



AMITY UNIVERSITY

— R A J A S T H A N —

Syllabus Revision

Amity School of Fashion Technology (ASFT)

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AMITY UNIVERSITY

.....R A J A S T H A N.....

SCHEME OF EXAMINATION

AND

COURSES STRUCTURE



MASTER OF DESIGN (M.DES.)

**Programme Structure and Curriculum Under
Choice Based Credit System
2018-19**

(TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2021-22)

NOTICE

Changes in Bye-laws/course structure and Syllabi may from time to time be made by amendment or remaking by the internal external expert team decided by University and a Candidate shall, except in so far as the University determines otherwise, comply with any change that applies to years she has not completed at the time of change.

M. Design

Semester based Syllabus

Master of Design (M. Des)

- (1) The Courses of study for the degree of Master of Design (M. Des) shall extend over a period of Two years to be spread over Fourth Semesters.
- (2) First, Third Semester Examinations will normally be held in the month of December and Second, Fourth Semester Examinations in April/May every academic year.
- (3) M. Des. Programme shall be in the following Streams:

3.1 Master in Textile Designing.

- (4) A candidate who has passed with minimum 50% marks in B. Des /equivalent course will be eligible for admission in M. Des. Course.

(4.1) If the Candidate has 3 year graduation degree and 1 year diploma degree in Design/Fine Arts/Applied Arts / Architecture / interior , with 50% marks candidate will be eligible for admission to M. Des. Course.

(4.2) If the Candidate has 3 year graduation degree with minimum 50% marks ; candidate will be required to do a bridge course from Amity University
- (5) There will be an aptitude test & interview for admissions as per the Amity University Rajasthan norms.
- (6) All the programmes have first and second semester examination common, which based the fundamental and technical knowledge and perspective to the students along with desired skill development in analysis. Semester III to VI would be specializations in the above mentioned streams.

Assessment method for practical papers:

- (i) The Continuous assessment marks will be assigned by subject teachers, Amity University.
- (ii) The semester assessment of the practical papers would be in form of Jury/external practical exam mode comprising of Subject teacher, external jury member /external examiner as decided by the vice president /examination dept. of Amity University.

Assessment method for Theory papers:

- (i) The Continuous assessment marks will be assigned by subject teachers consolidated on the basis of Midterm Examinations, Class Tests, Home Assignments and Seminars.
- (ii) The semester assessment will be on the basis of written test as per the given format of question Paper Format—Prescribed Standard format by examination department.
- (iii) The examination papers would be assessed by a person as deputed by the VC/examination Dept. of Amity University.

- (5) The following shall be the subjects to be offered to the candidates pursuing for the M. Des (Fashion Design/ Textile Design) Course.

(A) Foundation Courses:

Behavioral Science – I

Foreign Language – I

French

German

Spanish

Japanese

Chinese

English

Communication Skills – I

Environment Studies

(B) Offer other subject in CBCS open elective :

Physical Education & Sports

Sports & Games available in campus.

Group-III- Social Service & Extension Activities

Military Training (MTC)

- (6) The Examination shall comprise of continuous assessment, written papers, practical, viva-voce, project work etc.
- (07) Candidates reappearing at an examination in a subsequent semester shall be examined in accordance with the scheme and syllabus in force.
- (08) It will be necessary for a candidate to pass in theory part and practical part separately. For a pass at each semester examination, a candidate shall be required to obtain at least 36% marks in each individual paper and 36% marks in the Practical and also in the project report/seminar/viva-voce etc. wherever prescribed.
- (09) Candidates shall be entitled to the award of the degree in the year in which the last due paper(s) are cleared by them.
- (10) The division of successful candidates shall be worked out at the end of the Eighth Semester Examination on the basis of the aggregate marks obtained by them at the First, Second, Third and Fourth Semester Examinations taken together. Classification of division will be made as under :

First Division	:	60%
Second Division	:	48%
Passing Marks	:	40%

Aim/Purpose of course

M. Design in Fashion /Textile. is a four semester full time programme, to equip the students with the tools & techniques balanced with theory & practical knowledge which has today taken the shape of fashion industry & one of the major players in the global apparel market, the need for professionals in the field of fashion is increasing tremendously in India. The course also tunes student's entrepreneurial skills to set up their own manufacturing units.

Program Learning Outcomes

After the completion of M. Design (FD) program students will be able to:

1. Utilize their artistic & technological abilities to support the innovation in research skills result from a rigorous process of future design and editing ideas that address specific design challenges.
2. Demonstrate professionalism relates to concern fashion design to a broader socio-economic, historical, and environmental context and quality work and effectively collaborating with teams.



AMITY UNIVERSITY

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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
DESIGN RESEARCH AND METHODOLOGY	MFD 102	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To understand the meaning and importance of research
CLO 2	To understand the types, tools and methods of research
CLO 3	To develop skills in designing and executing research and conduct data gathering.
CLO 4	To know the innovative areas in Textile Research

B. SYLLABUS

Module I:

Meaning, Objective, Motivations, Significance, Characteristics of Research, Research Methodology versus Research Method, Research Method and Scientific Research method.

Module II:

Areas and Scope of Research in Textile

- I. Technical Textile
- II. Smart Textile
- III. Nano Textile
- IV. Eco Friendly Textile
- V. Functional Finishes
- VI. Development in Printing

Qualitative and Quantitative Research; Type of Research – Historical, Descriptive, Exploratory, Experimental.

Module II: Steps of doing Research-

- Selection of Problem/Topic
- Research Design/Planning of Research Methodology
- Data Collection
- Representation of Data
- Data Analysis
- Report Writing

Textile Research Techniques

- Observation, Questionnaire, Experiments, Interviews, Case Studies

Module III: Software for Textile Research

- Data Analysis – SPSS
- Design Software for Printing and Weaving
- Simulations for Printing and Weaving effect
- Draping

Evaluation:

Components	CT	ATT.	MTC	ESE
Weightage (%)	30	05	15	50

Suggested Reference Reading:

- I. Research Methodology – Methods and Techniques, C.R. Kothari
- II. Social Research Methods – Qualitative and Quantitative Approaches, W. Lawrence Newman
- III. Methodology and Techniques of research, Dr. R.K. Verma and Dr. Gopal Verma
- IV. Research Methodology in Socila Science, C.R. Reddy
- V. Methods of Social Research, Kenneth d. Baiky
- VI. Fashion design process, innovation & practice, Mckeluey and Manslow



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
VISUAL RESEARCH & DEVELOPMENT	MFD 123	0:0:4	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To improve observation and visual expression and interpretation.
CLO 2	To develop the sense and language of color
CLO 3	To understand the application of color in various forms.

B. SYLLABUS

Course Objective:

- To improve observation and visual expression and interpretation.
- To develop the sense and language of color
- To understand the application of color in various forms.

Course Contents:

Module I: Effect of Color, Color Mixing, Texture & their influence on color perception.

Module II: Influence of fabric characteristics on the appearance of colors

Module III: Visual Research of natural objects and manmade objects

Module IV: Visual Research through Printing-

- Develop 5 different paper design for each of the following dyed and printed styles and show the relation of color and perception through dyeing and printing.
 - I. Tie and Dye with direct dyes for 5 samples (Size:10”X10”)
 - II. Direct style of printing with pigment dyes by stencil/screen method on cotton, silk and wool.

Module II: Visual Research Through weaving-

- Application of color, color mixing, texture, and its effects through weaving.
- Mixture of different dyed fibres/yarns and dyed yarn by twisting.
- Simple regular and irregular, counts-change, graduated pattern.
- Compound orders of coloring.
- Balance of contrast in pattern range designing.
- Color combinations in relation to weave.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- Z. Grosicki, Watson's Textile Design and Color, Newnes – Butler – Worths, London, 1975, 7th ed.
- Bride M. Whelan, Color Harmony 2, Rockport Publishers, USA, 1994.
- Colin Gale and Jasbir Kaur, The Textile Book, BERG Pub, Oxford, 1st edi, 2002

Paterson, Textile Colour Mixing, Abhishek Pub., Chandigarh



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
DESIGN TECHNIQUE WEAVING	MFD 124	0:0:6	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To understand the concept of weaving methods and techniques, mechanism, calculations and costing
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B. SYLLABUS

Module I:

- **Weaving Representations:** Weaving Plan Methods of Weave Representation, Repeat of Weave, Draft, Requirement to draw in weaving plan, Lifting Plan, Relation between weave draft and lifting plan, Construction of weaving plan from a given weave, Construction of weave from given draft and lifting plan, Construction of draft from a given lifting plan and weave,
Basic Weave- Plain, Twill, Satin and Sateen
Various types of selvages.
- **Advance Weave:** Double Cloth(Plain, Twill, Diamond), Broken Twill, Extra Warp and Extra Weft, Herringbone Twill, Bedford Cord Weave, Types of Crepe Weave
- **Cost Estimation** of Woven fabric per Yard/Meter.
- **Yarn Count Calculations** indirect, direct and universal system.
- **Reed Count, Heald Count, Warp and Weft Calculations**
- **Cloth Calculations**

Module II:

- **Types of Loom** – (i) Vertical
(ii) Horizontal Loom
- **Introduction to Loom**
(A) Various parts of Loom
(B) Motions of Loom – Primary and Secondary Motions
- **Dobby** – Definition, Scope and Types of Dobby
- **Detailed study of Various Dobby**

Barrel Dobby, Lattice Handloom Liver Dobby, Center close shed Dobby, Bottom close shed Dobby, Side and Cross Border Dobby, Hardekare Dobby.

