4 (RP)	4(RM) (-	-	-	-	-			22
/400		4 (P)	2			T)						_	_	
			(P)											
	VIII	6 (T) +	2 (T) +		8 (RP)	0	-	_	_	ı	_			<u>22</u>
		4 (P)	2							_		_	_	
			(T)											
Total	14	64	16	8	22	22	8	8	6	4	8	4	6	176
Year	rs													

Exit option: Award of Four Year UG Honours with Research Degree in Major and Minor with 176 credits

Level /	Sem	Credit rel	ated to m	ajor		Min		GE/	SE	IKS	A	V	C	Tot
Difficulty						or		OE	C		\mathbf{E}	\mathbf{E}	C	al
											C	\mathbf{C}		
		Major	Major	VSC	OJ									
		Core	Electiv		T /									
			e		CE									
					P									
	<u>VII</u>	10(T)	2 (T)			4 (RM)								<u>22</u>
		+	+ 2			(T)								
		4(P)	(P)											
	VIII	10(T)	2 (T)		4									<u>22</u>
		+	+ 2		(OJT)									
		4(P)	(P)											
Total	l 4	72	16	8	14	22	8	8	6	4	8	4	6	176
Year	rs													
	Exit opt	ion: Award	of Four Y	Year U	G Honou	rs Degree	in M	ajor an	d Min	or with 17	6 cre	edits		

Notes:

Abbreviation: VSC: Vocational Skill Course, IKS: Indian Knowledge System, FP: Field Project, OJT: On Job Training, CEP: Community Engagement and Service, GE/OE: Generic Elective / Open Elective, SEC: Skill Enhancement Course, AEC: Ability Enhancement Course, VEC: Value Education Course, CC: Co curricular Courses, T – Theory, P – Practical

- 1. VSC, FP/OJT/CEP should be related to the Major subject
- 2. OE is to be chosen compulsorily from faculty other than that of the Major.
- 3. SEC to be selected from the basket of Skill Courses approved by college.
- 4. A Student has to choose three subjects from the same faculty in First Year and at the start of Second year he has to opt one subject as Major subject and one another subject as Minor subject and the last one subject will be dropped by the student. Therefore, the student after completion of three year will be awarded degree in Major and Minor subject.
- 5. Students cannot select a subject as major or minor other than the subjects taken in first year
- 6. Frame each course having an even number of credits such as 2 or 4 credit.
- 7. This UG credit structure is applicable for all the programmes across all faculties, except the programmes required approval from apex bodies like AICTE, PCI, BCI, COA, NCTE, etc.

Scheme of Examination

The total marks for a 2-credits course is 50.

Theory Paper of 02 Credits:

• Internal Exam (15 M) + University Theory Exam (35 M) = Total 50 Marks.

- Duration: For Internal exam = 40 Min. and for University Exam = 02 hours. Practical Paper of 2 Credits:
- Internal Exam (15 M) + University Practical Exam (35 M) = Total 50 Marks.
- Duration: For Internal exam = 40 Min. and for University Exam = More than 04 hours.

Internal exam will be conducted by particular college/institutes at the end of each semester. External exam will be conducted by Savitribai Phule Pune University, Pune at the end of each semester.

Note:

- a) Each semester comprises of 15 weeks.
 - (12 weeks Actual Teaching + 3 weeks for Continuous Internal Evaluation).
- b) One Credit of the Theory is equal to 15 clock hours (Teaching 1 hour per week for each credit).
- (12 hours Actual Teaching + 3 hours Continuous Internal Evaluation Assignments, Tutorials, Practice, Problem solving sessions, Group discussion, Seminars and Unit Tests.)
- c) One Credit of Practical = 30 clock hours (2 Contact hours per credit per week)
 - (24 hours' Actual Table work + 6 hours for journal competition, and Continuous Internal Evaluation of each practical).
- d) Practical for each course comprises of 02 Credits = 60 clock hours.
 - Minimum 12 laboratory/ Filed sessions of 04 clock hours must be conducted in one semester.
 - In case of short practical, two practical's should be conducted in one session.
 - Each practical of 04 clock hours in the laboratory should consist of table performance for concerned practical, careful observations, calculation, writing results and conclusion, and submission of practical in written form. Pre-laboratory reading and post laboratory assignments should be given on each practical as a part of continuous internal evaluation.

Pattern for Internal Theory Assessment: (15 Marks)

- Que-1: Choose correct option (MCQs) (10-MCQs with Multiple Options) 5 marks
- Que-2: Answer the following questions (Short answer questions) (any 5 out of 7) 5 marks
- Que-3: Answer the following questions (Short answer Definition/Problems/Diagram)(any 5 out of 7) –5 marks

Pattern for External Theory Assessment: (35 Marks)

- Que-1: Answer the following questions (Short answer/Definition/Problems/Diagram, etc.) (Any 5 out of 7)-5 marks
- Que-2: A) Answer the following questions (Long answer questions) 6 marks -2 questions
 - B) Answer the following questions (Long answer questions/Problems) 4 marks -2 questions
- Que-3: A) Answer the following questions (Long answer questions) 6 marks 2 questions
 - B) Answer the following questions (Long answer questions/Problems) 4 marks 2 questions

Earning Credits:

At the end of every semester, a letter grade will be awarded in each course for which a student has registered. A student's performance will be measured by the number of credits that he/she earned by the weighted Grade Point Average (GPA). The SGPA (Semester Grade Point Average) will be awarded after the completion of the respective semester and the CGPA (Cumulative Grade Point Average) will be awarded at the respective exit point.