Module III:

- **Card Punching Machine:**

Piano Card Punching Machine, Hand Block Card Punching Machine, Electronic Card Punching Machine

- **Jacquard:** Definition, Scope, Types and Use of Jacquard

- **Types of Jacquard:**

Single Lift Single Cylinder Jacquard
Double Lift Single Cylinder Jacquard
Double Lift Double Cylinder Jacquard
Introduction to Shuttle Less Loom
Electronic Jacquard

Practical: Take 5 woven samples for analysis – Materials, Weave, Ends, Picks, Cover Factor, Warp and Weft Pattern, GSM, Yarn Count, Yarn Twist and other necessary parameters.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- *E.P.Gohl and Vilensky, Textile Science*
- *Carbman, Fibres to Fabrics*
- *Helen Thomos, Fibre to Fabrics Today*
- *Banerjee, Handloom Technology*



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Course Name	Course Code	LTP	Credit	Semester
INDIAN TEXTILE & SEMIOTICS	MFD 125	0:0:6	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To create awareness about the traditional Indian Textiles
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B. SYLLABUS

Module I:

Study of woven textiles according to color, texture, motifs and techniques(Jamdani, Baluchari, Paithani, Patola, Maheshwari, Chanderi, Banarasi)

Module II:

Study of dyed and printed textiles according to color, dyes, motifs and techniques(Sanganeeri, Bagru, Kalamkaari, Ajrakh, Akola, Bandhani, Batik, Bagh)

Module III:

Study of Embroidered textiles according to color, motifs, stitches and texture(Kantha, Phulkari, Kasturi, Chamba-rumal, Kashmiri Kadhai, Sujuni Bihari, Mirror Work)

Practical:

1. Select any two techniques from above syllabus and explore it for furnishing and dress material range
2. Prepare sketch book with selected 50 traditional motifs

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- I. Traditional Indian Costumes & Textiles – Parul Bhatnagar
 - II. Indian Embroidery – Jamila Brijbhushan
 - III. Indian Embroidery – Kamladevi Chattopadhyay
 - IV. Fabric Art Heritage of India – Shukla Das
 - V. Masterpieces of Indian Textiles – Rustam J. Mehta
 - VI. Decorative Designs and Craftmanship of India – Enakshi Bhavnari
 - VII. Sangneri Block Printing – Dr. Meenakshi Gupta
- Traditional Indian Textiles – Dr. Meenakshi Gupta and Dr. K.N. Srivastava



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Course Name	Course Code	LTP	Credit	Semester
CREATIVE THINKING	MFD 121	0:0:2	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To understand design thinking and creativity in design
CLO 2	Understand the difference between 2Dimensional and 3Dimensional design and its properties.
CLO 3	To understand color and its application through elements and principles of design.

B. SYLLABUS

Module I: Prepare Paper Design using following forms ...

Elements of Design- Line, Form, Color, Texture, Tone, Space

Principles of Design- Unity, Harmony, Balance, Dominance, Rhythm, Proportion

Module II: Creative Design based on 2Dimensional giving emphasis on Color, Texture, Line and Shape.

Module III: Design based on 3Dimension

- **Use of any flat surface** (eg. Paper, Fabric etc.)
- **Use of any semi solid material** (eg.- Clay etc)
- **Use of any solid material** (eg.- Metal, Wood etc)

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- Neli Thomas, Adair on creativity & innovation, Viva Books PLV. New Delhi[Indian Edition] – 2006
- George Gamez, Creativity [How to catch lightning in a bottle], Jaico Pub. House, Mumbai, 1997



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
MATERIAL & TECHNIQUE	MFD 126	0:0:4	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To study the properties of different types of soft and hard material and utilize according to their utilization.
CLO 2	To Understand the requirement of product design as per the consumer and market requirement.

B. SYLLABUS

MODULE I:

- To finalize domain interest.
- To gather all necessary information about the selected domain – Industry, Market, Existing Product/Service Category

MODULE II:

- To explore the areas of opportunities within the selected domain
- Finalize 4 product concepts based upon specific product/service areas

MODULE III:

- Finalize a design brief on 1 of chosen product in Project I
- To develop a concept based on the chosen design brief
- To develop a product range/prototype based upon the finalized concept

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
DESIGN PROJECT –I- MINOR (BASED ONDESIGN PROCESS)	MFD 150	0:0:12	6	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To research and evaluate a wide range of Home Textiles/Accessories/Garments.
CLO 2	To experiment and combine traditional and non-traditional materials, techniques and processes in own work.

B. SYLLABUS

Module: I [Hour 10]

Innovation means many things to many people, and means different things within a single business. Innovation and design aren't simply about new products or technology. They're also about how to improve products in everyday use, leading to reduced costs, increased usability and new business opportunities. The workshops have an emphasis on imparting practical skills and knowledge able to be easily applied in everyday business.

Module: II [Hour 10]

This program is carefully tailored to suit student's group specific requirements and will involve a mixture of practical and theoretical exercises designed to encourage creative thinking.

Module: III [Hour 64]

In this paper, learners will create innovative concepts for lifestyles and research.

- Prepare Client or Market survey (Brief)
- Secondary Data Collection (Re-Define Brief)
- Prepare a Story Board, Colour Board, Texture Board, Mood Board
- Prepare Collections according to the story board (For Primary Data)
- Prepare Final Collection and Documentation.
- A range (Minimum 3 articles) has to be developed.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ANANDAM-I	AND001	0:0:4	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO 4	Interaction among students, enlarge social network
CLO 5	Cooperative and Communication skills and leadership qualities
CLO 6	Critical thinking, Confidence and Efficiency

B. SYLLABUS

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects



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AMITY School of Fashion Technology(ASFT)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 111	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate strengths and personal insights to be revealed in a Formal Setup of Communication.
CLO 2	Create right selection of words and ideas while also choosing the appropriate networking channel for formal communication
CLO 3	Apply their acquired knowledge with the appropriate selection of channel of formal communication.
CLO 4	Develop and empower self with the power of Words.
CLO 5	Enhance their technical writing capabilities while also learning about do's and don'ts of technical drafting.

B. SYLLABUS

Topic
Self Actualization (Baseline, Self Image Building, SWOT, Goal Setting)
Writing Skills (CV Writing, Email Writing, cover Letter, Application Writing)
GD based on current affairs, contemporary issues, sensitive issues, case study based and social issues
Body Language

EXAMINATION SCHEME:

Components	Self introduction	Group Discussion	Email Writing	Attendance
Weightage (%)	25	35	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria & Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- New International Business English, Jones/Alexander, Cambridge



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - I SELF-DEVELOPMENT AND INTERPERSONAL SKILLS	BSS 111	2:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop your understanding of who you are; what your core purpose is, what your values are and what limits your success
CLO 2	Manage your emotions and feelings more effectively to have the impact that you need
CLO 3	Develop the way that you regulate and control your emotions
CLO 4	Learn about your behavioral preferences to become more self-awareness

B. SYLLABUS

Course Contents:

Module I: Understanding Self

Formation of self concept
Dimension of Self
Components of self
Self Competency

Module II: Self-Esteem: Sense of Worth

Meaning and Nature of Self Esteem
Characteristics of High and Low Self Esteem
Importance & need of Self Esteem
Self Esteem at work
Steps to enhance Self Esteem

Module III: Emotional Intelligence: Brain Power

Introduction to EI
Difference between IQ, EQ and SQ
Relevance of EI at workplace
Self assessment, analysis and action plan

Module IV: Managing Emotions and Building Interpersonal Competence

Need and importance of Emotions
Healthy and Unhealthy expression of emotions
Anger: Conceptualization and Cycle
Developing emotional and interpersonal competence
Self assessment, analysis and action plan

Module V: Leading Through Positive Attitude

Understanding Attitudes
Formation of Attitudes
Types of Attitudes
Effects of Attitude on
Behavior
Perception

Motivation
Stress
Adjustment
Time Management
Effective Performance
Building Positive Attitude

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-** Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Towers, Marc: Self Esteem, 1st Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book company.
- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1st Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1st Edition, Harmony Books
- Chatterjee Debashish, Leading Consciously: 1998 1st Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books
- Goleman, Daniel: Working with E.I., 1998 Edition, Bantam Books.

Foreign Language - French

Semester 1: (français.com (Débutant)) Course Code: FLN 111 Credit units: 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing French language.

Familiarize the students of French Language with:

1. addressing someone
2. to present oneself and someone else
3. formal and informal addressal to others
4. work place

Course Contents:

Unit 1: Pg: 9-24

A. Lexical:

- Transparent words
- Formulas of politeness: Hello, please, thank you etc.
- salutations, excuses
- Numbers from 0 to 99.
- Adjectives of nationalities
- alphabets
- professions
- activities of the enterprises
- Personal details like phone number, address etc.