No. of Credi ts	Int Ma rks Tot al	Ext Marks Total	Total Marks	Int Passing Marks (40%)	Ext Passing Marks (40%)	Total Passing Marks (40%)
1	10	15	25	04	06	10
2	15	35	50	06	14	20
3	25	50	75	10	20	30
4	30	70	100	12	28	40
5	40	85	125	16	34	50
6	50	100	150	20	40	60

Standards of Passing Grading System:

The grading reflects a student's proficiency in the course. A ten-point rating scale shall be used for the evaluation of the performance of the students to provide letter grade for each course and overall grade for the Programme. Grade points are based on the total number of marks obtained by him/her in all heads of the examination of the course. The grade points and their equivalent range of marks are shown in Table I

Letter Grade	Points	Percentage earned
O (Outstanding)	10	100
A+ (Excellent)	9	90 - 99.9
A (Very Good)	8	80 - 89.9
B+ (Good)	7	70 - 79.9
B (Above Average)	6	60 - 69.9
C (Average)	5	50 - 59.9
P (Pass)	4	40 - 49.9
F (Fail)	0	<= 39.9
Ab (Absent)	0	0

Table – I: Ten-point grade and grade description

EXIT OPTIONS AND CREDIT REQUIREMENTS

Progressive Certificate in Fashion Design, Diploma in Fashion Design, Bachelor of Science in Fashion Design Degree with Honors in Fashion Design is awarded after every progressive year.

Exit With	Credit Requirement
CERTIFICATE IN FASHION DESIGN at The successful completion of the First year (Two semesters) of Four Years Undergraduate Degree Programme.	and an additional 4 credits core NSQF Course/Internshi p
DIPLOMA IN FASHION DESIGN at Successful completion of the second year (Four semesters) of the four-year undergraduate Degree Programme.	and an additional 4 credits core NSQF Course/Internshi p
BACHELOR OF SCIENCE FASHION DESIGN DEGREE at the successful Completion of the Third year (six semesters) of the four years undergraduate Degree Program.	132
BACHELOR OF SCIENCE WITH HONOURS FASHION DESIGN at The successful completion of Four Years (Eight semesters) of the Four-year undergraduate Degree Programme.	176
Bachelor of Science subject (Honors with Research) at After successful completion of Semester-VIII with minimum 28 GE credits in Discipline-2 (Minor)	176

A student will be allowed to enter/re-enter only at the odd semester and can only exit after the even semester. Re-entry at various lateral entrants in academic programs will be based on the above mentioned earned credits and proficiency test records.

The validity of the earned credits will be for a minimum period of seven years or as specified by the academic bank of credits (ABC).

COURSE	DETAILS (OF B.Sc. FD	B.Sc. Honors in F	TD	
Sem I	Course	Credits	Paper Title	Marks	
	code			SA	IA
	FD-101-T	2	Basics of Design-I	35	15
	FD-102-T	2	Textile Science-I	35	15
	FD-103-T	2	Pattern Making I	35	15

FD-104-P 2 Basics of Design-I 35 FD-105-P 2 Basics of 35 computer application FD-106-P 2 Garment 35 Construction - I OE-101 2 SPPU Basket 35 Total Collection of Spice 35 Collection of Spic	15 15 15
computer application FD-106-P 2 Garment 35 Construction - I OE-101 2 SPPU Basket 35	
FD-106-P 2 Garment 35 Construction - I OE-101- 2 SPPU Basket 35	
application	15
FD-106-P 2 Garment 35 Construction - I OE-101- 2 SPPU Basket 35	15
OE-101 2 SPPU Basket 35	1
	15
T (Other than Sci. &	
Technology)	
SEC-101- 2 Basics of 35	15
FD-T Embroideries	
AEC-101- 2 English –I 35	15
FD-T	
IKS 2 SPPU Generic 35	15
VEC 2 SPPU Basket 35	15
TOTAL 550	
Sem II Course Credits Paper Title Marks	
code	IA
FD-151-T 2 Elements of 35	15
Design &	
Fashion	
Illustration	
FD-152-T 2 Textile Science- 35	15
II 33	13
FD-153-T 2 Pattern Making 35	15
II 33	
FD-154-P 2 Elements of 35	15
Design &	
Fashion	
Illustration	
FD-155-P 2 Textile Science- 35	15
II September 2 Comment 25	1.7
FD-156-P 2 Garment 35	15
Construction – II	1.5
OE-151 2 SPPU Basket 35	15
P (Other than Sci.	
SEC-151- 2 Basics of 35	1.7
	15
ED D D Entertaint II	
FD-P Embroideries II	
AEC-151- 2 English –II 35	15
	15 15

VEC 2 SPPU Basket 35 15

FD-101- T (2 credits) Basics of Design-I

OBJECTIVES:

- To enable students to understand various drawing tools and coloring media.
- To help students understand basics of design.
- To develop creative ability in students.