B. Grammar:

- Definite and indefinite articles
- Masculine, feminine and plural of nouns
- Subject pronouns : I, You, He, She etc. (je, tu, il, elle, vous etc.)
- verbs: To be, to have, to speak, to live, to call oneself, to do, to know, to sell
- masculine and feminine of the nationalities
- It's me and it's you
- This is/ It is + Profession
- Who is this? What is this?
- Complement of noun with « of » example : the house of Ram
- Interrogative word which/what "Quel"

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goya

Foreign Language Spanish

Semester 1: Course Code: FLS 111

Credit units : 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing. Students will be able to:

- Greet Formally and Informally
- Talk about gender, numbers and articles.
- Deal with basic Phonetics
- Introduce oneself and others
- Talk about Professions and nationalities
- Count from 1 To 20
- Get introduced to Hispanic Culture

Course Contents:

Vocabulary: Passport Form, personal information, age, Interrogative pronouns, Alphabets, to be able to spell names, surnames, Good morning, good afternoon, Good bye Etc. different professions, countries, nationalities, languages.

Grammar:

Subject pronouns

Use of verbs SER/ESTAR/TENER in simple present tense

Use of regular AR /ER/IR ending verbs.

Llamarse y dedicarse

Simple Negative sentences

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Foreign Language German

Semester 1: Course Code: FLG 111

Credit units : 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing German language.

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

- greeting formally and informally.
- self introduction
- countings from 1 To 100
- make simple sentences using present tense
- spelling names.
- describing objects with articles in the classroom

Course Contents:

Vocabulary:

- Personal information like age, name etc.
- Alphabets
- Greetings: Good morning, good afternoon, good evening,
- parting good bye Etc.
- describing objects with articles in the classroom

Grammar:

- Personal Pronouns
- Use of verbs >to be< and >to have< in simple present tense
- Use of regular verbs like to live, to go, to learn etc.
- Using definite and indefinite article in German in nominative case
- Interrogative pronouns > **who, what, where, where from, where to**<
- talk about gender, numbers and articles.
- Singular and plural
- Basic Phonetics: Consonants and Vowels

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: First 10 Lessons from Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: Studio D: Glossar A1 - Deutsch – Englisch, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

FOREIGN LANGUAGE CHINESE

Semester I

Course Code: FLC- 111

Credit Units : 02

Aim: The Aims of Chinese language course at AUR is to equip students with the basic knowledge & skills in Chinese language so as to enable them to interact with Chinese speaking people and efficiently work in the Chinese environment and also to build a solid foundation for further studies in the language.

Course Objectives:

On the completion of first semester the students will be able to:

- Understand the nature and characteristics of Chinese language.
- Read Chinese Pinyin and Chinese Characters.
- Write Chinese Characters and sentences related to greetings & personal information.
- Speak Chinese dialogues related to greetings & personal information.
- Listen and understand simple Chinese words and dialogues of the text.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use; approx 70 Characters including 50 characters of HSK level -I.
- Understand China as a powerful nation.

COURSE CONTENT

1. Introduction to Chinese Language
2. Introduction to the Sound System , Initials and Finals
3. Table of sounds of Beijing Dialect
4. Tones
5. Writing System & Basic Strokes of Chinese Character
6. Rules of Stroke-Order of Chinese Character,
7. Expression of Greetings & Good wishes
8. Farewell
9. Asking & telling Personal Information : Name & Age
10. Personal Information : Residence
11. Personal Information : Family Members
12. Listening Skill & Practice
13. Conversation based on dialogues
14. China; an emerging world power (In English)

VOCABULARY CONTENT

Vocabulary will have approx 70 Characters including 50 characters of HSK-I level.

1. Vocab related to greetings & farewell; 你, 好, 再见。。
2. Vocab related to personal information; 名字, 年纪, 家, 住, 爸爸。。

GRAMMATICAL CONTENT

1. Introduction to the sound system, initials and finals, sound table & tones.
2. Basic strokes of Chinese Character & stroke- order.
3. Conjunction 和.
4. Word order in Chinese sentence.
5. Adjective Predicate sentence.
6. 是 sentence type (1).
7. Interrogative sentence with 吗.
8. Attributive & structural particle 的.

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Elementary Chinese Reader Book-I (suggested reading)



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
MARKETING & ENTREPRENEURSHIP	MFD 201	3:0:0	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To acquaint students with marketing process so that they can correlate theory with practical aspect of marketing
CLO 2	Entrepreneurship, Management and Organization focuses on the problems, challenges and opportunities of small and medium-sized firms and focused on issues related to the functioning of boards of directors, especially in family-owned companies project and Re- search method also apply for conducted on financing, innovation, and internationalization and business networks.

B. SYLLABUS

Module I: Marketing: [Hours: 10]

Introduction, Meaning, nature, functions, importance, marketing environment Definitions of Marketing, Concept of Marketing, Marketing Mix, Market Segmentation, Targeting,, Analysis of consumer markets and buyer behaviour.

Module II: Product & Pricing: [Hours: 8]

Product Mix, Product Life Cycle, New Product Development.

Pricing Objectives & Pricing Methods Development.

Module III: Merchandising: [Hours: 8]

Definition, Role and responsibilities of a merchandiser.

Merchandising plan, Buying calendar. Plant Cut-Off Dates and TNA

Retailing- types of retail operations, Distribution Channels: Types, Levels of distribution

Module IV: Entrepreneurship: Introduction [Hours: 5]

Entrepreneurship: Concept and Theories; Types of Entrepreneurs, Myths about entrepreneurship, The

need for entrepreneurs in our economy. Economic System and Entrepreneurial Behaviour. Entrepreneurial Strategy: generating and exploiting new entries. Role of Creativity & Innovation in Entrepreneurship

Module V: Entrepreneurship Skill [Hours: 5]

Entrepreneurship Development Programme and their Evaluation. Different aspect of entrepreneurial organization and performance of entrepreneurial skills;

Role of Government and Other Institutions in Entrepreneurship Development; Role of Financial Institutions - Bank Finance to Entrepreneurs

Evaluation:

Components	CT	ATT.	MTC	ESE
Weightage (%)	30	05	15	50

References:

1. Essentials of Marketing – Jerome E. McCarthy & William D. Perrault
2. Principals of Marketing – Philip Kotler 11th edition
3. Essentials of Marketing – Stanton & Futrell
4. Fashion from Concept to Consumer- Stephen Fringes
5. Apparel Manufacturing handbook – Jacob Solinger.
6. Desai, Vasant: Entrepreneurship Development, Himalaya Publishing House, 2013
7. Desai, Vasant: Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 2013
8. Drucker, Peter, F.: Innovation and Entrepreneurship, HarperCollins Publishers,2006
9. Gupta, C.B.: Entrepreneurship Development, Sultan Chand Publishers,2014
10. Kenneth, P. & Van Voorthin: Entrepreneurship and Small Business Management, Himalaya Publishers,2008



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
TEXTILE PROCESSING	MFD 202	3:0:0	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To understand the application of preparatory of textile material before coloration.
CLO 2	To study various types of dyes and dyeing techniques and its advantages & disadvantages.

B. SYLLABUS

Module I: Preparation of textile for coloration

Preparation of textile for coloration (Singing, De-sizing, Scouring, Degumming); Yellowness removing process of textile (Principal and Process of Hydrogen Peroxide bleaching, Principal and Process of Hypochlorite bleaching);

Module II: Steps involved of any dyeing process and their significance

Steps involved of any dyeing process and their significance (The role of dye molecule, water & temperature, Affinity / Substantively, Concept of shade percentage, MLR (Material and Liquor ratio) & OWG (Weight of goods) & OVL (Volume of liquor)}

Module III: Classifications of Synthetic dyes

Classifications of Synthetic dyes (Readymade Dyes: Water soluble and insoluble dyes, Developed Dyes: Water soluble and insoluble dyes, Study the method of synthetic dyes);

Module IV: Introduction to printing

Methods of printing: Direct, Discharge and Resist printings,

Module V: Applications of Printing

Block, Screen printing (Flat screen, Rotary screen printing), Transfer (Dry heat and Wet heat transfer), Digital Printing }

Module VI Introduction to Fabric finishes

Introduction to Fabric finishes: Basic finishes that alter hand or texture; Felting, singeing, Surface finishes: Bleaching, de-lustering, flocking, burn out design, acid design,
Functional finishes: Waterproof and water repellent finishes, shrinkage control, wrinkle resistance, durable press and flame retardant finish.

Evaluation:

Components	CT	ATT.	MTC	ESE
Weightage (%)	30	05	15	50

Suggested Readings:

1. Textile Science – Gohl & Vilensky
2. Chemistry of organic Textile Chemicals –V.A Shenai
3. Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.
4. Smith, J.L. Textile Processing: Printing, Finishing, Dyeing.



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
MATERIAL MANAGEMENT & SUSTAINABILITY	MFD 203	1:0:0	1	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Exploration of different materials.
CLO 2	Importance of Sustainability.
CLO 3	Understanding of the process of material management and inventory.
CLO 4	Demonstrate competency in the practical application of materials management principles in industrial inventory systems.

B. SYLLABUS

Module-1 INTRODUCTION

Descriptors/Topics Introduction to material management and productivity, functions of material management, organization structures in material management, role of material management techniques in improved material productivity

Module-2 MATERIALS PLANNING

Objectives, material requirement planning, manufacturing resource planning, JIT production planning, strategic material planning, material control: acceptance, sampling, inspection, make or buy decision, simple cost analysis, economic analysis, break even analysis, breakeven point theory, whether to add or drop a product line store management and warehousing, product explosion.

Module-3 INVENTORY MANAGEMENT

Descriptors/Topics Inventory v/s stores, types of inventory, inventory control, inventory build-up, EOQ, various inventory models, inventory models with quantity discount, exchange curve concept, coverage analysis, optimal stocking and issuing policies, inventory management of perishable commodities, ABC – VED analysis, design of inventory distribution systems, surplus management, information system for inventory management, case studies.

Module-4 PURCHASING MANAGEMENT

Importance of good purchasing system, organization of purchasing functions, purchase policy and procedures, responsibility and limitations, purchasing decisions, purchasing role in new product development, role of purchasing in cost reduction, negotiations and purchase, purchasing research: identification of right sources of supply, vendor rating, standardization, vendor certification plans, vendor and supply reliability, developing new source of supply.

Module-5 COST REDUCTION

Cost control v/s cost reduction, price analysis, material cost reduction techniques, variety reduction, cost 20% reduction and value improvement, techniques of cost control, standard costing, cost effectiveness, cost analysis for material management, material flow cost control.

Evaluation:

Components	CT	ATT.	MTC	ESE
Weightage (%)	30	05	15	50



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
MATERIAL MANAGEMENT & SUSTAINABILITY	MFD 223	0:0:2	1	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Exploration of different materials.
CLO 2	Importance of Sustainability.
CLO 3	Understanding of the process of material management and inventory.
CLO 4	Demonstrate competency in the practical application of materials management principles in industrial inventory systems.

B. SYLLABUS

MODULE-1

INTRODUCTION

Descriptors/Topics Introduction to material management and productivity, functions of material management, organization structures in material management, role of material management techniques in improved material productivity

MODULE-2

MATERIALS PLANNING

Objectives, material requirement planning, manufacturing resource planning, JIT production planning, strategic material planning, material control: acceptance, sampling, inspection, make or buy decision, simple cost analysis, economic analysis, break even analysis, breakeven point theory, whether to add or drop a product line store management and warehousing, product explosion.

MODULE-3

INVENTORY MANAGEMENT

Descriptors/Topics Inventory v/s stores, types of inventory, inventory control, inventory build-up, EOQ, various inventory models, inventory models with quantity discount, exchange curve concept, coverage analysis, optimal stocking and issuing policies, inventory management of perishable commodities, ABC – VED analysis, design of inventory distribution systems, surplus management, information system for inventory management, case studies.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
COMPUTER AIDED DESIGN	MFD 224	0:0:4	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Use Coral Draw software and its tools
CLO 2	Design and illustrate in Coral Draw
CLO 3	Develop new motifs and prints.
CLO 4	Develop innovative product design

B. SYLLABUS

Module-I: Corel Draw-Tools and their application (Hours: 6)

Introduction to Corel keys, RGB and CMYK color modes)-Page layout (size, orientation, page formatting, rulers, guidelines, nudge, table formatting, setting up grids etc.) Menu bar, property bar, standard bar options Importing bitmaps and tracing bitmap Exporting.

Module- II: Tool bar (Hours: 6)

Pick tool (duplicate, rotate, skew, mirror), Shape tool (shaping objects, shaping text) ,Bezier tool, Eraser tool, knife tool, Crop tool, Zoom tool (zoom-in, zoom-out),Basic shapes tool and other drawing, tool(circle, semi-circle3/4th circle, rectangle, triangle, charts),Text tool (shaping text, lens),Table tool, Special effects (eye dropper ,blend, drop-shadow, envelope, contour, distort),Color eyedropper, Outline pen tool, Fill tool and Power clip objects.

Module-III: Design & Detailing (Hours: 6)

Draw details/silhouettes and apply various textures; Draping and illustration

Module-IV: Designing & Illustration (Hours: 10)

Create Texture, Motif, repeat & design and prepare their application according to fashion end use.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Textbooks:

Respective software manuals

Altman, R., Corel Draw X5, BPB Publications

Bangia, R. , Corel Draw, Khanna Book Publishing, Delhi, 2003

Phyllis, D, CorelDraw 11 for windows & Macintosh, Schwartz-Steve Publisher

Reference Books:

1 Respective software manuals – Latest Version (Adobe Photoshop, Corel Trace)

2 Photoshop Retouching Techniques Eismann, Katrin, Simmon – Steve Publisher



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
TEXTILE PROCESSING	MFD 222	0:0:4	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Prepare the textile for dyeing and printing.
CLO 2	Classify of Synthetic dyes
CLO 3	Print textile fabrics in different styles using suitable dyes

B. SYLLABUS

Module I:

Preparation of textile for coloration

Preparation of textile for coloration (Singing, De-sizing, Scouring, Degumming); Yellowness removing process of textile (Principal and Process of Hydrogen Peroxide bleaching, Principal and Process of Hypochlorite bleaching);

Module 2:

Classifications of Synthetic dyes

Classifications of Synthetic dyes (Readymade Dyes: Water soluble and insoluble dyes, Developed Dyes: Water soluble and insoluble dyes, Study the method of synthetic dyes);

Module 3:

Introduction to printing

Methods of printing and style of Printing: Direct, Discharge and Resist printings, and Block, Screen and others method.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Readings:

1. Textile Science – Gohl & Vilensky

2. Chemistry of organic Textile Chemicals –V.A Shenai
3. Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.
4. Smith, J.L. Textile Processing: Printing, Finishing, Dyeing.
5. H.Panda. Modern Technology of Textile: Dyes & Pigments



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
DESIGN PROJECT – II MINOR BASED ON DESIGN PROCESS.	MFD 250	0:0:8	4	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To develop concept and designs based on clients' needs and utility.
CLO 2	To explore ideas in design, develop sense in design, material technique and style.
CLO 3	To understand the suitability, trends, market demand in production of range/ product for apparel, home textiles and accessories.

B. SYLLABUS

- To develop concept and designs based on clients' needs and utility.
- To explore ideas in design, develop sense in design, material technique and style.
- To understand the suitability, trends, market demand in production of range/ product for apparel, home textiles and accessories.

Course Contents: -

Module I:

This paper would help to develop advanced skills and exploration in processes and materials. It encourages the synthesis of ideas from both direct and conceptual sources to produce outcomes to satisfy a set design brief. The core idea behind a design project is to develop professional skills of the students and encourage independent thinking.

Module II: :

The student should also understand the importance of research and evaluating the role of the client and market in the design process and product usage and utility for Apparel, Home Textiles and Accessories.

The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project. A design project can be given as a classroom project, a group project or individual projects to students.

Module III: :

The students will be the core custodians of the project and the onus will be on them from beginning till the end which will develop a sense of ownership and commitment. The students will also learn to keep the deadlines sacrosanct. The project will lead to the development of the designer's skills and knowledge through a process of 'hands on-minds on'.

A range (Minimum 3 articles) has to be developed.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
PATTERN MANIPULATION TECHNIQUES	MFD 231	0:0:6	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	About various terminologies and information in Pattern making
CLO 2	Understand the various process involved for Preparation of fabrics for clothing construction
CLO 3	Understand the various measurement points for garment manufacturing. How to measure and importance of critical measurement points.
CLO 4	Create Basic Block pattern, different types of Necklines and Yokes, different types of Plackets and Pockets for various garments.

B. SYLLABUS

Module I: Basic Elements of Pattern Making [10 Hours]

Workroom terminology, Raw materials, methods, Measurements, Dress forms, Human figure, The basic Pattern set, Reference points, land marks, Lines, special information.

Module II: Preparation & selection of fabrics for clothing construction [10 Hours]

Shrinking, Straightening, Layout, Marking and Cutting of Patterns
Application of textiles – Apparel, Home, Industry. Fabric characteristics: Construction, Texture, Hand feel, weight, width. Trims(types and their application). Linings and interlinings(types and their application). Market survey of trimmings, lining and interlinings available in market.

Module III: Measurement Systems and Construction of Patterns [52 Hours]

Measuring and recording the measurements, Fabric estimation for various garments.
Drafting of adult's basic bodice block
Various kinds of Necklines and Yokes in various shapes.
Differences between the basic methods used for finishing necklines – Shaped facing, Bias facing and Piping.
Even hem placket, Wrap and projection placket, Continuous placket
Different types of pockets – their construction and size specifications; Patch pocket, Flap pocket, Side seam pocket, Kurta pockets and cross pockets.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Text Book

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

References

1. Metric Pattern cutting & Grading by Winfred Aldrich.
2. Ruth E. Glock , Grace I. Kunz. Apparel Manufacturing



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
MATERIAL MANAGEMENT	MFD 230	3:0:0	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understanding of latest materials management concepts
CLO 2	To develop expertise in the store and purchase management
CLO 3	Establishing best methods of inventory analysis

B. SYLLABUS

Module 1

INTRODUCTION

Introduction to material management and productivity, functions of material management, organization structures in material management

Module 2

MATERIALS PLANNING

Objectives, material requirement planning, manufacturing resource planning, production planning, strategic material planning

Module 3

INVENTORY MANAGEMENT

Inventory v/s stores, types of inventory, inventory control, inventory build-up, EOQ, various inventory models, inventory models with quantity discount, exchange curve concept, coverage analysis

Module 4

PURCHASING MANAGEMENT

Importance of good purchasing system, organization of purchasing functions, purchase policy and procedures, responsibility and limitations, purchasing decisions, purchasing role in new product development, role of purchasing in cost reduction, negotiations and purchase

Module 5

COST REDUCTION

Cost control v/s cost reduction, price analysis, material cost reduction techniques

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

Influence: The Psychology of Persuasion, by Robert B. Cialdini



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ANANDAM-II	AND002	0:0:4	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO 4	Interaction among students, enlarge social network
CLO 5	Cooperative and Communication skills and leadership qualities
CLO 6	Critical thinking, Confidence and Efficiency

B. SYLLABUS

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged

- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY School of Fashion Technology (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 211	1:0:0	1	2

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate strengths and personal insights to be revealed in a Formal Setup of Communication.
CLO 2	Create right selection of words and ideas while also choosing the appropriate networking channel for formal communication
CLO 3	Recognize the mannerisms and methodology of Interview.