Instructions for the paper setter:

- The theory paper will be of 2 hours duration
- The question paper should cover all the topics
- Internal choice may be given in all questions

Credit: 2 Hours/week, Total Marks: 50, Time: 2 hrs., Exam: 35, Int. Ass: 15, Hours 30, Credits -2

Unit 1 Hours 05

• Introduction to different drawing tools and coloring media and their application.

• Line and its types

Unit 2 Hours 10

- Different Forms & Shapes
- Creation of motifs using different forms and shapes.

Unit 3 Hours 10

- Introduction to color
- Color wheel
- Value scale

Unit 4 Hours 5

- Color harmonies
- Warm and cool colors

Reference Books:

- Jerner G., "Dress –The Clothing Textbook", Benett Co. Inc. Peoria.
- Ellinwood J. G., "Fashion by Design", Fairchild Book, New York.
- Aspeland K., "The Design Process", Fairchild Books, New York.
- Mc Cullum G. L., "4000 Flower & Plant Motifs", a sourcebook, BT Bats ford,
- London. Fernandez A. and Roig G. M., "Drawing for Fashion Designers".
- Prakash K., "Textile Design Traditional & Floral", Tien Wah Press Ltd.,
- Singapore. Clarke S., "Textile Design", Laurence King Publishing Ltd., London.
- Betta E. and Drudi K., "Fabric Textures & Patterns", The Pepin Press, Singapore

FD-102- T (2 credits) Textile Science-I

OBJECTIVES:

- To impart knowledge of fibers, sources of fibers, and their properties
- To enable students to understand yarn types, properties and end uses **Instructions for the paper setter**:
- 1. The theory paper will be of 2 hours duration.
- 2. The question paper should cover all the topics.
- 3. Internal choice may be given in all questions.

Credit: 2hrs/week, Total Marks: 50, Time: 2 hrs., Exam: 35, Int. Ass: 15, Hours 30, Credits -2

Unit 1 Introduction to Textiles

Hour 05

- Textile Terminology
- Classification of Textile Materials
- Classification of Fibers according to origin

Unit 2 Properties of Fibers

Hours 07

- Physical and chemical properties of fibres
- Essential & desired Properties of Fiber
- Identification of Fibers

Unit 3 Introduction to Textile Processing

Hours 10

- Manufacturing process of various Natural Fibers
- Manufacturing process of various Synthetic fibers
- Spinning and Various types of spinning- Ring, Open End, Combed

Unit 4 Introduction to Yarns

Hours 08

- Yarn Characteristics & Properties as per end uses
- Classification of Yarn based on: Length, Ply, Twist, Count, & Construction.
- Essential & desirable properties of yarn according to end use

Reference Books:

- Textiles :- Norma Hollen
- Weaving Calculations :- Sen Gupta
- Textiles Fiber to fabric- Bernard Corbman
- Textiles- Sara J Kadolph

FD-103- T (2 credits) Pattern Making-I

OBJECTIVES:

- Understand the relationship of shape and line to the human form.
- Interpret design ideas into pattern form.
- Experiment with shape in the generation of design ideas.
- Analyze fabric characteristics about pattern design

Instructions for the paper setter:

- 1. The theory paper will be of 2 hours duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50 Time: 2 hrs. Exam: 35 Int. Ass: 15

Unit 1 Hours – 10

- Introduction to Pattern making
- Types of pattern making for making basic patterns
 - Flat pattern cutting
 - Draping
 - Drafting
- Tools used for pattern making
 - Terminology of Pattern Making (Marks and symbols (notches, punch/circles,) pattern information (grain, part, piece, cut symbols) seam allowance, fabric terms (grain, bowing, skewing).)
 - Fabric terms
 - Pattern grain line
 - Taking measurements

Standard measurement chart

Unit 2 Hours - 05

- Drafting
- Principles of drafting
- Understanding size charts
- Drafting Childs bodice block

Unit 3 Hours - 05

- Draping
- Principles of draping
- Types of Dress forms
- Landmarks of Dress form
- Flat pattern drafting

Unit 4 Hours 10

- Layout planning
- Pattern layout
- Principles of Pattern Layout
- Types of Pattern Layouts
- Pattern Layouts on special fabrics- unidirectional, bold and large prints, stripes and checks, border design, irregular design fabric, napped fabric o Calculation of material requirement for garment construction.
- Marker Making Factors influencing marker making, Methods of marker making.

Reference Books:

- Pattern Cutting Making Up" By Martin Shoben and Janet Ward.
- "Pattern Making for Fashion Designing" By Helen Joseph Armstrong, Publisher
- Metric pattern cutting ;- Winifred Aldrich

FD-104- P (2 credits) Basics of Design-I

OBJECTIVES:

- To enable students to understand: Various drawing tools and coloring media.
- To help students understand basics of design.
- To develop creative ability in students

Instructions for the paper setter:

- 1. Practical paper will be of more than 4 hours duration.
- 2. The question paper should cover all the topics.
- 3. Internal choice may be given in all questions.