B. SYLLABUS

Topic
Enhancing Speaking Skills (JAM, Extempore, Public Speaking : any one)
Poster Making (Current Affairs)
Dream company-based presentation/ PPT Presentation
Interview Essentials (Mock PI) + CV-2
Internship preparation (SOP, Documentation)

EXAMINATION SCHEME:

Components	Public Speaking	Presentation	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Raman Prakash, *Business Communication*, Oxford
- *Working in English*, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria & Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- *New International Business English*, Jones/Alexander, Cambridge



AMITY UNIVERSITY

RAJASTHAN

AMITY School of Fashion Technology (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - II BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT	BSS 211	2:0:0	1	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Demonstrate an understanding of interpersonal skills as part of effective communication processes.
CLO 2	Identify the effects of behaviour on interpersonal communication
CLO 3	Demonstrate a range of effective interpersonal communication skills
CLO 4	Use assertiveness and interpersonal skills in the workplace team
CLO 5	Utilise effective communication skills to build strong relationships
CLO 6	Develop, implement and promote effective communication techniques

B. SYLLABUS

Module I: Behavioral Communication

Scope of Behavioral Communication
Process – Personal, Impersonal and Interpersonal Communication
Guidelines for developing Human Communication skills
Relevance of Behavioral Communication in relationship management

Module II: Managing Individual Differences in Relationships

Principles
Types of issues
Approaches
Understanding and importance of self disclosure
Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

Elements of satisfying relationships
Conforming and Disconfirming Communication
Culturally Relevant Communication
Guideline for Creating and Sustaining Healthy Climate

Module IV: Interpersonal Communication

Imperatives for Interpersonal Communication
Models – Linear, Interaction and Transaction
Patterns – Complementary, Symmetrical and Parallel
Types – Self and Other Oriented
Steps to improve Interpersonal Communication

Module V: Interpersonal Relationship Development

Relationship circle – Peer/ Colleague, Superior and Subordinate
Initiating and establishing IPR
Escalating, maintaining and terminating IPR
Direct and indirect strategies of terminating relationship
Model of ending relationship

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-** Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-** Attendance

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
 - Julia T. Wood. Interpersonal Communication everyday encounter
 - Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassell
 - Harvard Business School, Effective Communication: United States of America
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers

Foreign Language French

Semester 2: (français.com (Débutant)) Course Code: FLN 111 Credit Units : 02

Course Objective:

To familiarize the students of French Language with:

1. to identify the objects and to explain their usage.
2. to do a purchasing in a market, to discuss the price etc.
3. Comparison of the objects.

Course Contents

Unit 2: Pg: 26-40

a. Lexical:

- Everyday small objects
- Numbers from 0 to 1000
- To ask the price of a thing
- Furniture of office
- Adjectives for describing the objects
- colours

b. Grammar:

- Possessive adjectives
- for + infinitive form of the verb
- verb: to have
- negative : not/don't (ne-pas)
- question with « do »formation « est-ce que »?
- question with the “Si”
- prepositions of place
- There is, there are/is there? Are there?
- Placing of the adjectives
- There is a shortage of/Something is missing
- comparatives and superlatives
- tonic pronouns
- pronoun « on »

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Foreign Language Spanish

Semester 2: Course Code: FLS 211

Credit units : 02

Course Objective:

- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.
- Adjectives to describe people
- To talk about locations and places.
- To be able to form basic questions
- Counting till 100
- To be able to speak about daily Routine and verbs of daily usage both regular & irregular verbs.

Course Content:

Vocabulary:

Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc. Interrogatives.

Grammar:

Use of SER/ESTAR/TENER/ HAY

Difference between Estar and Hay

Demonstrative pronouns

Interrogatives – what, which, why, how, who, when

Introduction of irregular verbs

Possessive pronouns

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Foreign Language German

Semester 2: Course Code: FLG 211

Credit units : 02

Course Objective:

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

- Recognizing geographical locations.
- Know famous places in Germany and Europe.
- To be able to form basic questions
- use of past participle of verb was/were and make sentences.
- able to conjugate irregular verbs
- use possessive article for the nominative case
- Use of adjectives in sentences.
- They can describe their house like number of bedroom, kitchen etc
-

Course Content:

Vocabulary

- Verb was/were
- Types of Houses and Apartments,
- State and cities
- directions like north, south etc.,
- Neighboring countries of Germany and their respective languages.
- Description of house: Bedroom, bathroom, kitchen etc.

Grammar:

- Interrogatives – what, which, why, how, who, when
- Yes - no question
- Introduction of irregular verbs
- Article in accusative (definite and indefinite)
- Possessive article

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: Lesson 11 onwards from **Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977**

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

FOREIGN LANGUAGE CHINESE

Semester - II

Course Code: 211

Credit Units: 02

Course Objectives:

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们, numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

COURSE CONTENT

1. Personal information : hobbies & habits
2. Personal information : abilities
3. Expression of gratitude
4. Expression of apology
5. Numbers & currencies
6. Expression of time
7. Description of weather
8. Description of direction,
9. Listening of dialogues
10. Conversation based on dialogues
11. Chinese CBT package /video clipping
12. Sino-Indian relations (in English)

VOCABULARY CONTENT

Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.

1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

GRAMMAR CONTENT

1. Question of type (2) & (3)
2. 有 sentence
3. Auxiliary verbs: 要, 会, 能, 可以
3. The sentence with a verb as its predicate.
4. 们: a plural suffix
5. Numeration
6. Interrogative pronoun 多少
7. Counting Money
8. A numeral-measure word as the attributive
9. Time words: Time, month, day & date
10. The demonstrative pronoun as the attributive
11. The adverbial adjunct:
12. Words of location

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam

10	15	10	10	5	50
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Text books & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I (suggested reading)
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Practical Chinese Grammar for foreigners (suggested reading)



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course	Code	LTP	CreditUnits	Semester
Visual Merchandising	MFD301	1:0:0	1	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understanding of various marketing strategies through visual representation.
CLO 2	Merchandise Mix and Assortment of goods.
CLO 3	Understanding store layouts, store atmospherics and store management
CLO 4	Concept of store design, visual display and infotainment at stores.
CLO 5	Various heads of space allocation, customer movement navigation, Planogramming at store.

B. SYLLABUS

Module 1:

- Introduction to Visual Merchandising: Introduction, Objectives, Concept of Visual Merchandising,
- Growth of Visual Merchandising, Scope of visual merchandising, Visual Merchandising as a Support for Positioning Strategy,
- Challenges in Visual Merchandising, Ways to overcome the visual merchandising challenges

Module 2:

- Atmospherics in Merchandising, Colour scheme, Lighting, Sounds
- The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line,
- The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off.

Module 3:

- Store Management in Merchandising: Introduction, Objectives,
- Types of Stores, Location of a Store, Types of retail locations, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-

form layout, Boutique layout, Combined layout, Store Space Allocation.

Module 4:

- Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies,

Module 5:

- Store Assortment: Heads of space allocation in a store, Managing Customer Navigation in a Store, General Rules of Customer Traffic in a Store, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues, Replenishes, Planogramming.

Evaluation:

Components	CT	ATT.	MTC	ESE
Weightage (%)	30	05	15	50

Suggested Reference Reading:

Text & References:

1. Martin M. Peglar and Anne Kong, Visual Merchandising and Display(7th ed), Bloomsbury Publishing PLC:ISBN: 9781501315367
2. Tony Morgan, Visual Merchandising (2nd ed), Laurence King Publishing
3. Berman, Barry and Joel R. Evans (2009), Retail Management A Strategic Approach (11th ed.),Upper Saddle River, NJ: Pearson Prentice Hall.
4. Dunne, Patrick, Robert F. Lusch, and James R. Carver (2011), Retailing (7th ed.), Mason, OH, South-Western.
5. Levy, Michael and Barton A. Weitz (2009), Retailing Management (7th ed.), Boston, MA: McGraw-Hill/Irwin.
6. Tepper, Bette K. (2008), Mathematics for Retail Buying (6th ed.), New York: Fairchild Publications.



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Visual Merchandising	MFD321	0:0:2	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understanding of Store Planning and Layout
CLO 2	Understandings of Space Allocation and Managing Customer movement navigation
CLO 3	Understanding of in-store Atmospherics and Store Attributes.
CLO 4	Concept of store design, visual display and infotainment at stores.
CLO 5	VM Planogramming and prepare model store.

B. SYLLABUS

Module 1:

- Store Management & Store Planning:

Types of Stores, Location of a Store, Types of retail locations,

Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout,

Store Space Allocation, Heads of space allocation in a store,

Managing Customer Navigation in a Store, General Rules of Customer Traffic in a Store,

- The Loop for Guiding the Shoppers through a Store.

Module 2:

- Atmospherics in Merchandising, Colour scheme, Lighting, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues

- Store Design and Display: Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings

Module 3:

- Store Design and Display:

1. Concept of Store Design and Display of Model Store,
2. Store Design- Exterior & Interior of a store, Window displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves. Gondolas, Round racks, Four ways, Saccades and Fixation, Replenishes.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

Text & References:

1. Martin M. Peglar and Anne Kong, Visual Merchandising and Display(7th ed), Bloomsbury Publishing PLC:ISBN: 9781501315367
2. Tony Morgan, Visual Merchandising (2nd ed), Laurence King Publishing
3. Berman, Barry and Joel R. Evans (2009), Retail Management A Strategic Approach (11th ed.),Upper Saddle River, NJ: Pearson Prentice Hall.
4. Dunne, Patrick, Robert F. Lusch, and James R. Carver (2011), Retailing (7th ed.), Mason, OH, South-Western.
5. Levy, Michael and Barton A. Weitz (2009), Retailing Management (7th ed.), Boston, MA: McGraw-Hill/Irwin.
6. Tepper, Bette K. (2008), Mathematics for Retail Buying (6th ed.), New York: Fairchild Publications.



AMITY UNIVERSITY

RAJASTHAN

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Pattern Grading and Draping	MFD 322	0:0:6	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Explain the tools and equipment's used for draping and preparation of fabric for draping.
CLO 2	Drape advance bodice and skirt.
CLO 3	Create draped patterns with dart manipulations, various neckline and collars, control seam and style lines
CLO 4	Drape various variations in skirts.
CLO 5	Grade the patterns.

B. SYLLABUS

Module-1 Introduction to Draping

- Draping of Adult basic bodice (front and back).
- Draping of Adult basic skirt (front and back).

Module-2 Applying Dart Manipulations

- Shifting of fullness at various positions
- Multiple darts, Intersecting darts and Asymmetric darts
- Dart equivalents: Pleats, tucks, gathers
- Bodice with Princess line, Style line, yokes, different necklines and collars

Module-3 Garment Construction through draping

- Skirt and bodice combination
- One piece dress

Evaluation:

Components	PR	Attendance	MTE	ESE
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Weight age (%)	30	05	15	50
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Suggested Reference Reading:

- Draping for Fashion Design (3th Edition) - Hilde Jaff and Nurie Relis
- The Art of Fashion Draping (3rd Edition) - Connie Amaden-Crawford



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Research Documentation/ Dissertation	MFD 323	0:0:6	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Writing Dissertation Proposal and selection of Topic/Researchable areas for study
CLO 2	Research data collection and analysis of data.
CLO 3	Significance of the Study, Result and Discussion of the Findings

B. SYLLABUS

Module 1:

- Writing Dissertation Proposal and selection of Topic/Researchable areas for study
- Problem Statement and formation of Hypotheses or Questions
- Review of the Literature for the Study

Model 2:

- Research Design
- Sources of Data
- Sampling and Population and/or relevant qualitative research aspects of the study
- Instrumentation and Testing

Module 3:

- Analysis of Data and Treatment of Data
- Significance of the Study
- Result and Discussion of the Findings
- Conclusions
- Limitations of the Study
- Recommendations for Further Research and citations

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



AMITY UNIVERSITY

R A J A S T H A N

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Design project for Apparel	MFD 350	0:0:6	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop advanced skills and exploration in processes and materials
CLO 2	Design project is to develop professional skills
CLO 3	Designed product development and present

B. SYLLABUS

Module I: [15 Hour]

This paper would help to develop advanced skills and exploration in processes and materials. It encourages the synthesis of ideas from both direct and conceptual sources to produce outcomes to satisfy a set design brief. The core idea behind a design project is to develop professional skills of the students and encourage independent thinking.

Module II: : [15 Hour]

The student should also understand the importance of research and evaluating the role of the client and market in the design process and product usage and utility for Apparel and fashion trend and forecasting.

The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project. A design project can be given as a classroom project, a group project or individual projects to students.

Module III: : [64 Hour]

The students will be the core custodians of the project and the onus will be on them from beginning till the end which will develop a sense of ownership and commitment. The students will also learn to keep the deadlines sacrosanct. The project will lead to the development of the designer's skills and knowledge through a process of 'hands on-minds on'.

A range (Minimum 3 articles) has to be developed.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Design project for Home Furnishing	MFD 351	0:0:4	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop advanced skills and exploration in processes and materials
CLO 2	Design project is to develop professional skills
CLO 3	Designed product development and present

B. SYLLABUS

Module I: [15 Hour]

This paper would help to develop advanced skills and exploration in processes and materials. It encourages the synthesis of ideas from both direct and conceptual sources to produce outcomes to satisfy a set design brief. The core idea behind a design project is to develop professional skills of the students and encourage independent thinking.

Module II: : [15 Hour]

The student should also understand the importance of research and evaluating the role of the client and market in the design process and product usage and utility for home furnishing, trend and forecasting.

The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project. A design project can be given as a classroom project, a group project or individual projects to students.

Module III: : [64 Hour]

The students will be the core custodians of the project and the onus will be on them from beginning till the end which will develop a sense of ownership and commitment. The students will also learn to keep the deadlines sacrosanct. The project will lead to the development of the designer's skills and knowledge through a process of 'hands on-minds on'.

A range (Minimum 3 articles) has to be developed.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



AMITY UNIVERSITY

RAJASTHAN

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Material Management	MFD 330	3:0:0	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Knowledge of purchasing and inventory management
CLO 2	Care and Storage of materials
CLO 3	Importance of resource planning for Product manufacturing
CLO 4	Knowledge about price analysis and cost reduction techniques.

B. SYLLABUS

Module 1

Introduction to material management and productivity, functions of material management, organization structures in material management

Module 2

material requirement planning, manufacturing resource planning, production planning, strategic material planning

Module 3

Inventory v/s stores, types of inventory, inventory control, inventory build-up,

Module 4

Importance of good purchasing system, organization of purchasing functions, purchase policy and procedures, responsibility and limitations, purchasing decisions, purchasing role in new product development, role of purchasing in cost reduction, negotiations and purchase

Module 5

Cost control v/s cost reduction, price analysis, material cost reduction techniques

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- Influence: The Psychology of Persuasion, by Robert B. Cialdini



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ANANDAM-III	AND003	0:0:4	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO 4	Interaction among students, enlarge social network
CLO 5	Cooperative and Communication skills and leadership qualities
CLO 6	Critical thinking, Confidence and Efficiency

B. SYLLABUS

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY School of Fashion Technology (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 311	1:0:0	1	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop an idea of professional work place
CLO 2	Learn about the importance of interviews, etiquette.
CLO 3	Learn the basic steps and techniques for preparing and for having a successful interview
CLO 4	Demonstrate Workplace Speaking Skills.

B. SYLLABUS

Topic
Group Discussion-2
PI-2 (Mock Sessions)
CV-3 + Profile Mapping
Video Resume
Social Media Profiling

EXAMINATION SCHEME:

Components	Group Discussion	Video Resume	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge

- Dr. P.Prasad. *Communication Skills*.S.K.Kataria &Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- New International Business English, Jones/Alexander, Cambridge



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY School of Fashion Technology (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - III LEADING THROUGH TEAMS	BSS 311	2:0:0	1	3

C. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe team design features and the difference between team and group, and components of the concept.
CLO 2	Identify the patterns of interaction in a team, method of studying attractions and repulsions in groups sociometry and construction of socio-gram for studying interpersonal relations in a Team.
CLO 3	Analyze various stages of team growth, team performance curve profiling a team: Role of leadership in managing team.
CLO 4	Differentiate between management values, pragmatic spirituality in life and organization building global teams through universal human values.
CLO 5	Demonstrate the leaning of teams, leadership and values, pragmatic spirituality in life and organization building global teams.

B. SYLLABUS

Module I: Teams: An Overview

Team Design Features: team vs. group

Effective Team Mission and Vision

Life Cycle of a Project Team

Rationale of a Team, Goal Analysis and Team Roles

Module II: Team & Sociometry

Patterns of Interaction in a Team

Sociometry: Method of studying attractions and repulsions in groups

Construction of sociogram for studying interpersonal relations in a Team

Module III: Team Building

Types and Development of Team Building

Stages of team growth

Team performance curve

Profiling your Team: Internal & External Dynamics

Team Strategies for organizational vision

Team communication

Module IV: Team Leadership & Conflict Management

Leadership styles in organizations

Self Authorized team leadership

Causes of team conflict

Conflict management strategies

Stress and Coping in teams

Module V: Global Teams and Universal Values

Management by values

Pragmatic spirituality in life and organization

Building global teams through universal human values

Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-** Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

Organizational Behaviour, Davis, K.

- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

Foreign Language French

Semester 3: (français.com (Débutant)) Course Code: FLN 311 Credit Units: 02

Course Objectives:

To familiarize the students of French Language with:

1. the time
2. daily routine
3. the date
4. the work & the hobbies

Course Contents

Unit 3: (français.com (Débutant)) Pg: 42-56

A. Lexical:

- time
- verbs : open, close, start, finish
- the stage of a day
- games and sports
- daily activities at work, division of work-hobbies
- the calendar: months, seasons, dates, days of the week
- climate, weather
- expressions on telephone
- salutations in an e-mail

B. Grammar:

- Questions with « at what time »?
- demonstrative adjectives
- pronominal verbs in present
- les prepositions of: to go to or to come from
- adverbs de frequency
- Why...? Because...
- expressions indicating the date
- impersonal verbs
- verb “can” (+ infinitive)
- Monday, next Monday

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Foreign Language Spanish

Semester 3: Course Code: FLS 311

Credit units : 02

Course Objectives:

- To enable the students to talk about a place like, class room, market, neighborhood and location of thing with the use of prepositions.
- To talk about one's likes/dislikes, how one is feeling, to express opinions, pain and illness.
- Time and date
- Speaking about prices/currency/ market and quantity.
- Counting above 100,
- To discuss near future plans

Course Content

Vocabulary:

Vocabulary pertaining to describe people/ place /objects, Illness, Currency, Market etc. preferences, opinions , body parts etc.