Credit: 2, 4hrs (2 practical)/week, Total Marks: 50, Duration of Exam: more than 4 hrs. Ext. Marks: 35 Int. Ass: 15 Hours 60 Credits -2

Unit 1 Hours 15

- Introduction to different drawing tools and coloring media and its application.
- Types of Line and effects created by specific use

Unit 2 Hours 15

- Different Forms & Shapes and use in designing
- Creation of motifs using different forms and shapes.

Unit 3 Hours 15

- Color wheel
- Warm and cool color
- Value scale

Unit 4 Hours 15

• Color harmonies

Special effects with color

Reference Books:

- Jerner G., "Dress The Clothing Textbook", Benett Co. Inc. Peoria.
- Ellinwood J. G., "Fashion by Design", Fairchild Book, New York.
- Aspeland K., "The Design Process", Fairchild Books, New York.
- Tortora P., "Encyclopedia of Fashion Accessories", Fairchild Publications Inc.
- (2003). Wells K., "Fabric Dyeing and Printing", Conron Octopus Ltd., London.
- Mc Cullum G. L., "4000 Flower & Plant Motifs", a sourcebook, BT Bats ford
- London. Fernandez A. and Roig G. M., "Drawing for Fashion Designers"
- Prakash K., "Textile Design Traditional & Floral", Tien Wah Press Ltd.,
- Singapore. Clarke S., "Textile Design", Laurence King Publishing Ltd., London.
- Betta E. and Drudi K., "Fabric Textures & Patterns", The Pepin Press, Singapore.

FD-105- P (2 credits) Basics of Computer

OBJECTIVES:

- To impart knowledge of computer basics.
- To understand and master basic operations required for routine work.
- To make students understand Software, networking and other relevant terms.

Instructions for the paper setter:

- 1. Practical paper will be more than 4 hours duration.
- 2. The question paper should cover all the topics.
- 3. Internal choice may be given in all questions.

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50

Exam Duration Time: More than 4 hrs. Exam: 35 Int. Ass: 15

Unit 1: Basics of Computer

15 Hours

- Introduction to Computer: Definition, Types, Applications.
- Components of a Computer: Input, Output, Storage, and Processing Unit
- Operating System Basics: Windows & File Management
- Understanding Software and Hardware
- Internet Basics: Browsing, Search Techniques, Email Usage

Unit 2: Microsoft Word (MS Word)

- Introduction to Word Processing: Features & Uses.
- Creating & Formatting Documents: Fonts, Colors, Alignments, Margins
- Working with Tables, Lists, and Indents
- Insert Images, Shapes, and Smart Art for Fashion Reports
- Page Layout: Headers, Footers, Watermark, Page Numbers
- Mail Merge

Unit 3: Microsoft Excel (MS Excel)

15 Hours

- Basics of Spreadsheets: Rows, Columns, and Cells
- Formatting Cells: Borders, Colors, Merging, Number Formatting
- Using Formulas & Functions (SUM, AVERAGE, COUNT, IF)
- Data Sorting, Filtering & Conditional Formatting
- Creating Charts (Pie, Bar, Line), Pivot Tables & Data Analysis

Unit 4: Microsoft PowerPoint (MS PowerPoint)

- Introduction to Presentation Software
- Creating & Formatting Slides: Themes, Backgrounds, Fonts
- Inserting Images, Videos & Animations
- Adding Transitions, Effects, and Slide Timing
- Smart Art & Info graphics

Reference Books:

- Computer Fundamentals P.K. Sinha
- Introduction to Computers Peter Norton
- Microsoft Office 2019 Step by Step Joan Lambert & Curtis Frye
- Excel 2019 Bible Michael Alexander, Richard Kusleika, John Walkenbach
- Microsoft Word 2019 Step by Step Joan Lambert
- PowerPoint 2019 For Dummies Doug Lowe
- Fundamentals of Computers V. Rajaraman
- Computers for Beginners Arora Pawan
- Microsoft Windows 10 for Beginners J. Peter Bruzzese
- The Internet Book: Everything You Need to Know About Computer Networking and How the Internet Works -Douglas E. Comer

FD-106- P (2 credits) Garment Construction -I

OBJECTIVES:

• Understand the relationship of shape and line to the human form.

15 Hours

• To understand sewing machine operations and techniques

Instructions for the paper setter:

- 1. The Practical paper will be more than 4 hours duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 4 hrs/week (2 practicals) Total Marks: 50 Exam Duration More than 4hrs. Exam: 35 Int. Ass: 15 Hours 60 Credits -2

Unit 1 Introduction to Sewing Machine

Hours 10

Parts and functions, working defects and remedies, care and maintenance Use of different threads and needles for various fabrics

- Paper Exercise
 - 1. Straight line
 - 2. Square
 - 3. Triangle
 - 4. Curves
 - 5. S Curve (Rectangle with curve, Circles, Half circle)
- Fabric exercise
 - 1. Straight lines with Back tack
 - 2. Pin tuck, space tucks
 - 3. Different types of pleats (Knife pleat, box pleat, Inverted box pleat)

Unit 2- Seams and pockets

Hours 20

- Types of seams
- Super imposed seam
- Mock French and French seam
- Welt seam
- Flat and Fell seam
- Lap seam, Bound seam
- Types of pockets with flap (Square, Round, V-shape, Notch)

Unit 3- Plackets and Cuff

Hours 10

Types of plackets (Single placket, Double placket, Continuous placket)
Types of Cuff (Square, Round, Notch)

Unit 4- Collar and Neckline finishing

Hours 20

- Collar preparation (Open collar, Collar with collar band)
- Neckline Finishes (Shaped Facing, Bias Facing, Piping)

Reference Books:

- Pattern Cutting Making Up" By Martin Shoben and Janet Ward.
- "Pattern Making for Fashion Designing" By Helen Joseph Armstrong, Publisher
- Complete guide to sewing-Reader's digest

OE -101- FD T (2 credits) Psychology of Fashion I

OBJECTIVES:

- Understand the importance of Fashion Psychology.
- Interpret design Psychology into pattern form.
- Experiment with shape in the generation of design Psychology.
- Analyze Fashion Psychology characteristics about pattern design.

Instructions for the paper setter:

- 1. The theory paper will be of 2 hours duration.
- 2. The question paper should cover all the topics.
- 3. Internal choice may be given in all questions.

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50 Time: 2 hrs. Exam: 35 Int. Ass: 15

Unit 1 Hour 07

- Introduction to Fashion Psychology
- Perception and Fashion
- Attitude and Fashion

Unit 2 Hour 08

- Fashion and Social Psychology
- Fashion and Emotional Psychology
- Consumer Behavior in Fashion

Unit 3 Hour 08

- Future Directions in Fashion Psychology
- Fashion cycle and psychology
- Psychological factors affecting consumer buying

Unit 4 Hour 07

- Colour Psychology-effect of different colors on mood
- Self expression and style psychology
- Fashion psychology applications

Reference Books:

- The Psychology of Clothing George van Ness Dearborn
- Fashion and positive psychology: interactions between clothing, mood, self-concept, and well-being Juliana Scott
- The Psychology of Clothing: Meaning of Colors, Body Image and Gender Expression in Fashion Duje Kodzoman
- The Social Psychology of Dress Kim K.P. Johnson and Sharon Lenno

SEC -101- FD- P (2 credits) Basics of Embroideries

OBJECTIVES:

- To learn about embroidery as a method of value addition to the fabric.
- To understand the basics of embroidery

Instructions for the paper setter:

- 1. The theory paper will be of more than 4 hours duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50 Exam duration More than 4 hrs. Exam: 35 Int. Ass: 15

Unit 1 Hours 05

- Basics of embroidery
- Introduction to embroidery,
- Basic equipment and selection according to the requirements,
- Methods of Transferring designs,

Unit 2 Hours 10

- Introduction, definition of Hand Embroideries
- Classification of Hand Embroideries -Straight Stitch, Knotted Stitches, Looped Stitches, Filled Stitches, Cross Stitches • Couching
- Satin ribbon embroidery

Unit 3 Hours 10

- Introduction, definition of Machine Embroideries
- Classification of Machine Embroideries

Unit 4 Hours 05

- Introduction, definition of Western Embroideries
- Classification of Western Embroideries -Assisi, Black work, Counted thread, Drawn Thread, Care & preservation of Embroidered goods-Instructions for washing, ironing, drying, folding, maintenance and precautions.

Reference Books:

- Saris of India by Kapur Chishti and Ambasanyal
- Indian Embroidery- J Brij Bhushan
- Ethnic embroidery of India Usha Shrikant
- Sewing-Hillary Moro
- Complete guide to sewing- Readers digest
- Textile art of India by KOKYO Hatanaka

AEC -109- FD- T (2 credits) English-I

OBJECTIVES:

- To improve English grammar skills of students for effective use of English as a language.
- TIP: This subject should be taught in English only.

Instructions for the paper setter:

- 1. The theory paper will be of 2 hours duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50 Time: 2 hrs. Exam: 35 Int. Ass: 15

Unit 1: PHONETICS BASIC:

8 Hours

Pronunciation – Sounds: Vowels, consonants, Syllable

- Word stress Transcription of Words
- Grammar
- Noun, kinds of nouns
- Pronouns, kinds of Pronouns
- Articles, Prepositions, Conjunctions
- Verbs, Tenses, Types of Tenses

Unit 2: 7 Hours

- Narration, Voice
- Degrees of comparison
- Question tag
- Simple, compound, complex sentences
- Transformation of sentences: Assertive, Interrogative, Exclamatory, NO sooner than, either or, neither nor, unless until.