Grammar:

Introduction of stem changing irregular verbs

Introduction of prepositions (Cerca de/ lejos de/ encima de etc.)

Present continuous tense (**Estar+ gerundio**)

Introduction of third person verbs Gustar/Parecer/Encantar/ Doler etc

Interrogatives – How much/ How many

Introduction of irregular verbs.

Immediate future plans (Ir a + verbo)

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Foreign Language German

Semester 3: Course Code: FLG 311

Credit units : 02

Course Objectives:

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

- describe furniture in a room.
- ask question related to time like when, from when etc.
- tell time (formal and informal)
- how to make calls on phone
- can excuse for cancel appointments.
- speak about their daily routine.

Course Contents

Vocabulary:

- Furniture
- Days and months name
- Time vocabulary like 15 min, quarter, minute, seconds.
- Adjectives use to describe furniture.

Grammar:

- Past participle of verb had
- Usage of negation like **not = nicht; kein= not a single.**
- Preposition of time.
- Use of adjective in sentences.
- Introduction and use of separable verbs

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: First 10 Lessons from Deutsch als Fremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

FOREIGN LANGUAGE CHINESE

Semester - III

Course Code: FLC- 311

Credit Units: 02

Course Objectives:

On the completion of third semester the students will be able to attain the proficiency of HSK-I and they will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 在, 是, 有 sentence, etc.
- Master and use most essential vocabulary items of day to day use and programme specific vocabulary; approx 100 Characters including 50 characters of HSK level -I.

COURSE CONTENTS

1. Description of size
2. Description of quantity
3. Asking and replying questions on shopping
4. Asking and replying questions on Communication
5. Conversation Related to Study
6. Conversation Related to Work
7. Expression of Simple Feelings
8. Listening of dialogues
9. Conversation based on dialogues
10. Programme Specific Vocabulary & Expressions
11. Chinese CBT Package
12. Chinese Festivals (In English)

VOCABULARY CONTENTS

1. Vocabulary will include approx 100 Characters including 50 Characters of HSK-I level.
2. Vocab related to size, quantity, shopping, communication, study, work and simple feelings and Programme Specific Vocabulary will be covered during this semester.
3. By the end of third semester the students will be able to master all 150 characters set for the HSK level-I.

GRAMMATICAL CONTENTS

1. Antonyms
2. Prepositional phrases
3. The object of 在, 从
4. Complement of degree
5. Preposed object
6. Verb 在
7. 有 and 是 indicating existence
8. Question of type (4)
9. The 是 sentence type (2).
10. Sentence with a verb taking two objects

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I
2. Chinese reader (HSK Based) book-I
3. Module on Programme specific vocab



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Fashion Portfolio & Design Collection	MFD 422	0:0:6	3	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand how to present their core areas
CLO 2	Use of design software
CLO 3	How to express yourself through design

B. SYLLABUS

Module I Design Development

Research and exploration to develop theme for their final collection. It includes development all boards and design collection

Module II Digital portfolio

Developing digital portfolio of final collection using design software .

Module III Portfolio presentation and photo gallery

Making power point presentation which includes concept note with all boards and design range.

Photo shoot of the garments of their final graduation design collection and developing photo gallery

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- Drake/ Spooone/Greenwald —Retail fashion Promotion and Advertising
- Gini Stephens Frings — Fashion- from concept to consumer| Pearson Education

- Jarnow, J and KG Dickenson, —Inside the Fashion Business‖ Prentice Hall, 1997
- Jerligan Easterling —Fashion Merchandising And Marketing´ Pearson Education
- Polly Guerin — Creative fashion Presentations‖ Fairchild Publications



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Quality Control & Quality Assurance	MFD 401	1:0:0	3	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand The Testing parameters of Textile materials
CLO 2	Understand the importance of Quality Control and Assurance
CLO 3	Understand the process and technicality of Quality Control and Assurance

B. SYLLABUS

Module I

Introduction to textile testing; Aspect of testing and quality control; Routine test performed in industry; Tests in mill processing and their instruments

Module II

Preparatory Tests- Approach to evenness measurements; Evenness tester; Evaluation and Interpretation of Evenness Measurements

Module III:

Yarn Tests- Yarn grade and appearance; Twist testing, Yarn numbering; Yarn Strength; Additional tests for fibers and yarns

Module IV

Woven Fabric Tests- Width; Weight; Fabric strength, Fabric grading and quality control.

Fabric Strength: - Tensile strength, Tearing Strength, Pilling, Abrasion, Bursting Strength. Garment Tests-Dimensional Stability; Appearance; Seam Slippage and Strength; Button Pull Test- One Mock Sample is needed for test.

Evaluation:

Components	CT	ATT.	MTC	ESE
Weightage (%)	30	05	15	50

Text & References:

Text:

Elliot b. Grover and D.S Hamby, hand book of textile testing and quality Control



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Internship with Dissertation	MFD 423	0:0:24	12	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Application of knowledge learned
CLO 2	Acquire and develop practical skills
CLO 3	Strengthen work values
CLO 4	Gain interpersonal skills
CLO 5	Get an understanding of how the market functions

B. SYLLABUS

The report will be evaluated by an external examiner, an internal examiner the marks of the continuous assessment obtained from the industry will be compiled based on various interim reports of mid-term/end of term evaluation received from the host organization and timely submission of report.

The report will submission following format.

- Introduction
- Aim
- Objectives
- Hypothesis
- Procedure
- Design
- Pictures of crafts
- Questionnaire for survey/ information collection.
- Results and discussion
- Summary and conclusion
- Bibliography

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

AMITY UNIVERSITY
-----RAJASTHAN-----

*SCHEME OF EXAMINATION
AND
COURSES OF STUDY*



BACHELOR OF DESIGN (B.DES.) IN FASHION DESIGNING

APPROVED SYLLABUS
(TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2021-22)
AMITY SCHOOL OF FASHION TECHNOLOGY

NOTICE

Changes in Bye-laws/Syllabi and Books may from time to time be made by amendment or remaking, and a Candidate shall, except in so far as the University determines otherwise, comply with

any change that applies to years she has not completed at the time of change.

Bachelor of Design (B. Des)

- (1) The Courses of study for the degree of Bachelor of Design (B. Des) shall extend over a period of four years to be spread over Eight Semesters.
- (2) First, Third, Fifth & Seventh Semester Examinations will normally be held in the month of December and Second, Fourth, Sixth & Eighth Semester Examinations in April/May every year.
- (3) B. Des. Programme shall be in the following Streams:

All the programmes have first and second semester examination common, which gives the fundamental design knowledge and perspective to the students along with desired skill development in analysis.

Semester III to VIII would be specializations in the above mentioned streams.

Assessment method for practical papers:

- (i) The Continuous assessment marks will be assigned by subject teachers and moderated by external jury as decided by the secrecy/examination dept. of Amity University.
- (ii) The semester assessment of the practical papers would be in form of Jury comprising of Subject teacher, Vice President Nominee and external jury member as decided by the secrecy/examination dept. of Amity University.

Assessment method for Theory papers:

- (i) The Continuous assessment marks will be assigned by subject teachers consolidated on the basis of Midterm Examinations, Class Tests, Home Assignments and Seminars.
- (ii) The semester assessment will be on the basis of written test as per the given format.

Question Paper Format—Prescribed Standard format by examination department.

- (iii) The examination papers would be assessed by a person as deputed by the secrecy/examination Dept. of Amity University.

(4)

A candidate who has passed with 50% marks in Senior Secondary School Certificate Examination will be eligible for admission to B. Des (Fashion Design/ Communication Design) Course.

There will be an aptitude test & interview for admissions. Equal weightage of 1/3 rd each will be given to secondary schools marks, Aptitude test and personal interview.

(5) The following shall be the subjects to be offered to the candidates pursuing for the B. Des (Fashion Design/ Communication Design) Course.

(A) Foundation Courses:

English

Behavioural Science – I

Foreign Language -

IFrench

German

Spanish

Japanese

Chinese

English

Communication Skills

– IEnvironment Studies

B) Offer other subject in CBCS:

Group-III- Social Service & Extension Activities

Military Training (NSS)

Informal Education

Extension Programs for rural areas.