Unit 3: 8 Hours

• Letter Writing: Parts of letter, 4C's of letter, Lay out of letter

- Business Letter
- Enquiry & Replies
- Order Letter
- Complaints, Claims Letter
- Sales Letter
- Job Application with bio-data / resume
- Goodwill letter
- Band& Insurance Letter

Unit 4: 7 Hours

- Report Writing
- Types of reports Routine, Special (Technical)
- Why is a report required who asks for a report,
- Stages of report writing: Assembling the material, planning the report, drafting the report, editing the report. Elements of a report: Introduction main data or facts, conclusion recommendation to the superior Circular
- Notices
- Memo
- Email

Students are expected to practice effective oral and written communication

- Paper reading session (presented by the students)
- Practice of face to face conversation
- Listening & summarizing (listening carefully to passage & summarizing the important points) Letter writing
- Continuous assessment of the above mentioned assignment & one presentation on any given topic.

Reference:

- Secrets of face to face communication -Peter urs Bender (Mecmillan Publications)
- Learning to learn by Kenneth a Kiewra Nelson F. Dubros Publishers -Allyn & Bacon.
- English for practical purpose Z.N. Patil and B.S. Valke Ashok Thorat, Zeaneet Merchant (MacmillanPublications)
- Business communication Dr. Urmila Rai
- Professional Communication skills A.K. Jain, S.R. Bhatia, A.M. Sheikh

FD-151- T (2 credits)

Elements of Design & Fashion Illustration

- To enable students to understand: various drawing tools and coloring media .
- To develop clear ideas about the types of lines, shapes, color and its dimensions as important elements of design.
- To make the students master the principles of design for perfect designing skills.

Instructions for the paper setter:

- 1. The theory paper will be of 2 hours duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50 Exam duration: 2 hrs. Exam: 35 Int. Ass: 15

Unit 1 Hours 8

Elements of Design -meaning &types

- · Importance of elements of design in fashion
- · Understanding of Line, Shape, silhouette, Texture and Color
- · Application of design elements to create specific effect in designing.

Unit 2 Hours 7

- Knowledge of principles of design- Rhythm, Balance, Emphasis, Harmony, Proportion, Unity, Contrast
- Application of design principles for specific effects in garment designing

Unit 3 Hours 5

Design Concepts

- ·Illusion
- · Perception
- · After Image

Unit 4 Hours 10

- Understanding Basic human figure Drawing
- Body line reading through different poses.
- Relation between Body posture, pose and garment silhouette

Reference Books:

- Elements of Design Space & Form / Line : Albert W. Porter
- Basic Principles of Design (Vol. 1-4) Manfred Maier
- Basic Design: The Dynamics of visual form: Sansmarg
- Principles of Color : Birren & Fabersvan
- Clothing Technology: Hannelore Eberle, Hermann Hermeling, Marianne Horaberger, Dieter Menzer, Warner Ribng

FD-152- T (2 credits) Textile Science-II

Objectives:

- · Students should be able to Differentiate between different types of fabrics.
- · Understand the process of weaving.
- · To Understand Loom and its attachments.
- · To understand the classification of standard fabrics
- · To learn about textile dyeing and printing as important techniques of surface ornamentation

Instructions for the paper setter:

- 1. The theory paper will be of 2 hours' duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50 Time: 2 hrs. Exam: 35 Int. Ass: 15

Unit 1: Introduction to Woven

08 Hours

- Definition, Parts and Classification of Loom.
- · Definition and Classification of weaving
- · Properties and End uses of woven fabric

Unit-2: Introduction to Knit Fabrics

07 Hours

- Definition and Classification of Knit Fabrics
- Properties and End uses of knitted structures

Unit-3: Introduction to Non wovens

07 Hour

- Definition and Classification of Non- woven
- Properties and End uses of of Non-woven

Unit-4: Introduction to Dyeing & Printing

08 Hours

Definition, Yarn & Fabric Preparation

- Classification & Methods of Printing.
- Classification & Methods of Dyeing.
- After Treatments and care of dyed and printed goods.

References:

- Textiles -Norma Hollen
- Textile Science -E.P.G.Gohl L.D. Vilensky
- Weaving Mechanism N. N. Banerje
- Plain Weaving Motions K. T. Aswani
- Understanding Fabrics- From Fiber to Finished Cloth- Debbie Ann Gioello

FD-153- T (2 credits) Pattern Making - II

OBJECTIVES:

- To develop understanding and skills in pattern making
- To make them master the art of drafting patterns for women's wear and children's wear.

Instructions for the paper setter:

- 1. The theory paper will be of 2 hours' duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50 Exam duration: 2 hrs. Exam: 35 Int. Ass: 15

Unit 1: Introduction to Children's wear

Hours 5 ·

- Measuring the form—children
- Basic pattern set for girls and boys
- Front & back Bodice Draft
- Basic Skirt Draft
- Basic Sleeve

Unit 2: Introduction to Women's wear

Hours 10

- Drafting of Basic Bodice
- Drafting of Basic Sleeve
- Drafting of Basic Skirt

Unit 3: Pattern Manipulation Techniques

Hours 10

Dart Manipulation

- Single Dart -Slash and Spread, Pivotal Transfer
- Two Dart- Slash and Spread, Pivotal Transfer

Designing with darts- Tuck- darts, pleats, gathers, flares

- Dart clusters and dart equivalents.
- Graduated and radiating darts
- Parallel darts, asymmetric darts
- Intersecting darts

Style lines

- Classic princess line
- Armhole princess line
- Panel style line variations
- Adding fullness equal fullness, unequal fullness, one sided fullness
- Yokes for bodice
- Flanges
- Pin tucks and pleats

Unit 4: Designing Skirts

Hours 5

Flared Skirt

- Gathered Skirt
- Gored Skirt
- Tiered Skirt

Reference Books:

- Pattern Cutting Making Up" By Martin Shoben and Janet Ward.
- "Pattern Making for Fashion Designing" By Helen Joseph Armstrong, Publisher
- Metric pattern cutting ;- Winifred Aldrich
- The Art of Fashion Draping by Connie Amaden-Crawford published by Fairchild Publications. Draping for Fashion Design by Hilde Jaffe & Nurie Relis published by Pearson Education.

FD-154- P (2 credits)

Elements of Design & Fashion Illustration

OBJECTIVES:

- To enable students to understand: various drawing tools and coloring media.
- To develop clear ideas about the types of lines, shapes ,color and its dimensions as important elements of design.
- To make the students master the principles of design for perfect designing skills.

Instructions for the paper setter:

- 1. Practical paper will be more than 4 hour duration.
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50, Exam duration more than 4 hrs. Exam: 35 Int. Ass: 15

Unit 1 Design development with elements

Hour 15

- Application of Elements of Design- Line, Shape, silhouette
- Texture and Color

Unit 2 Designing with principles of design-

Hours 15

Rhythm, Balance, Emphasis, Harmony, Proportion, Unity, Contrast

Unit 3 Figure Drawing

Hours 20

- Basic croqui drawing- 10 head Male & female croqui, kids figure
- figures in different poses.
- Fleshing on block figures.
- Drawing faces, hair, poses of hands and legs

Unit 4 Hours 10

- Body line reading through different poses.
- Drawing different Silhouettes

Reference Books:

- Elements of Design Space & Form / Line: Albert W. Porter
- Basic Principles of Design (Vol. 1-4) Manfred Maier
- Basic Design: The Dynamics of Visual Form: Sansmarg
- Principles of Color: Birren & Fabersvan
- Clothing Technology: Hannelore Eberle, Hermann Hermeling, Marianne Horaberger, Dieter Menzer, Warner Ribng

FD-155- P (2 credits) Textile Science-II

OBJECTIVES:

- To provide knowledge about the types of fabric and their construction
- To make students understand the structure and operations on loom
- To Impart knowledge of dyeing and printing

Instructions for the paper setter:

- 1. Practical paper will more than 4 hours duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50 Exam timing: more than 4 hour, Exam: 35 Int. Ass: 15

Unit 1 Hours 15

Collection and identification of standard fabrics such as muslin, poplin, organdie, cambric, mulmul, Crepe, georgette, satin, denim, flannel, felt, fur, woolen, worsted.

Unit 2 Hours 15

- Collection and identification of Woven, knitted and non-woven fabrics.
- Drawing flow charts for woven fabrics

Unit 3 Hours 15

- Collection of Simple, Stripes and Checks fabrics.
- Collection of figured fabrics.
- Drawing flow charts

Unit 4 Hours 15

• Preparation of simple weave samples (Plain, Twill, and Satin) using various materials.

• Drawing , designs and lifting plans

References:

- Textiles -Norma Hollen
- Textile Science -E.P.G.Gohl L.D. Vilensky
- Weaving Mechanism N. N. Banerjee
- Weaving Mechanism- N. N. Banerjee
- Watson's Textile Design and Colour-Z.Grosicki
- Plain Weaving Motions K. T. Aswan

FD-156- P (2 credits) Garment Construction - II

OBJECTIVES:

- To impart the knowledge and skill in garment construction.
- To develop the understanding about stitching of different women's wear using suitable fabrics accessories.

Instructions for the paper setter:

- 1. Practical paper will be more than 4 hours' duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2 Practicals /week Total Marks: 50 Exam Time: more than 4 hrs. Exam: 35 Int. Ass: 15 Hours 60 Credits -2

Unit 1: Introduction to Children's wears

Hours 10

- Basic pattern set for girls and boys
- Front Bodice Draft
- Back Bodice Draft
- Basic Skirt Draft
- Basic Sleeve

Unit 2: Introduction to Women's wear

Hours 20

- Construction of Basic Bodice with sleeve
- Construction of Basic Skirt
- Construction of Basic Torso

Unit 3: Pattern Manipulation Techniques

Hours 20

- Dart Manipulation-
- Construction of garment using Dart manipulation techniques
- Designing with darts- Tuck- darts, pleats, gathers, flares
- Construction of garments designed by using tucks, darts, pleats, gathers and flares

- Style lines- Construction of garments designed by using the style lines- Princess panel line, armhole princess panel line
- Construction of garment using added fullness principle
- Construction of garment using yoke/flanges and pin tucks/pleats

Unit 4: Designing Skirts

Hours 10

- Construction of Flared Skirt/Gathered Skirt
- Gored Skirt/Tiered Skirt

Reference Books:

- Pattern Cutting Making Up" By Martin Shoben and Janet Ward.
- "Pattern Making for Fashion Designing" By Helen Joseph Armstrong, Publisher
- Complete guide to sewing-Reader's digest
 The Art of Fashion Draping by Connie Amaden-Crawford published by Fairchild
 Publications.

OE -151- FD-P (2 credits) Psychology of Fashion II

OBJECTIVES:

- Understand the importance of Fashion Psychology
- To understand dress according to season.
- To interpret the influence of fashion on the human body.
- Analyze Fashion Psychology characteristics of pattern design

Instructions for the paper setter:

- 1. The Practical paper will be more than 4 hours duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50 Time: 2 hrs. Exam: 35 Int. Ass: 15

Unit 1: Cognitive and Biological Psychology

Hour 20

Fashion-related phenomena through the lens of biological and cognitive psychology.

- To learn how these processes give rise to cognitive processes that characterize our conscious experience of the world.
- Understanding the design process of creative's to understand how we perceive the sensory qualities of fashion stimuli and being able to evaluate sensory and neuro-marketing applied in a fashion industry context.

Unit 2 Hour 20

• To learn different qualitative research methods and data analysis techniques, students will conduct qualitative research on their chosen topic and its connection to psychology. This will allow them to consolidate the knowledge and skills they have already acquired and further develop their investigative abilities.

- To concepts of consumer behavior and psychology through an investigation of how and why we buy fashion goods and services.
- Students will investigate how consumer identity is formed, and develop their understanding of fashion psychographics and cross-cultural values, and how these may inform fashion marketing practices.
- They will apply market research methods to evaluate consumer behavior in different parts of the world appraise existing business practices and offer realistic solutions with sustainable development in mind.

Reference Books:

- The Psychology of Clothing George van Ness Dearborn
- Fashion and positive psychology: interactions between clothing, mood, self-concept, and well-being Juliana Scott
- The Psychology of Clothing: Meaning of Colors, Body Image and Gender Expression in Fashion Duje Kodzoman
- The Social Psychology of Dress Kim K.P. Johnson and Sharon Lennon

SEC -151-P- FD (2 credits) Basics of Embroideries

OBJECTIVES:

- Designing the surface of the garment to make it more beautiful is known as surface ornamentation or embellishment.
- Surface embellishment is a method of value addition to the fabric.
- It increases the value of the garment both by its appearance and by its price.

Instructions for the paper setter:

- 1. The Practical paper will be more than 4 hours duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2 practicals(4 hours) /week Total hours 60/15 week Total Marks: 50 Duration of exam more than 4 hrs. Exam: 35 Int. Ass: 15

Unit 1 Hours 15

• Traditional Embroideries of North India- Kashida, Chikankari, Chamba Rumal, Phulkari

Unit 2 Hours 15

• Traditional Embroideries of South India- Kasuti, Toda

Unit 3 Hours 15

• Traditional Embroideries of East India- Manipur, Applique, Kantha

Unit 4 Hours 15

• Traditional Embroideries of West India- Kathiawar, Kutch, Abla

Reference Books:

- Saris of India by Kapur Chishti and Ambasanyal
- Indian Embroidery- J Brij Bhushan
- Ethnic embroidery of India Usha Shrikant
- Sewing- Hillary Moro
- Complete guide to sewing- Readers digest
- Textile art of India by KOKYO Hatanaka

AEC -151-T- FD (2 credits) English –II

OBJECTIVES:

Unit 1

- Good listening skills, capable of understanding spoken English.
- Good speaking Skills, capable of speaking English with confidence.
- Capable of reading English and comprehending the reading matter.
- Capable of Writing and handling communication in the English language.
- Handling presentations with confidence.

Instructions for the paper setter:

- 1. The theory paper will be of 2 hours duration
- 2. The question paper should cover all the topics
- 3. Internal choice may be given in all questions

Credit: 2hrs/week Total hours 30/15 week Total Marks: 50 Time: 2 hrs. Exam: 35 Int. Ass: 15

Hour 10

- Communication skills
- What is communication?
- Importance of communication skills
- Different ways of communication: written, oral, non-verbal

Unit 2 Hours 10

- Presentation Skills
- Reading
- Resume writing
- Letter Writing to supplier
- Interview Skills

Unit 3 Hours 10

- Ethics
- Introduction
- Basics of ethics
- Individual and ethics issues
- Code of ethics
- Telephonic/ Verbal discussion

Reference Books:

- Murphy Herta.A 'Effective Business Communication" Tata McGraw-Hill, New Delhi,2008.
 Chellamal," Learning to Communicate", Kamakhya Publication, Anna University, Coimbatore, 2004.
 Rutherford and Andrea "Basic Communication Skills for Technology", Addison Wesley Longman, Singapore, 2001.
- Mohan, Krishnan and Meenakshi Raman," Effective English Communication", Tata McGraw-Hill, 2000. Sethi A, "Handbook of Standard English and Indian Usage", Prentice Hall, New Delhi, 2000