- (6) The Examination shall comprise of continuous assessment, written papers, practical's, viva-voce, project work and internship etc.
- (7) Every candidate will be allowed to move from First to Second Semester, Third to Fourth Semester, Fifth to Sixth and Seventh to Eighth Semester course without waiting for the result of the First, Third, Fifth or Seventh Semester Examination, as the case may be.
- (8) A candidate who has failed at the First and/or the Second Semester Examination, but passed in at least 50% of the papers prescribed for each examination, may be provisionally admitted to the Third Semester Course subject to the condition that along with the Third/Fourth Semester Examination, she will also reappear and pass in the paper (s) of the First/ Second Semester Examination in which she failed. Similarly, a candidate who has failed at the Third and /or the Fourth Semester Examination, but passed in at least 50% of the papers prescribed for each examination and who has no back-log of the First and Second Semester Examinations, may be provisionally admitted to the Fifth Semester Course subject to the condition that, along with the Fifth/Sixth Semester Examination, she will also reappear and pass in the paper (s) of the Third/Fourth Semester Examination in which she failed. A candidate who has failed at the Fifth and /or the Sixth Semester Examination, but passed in at least 50% of the papers prescribed for each examination and who has no back-log of the Third and Fourth Semester Examinations, may be provisionally admitted to the Seventh Semester Course subject to the condition that, along with the Seventh / Eighth Semester Examination, she will also reappear and pass in the paper (s) of the Fifth/Sixth Semester Examination in which she failed or as per the norms of the Amity University Rajasthan
- (9) A candidate who does not pass even in 50% of the papers prescribed for any semester examination shall be required to reappear at that semester examination in all the prescribed papers and practicals.

- (10) A candidate who passes in 50% or more papers at the First / Second / Third / Fourth / Fifth / Sixth / Seventh and Eighth Semester Examinations and thereby becomes eligible for admission to the Second / Third / Fourth year as the case may be, but chooses not to do so and desires to appear in the remaining papers of those semesters only or to reappear in all the prescribed papers and practicals will be permitted to do so on the condition that in the latter case her previous performance will be treated as cancelled.
- (11) Candidates reappearing at an examination in a subsequent semester shall be examined in accordance with the scheme and syllabus in force.
- (12) It will be necessary for a candidate to pass in theory part and practical part separately. For a pass at each semester examination, a candidate shall be required to obtain at least 36% marks in each individual paper and 36% marks in the Practical and also in the project report/semi- nar/viva-voce etc. wherever prescribed.
- (13) Candidates shall be entitled to the award of the degree in the year in which the last due paper(s) are cleared by them.
- (14) The division of successful candidates shall be worked out at the end of the Eighth Semester Examination on the basis of the aggregate marks obtained by them at the First, Second, Third, Fourth, Fifth, Sixth, Seventh and Eighth Semester Examinations taken together. Classification of division will be made as under :

ØFirst Division	:	60%
ØSecond Division	:	48%
ØThird Division	:	36%



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
INTRODUCTION TO TEXTILE - I	BFD101	3:0:0	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify the Fibres and its properties.
CLO 2	Understand the structure of yarn and its importance.

B. SYLLABUS

Module-I: Introduction

[9 Hours]

Definition of textile fibers, classification of Textile fibers; Desirable properties of an Ideal Textile fiber –Staple fiber, filament; Natural Cellulosic Fibers - Seed hair fibers- Cotton, Kapok, Coir. Bast fibers- Flax, Ramie, Jute and Hemp, Leaf fibers; Natural Protein Fibers - Animal hair fibers- Wool, Silk-. Natural Mineral Fibers.

Module-II: Manmade Synthetic Fibers

[8 Hours]

Polyamides - Nylon, Types of Nylon- Nylon-6 and Nylon-66, Aramid, Polyesters, Varieties and modi-fications of Polyester, Acrylic, Modacrylics and other vinyl fibers, Polypropylene, Polyolefin, Elasto- mers – Rubber, Spandex; Manmade Regenerated Fibers- Viscose Rayon, High-well-modules Rayon, Cupromonium Rayon, Layocell, Acetate, Triacetate, Manmade Protein fibers- Azlon, New fibers

Module-III: Yarn Preparation [8 Hours]

Mixing & Blending Objectives of mixing and blending, – Different Blending methods.

Opening and Cleaning Need for opening and cleaning, Objective of blow room, Modern developments in blow room.

Module-IV: Spinning Process

[8 Hours]

Carding Objective, Principle of carding, stripping and brushing action, Design and construction of carding machine,

Yarn twist, Direction of twist, Number of twist, Twist factor.

Module-V: Yarns Calculation

[9 Hours]

Yarn count or yarn number – Indirect system or fixed weight system, Direct system or fixed length system, Universal system

Evaluation

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Textbooks

1. By E P G Gohl & L D Vilnsky, Textile Science
2. By Kadolph Sara, J, Textiles, Pearson, 2009
3. 3. Bheda, R., Managing Productivity in the Textile Industry, CBS Publisher and Distributors, New Delhi, 2003

Reference Material

1. Annual Report, Ministry of Textiles
2. Apparel Online
3. Clothesline
4. .Compendium of Textiles Statistics, Textile Commissioner, Govt. of India.
5. Dickerson, K., Textile and Apparel in the Global Economy, Prentice Hall, Englewood Cliffs, NJ, 1995.
6. Express Textile



AMITY UNIVERSITY

RAJASTHAN

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BASIC OF FASHION	BFD102	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand and get acquainted to the basic fashion terminologies.
CLO 2	Explore, innovate and relate to fashion terminologies and their application.
CLO 3	Develop the skill to understand Fashion Market segmentation and Customer types.
CLO 4	Understand various Fashion Wear and their distinguishing factors.
CLO 5	Get brief knowledge of fashion career scope that would be useful later in to choose the relevant area of fashion

B. SYLLABUS

Module I- Fashion Terminology.

[6 Hours]

The Terminology of Fashion – Introduction to Fashion concept, definitions, Style, Change, Acceptance, Taste, Fashion Look, Fashion trends, Fashion season and Classification of Fashion. Introduction to design, Definitions – design, types, elements of design; Principles of Design; Motif and Design.

Module II-Fashion Cycles & Fashion Motivation

[6 Hours]

Consumer Identification – Fashion leaders, Fashion Innovators, Fashion motivators or Role models, Fashion victims, Fashion followers.

Consumer Buying Motivation; Methods of Fashion Selection – Aesthetic Appeal, Color, Texture, Style, Price, Fit, Comfort, Appropriateness, Brand or Designer Label, Fabric performance and care, Quality, Convenience.

Module III: Fashion Clothing Categories for Women's

[6 Hours]

Women's Wear- Dresses, Social apparel, Suits, Outer wear, Sportswear, Active wear, Swimwear, Lin-gerie, Accessories, Styling – Couture, Designer, Traditional Styling. Size Range - Junior, Missy, Petite, Large or Women.

Module IV: Fashion Clothing Categories for Men's & Kids.

[6 Hours]

Men's Wear – Tailored, Furnishings, Sportswear, Active sportswear, Work cloths, Accessories. Styl-ing – Designer Styling, Traditional Styling, Contemporary. Size Range – Men's suits, Dress shirts.

Kids Wear – Girls dress, Boys Clothing, Sportswear, Swimwear, Outerwear, Sleepwear, and Accessor-ries. Styling – Infants, Toddlers and Young children, older children. Size Range – Newborn, Infant, Toddler, Girl’s, Boy’s.

Module V: Fashion Career Scope - Work Details & Skills Required [4 Hours]

Fashion Designer, Merchandiser, Fashion technologist - Pattern maker, Designer/spec-tech, CAD/Op- erator, Fashion Research & Development Professionals – Colorist, Fashion Forecaster, Fashion Com- munication - Fashion Stylist, Fashion Photographer, Fashion Journalist, Fashion Editor. Costume De- signer/Coordinator.

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text Books

1. Gini Stephens Fringes, Fashion from Concept to Consumer, Prentice Hall
2. Grace Kunz, Merchandising Third Edition – Theory, Principles and Practice, Fairchild Books
3. Tate S.L, Inside Fashion Design, Harper and row Publishers, New York, 3rd Ed.

Reference

1. Ellen Diamond (Second Edition), Fashion Retailing
2. Dunnellon John, Merchandise Buying and Management, Fairchild Publications Inc.
3. Dickerson Kitty, Inside the Fashion Business (7th Ed.), Pearson education Inc. Pg 224, 2007
4. Rosenau Jeremy, Wilson David, Apparel Merchandising- The Line starts Here (2nd Ed.),Fairchild Books, NY, Pg 168,2006



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
HISTORY OF FASHION - I	BFD 103	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Learn importance of art and application in various disciplines of art education.
CLO 2	Understand culture and civilization from several different time periods.
CLO 3	Explore characteristics of the art of the ancient cultures of India.
CLO 4	Understand the historical and cultural factors.
CLO 5	Understand contribution of the respective factors to develop styles and iconography

B. SYLLABUS

Module I: Introduction to Art: [4 Hours]

Definition and meaning;

The classifications/forms of ancient Indian art and its origin

Module II: Indian art and culture/ civilization [6 Hours]

Indus valley civilization & Vedic Period

Module III: History of Art and fashion during [6 Hours]

Art, culture and fashion during Mauryan period, Shunga period & Kushana period

Module IV: History of Art and fashion during [6 Hours]

Art, culture and fashion during Kushana period & Satavahana period

Module V: History of Art and fashion during [6 Hours]

Art, culture and fashion during Gupta period & Mughal period

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text Books:

1. Principles of art history: the problem of the development by Wolfflin, Heinrich.
2. Art of the deal: contemporary art in a global financial market by Horowitz, Noah.
3. Art and its appreciation.
4. Art appreciation: made simple.



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
COLOUR STUDIES	BFD 104	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Learn importance and property of color.
CLO 2	Explore characteristics of color and its scientific approach
CLO 3	Understand color psychology of colors
CLO 4	Understand color through practical applications

B. SYLLABUS

Module I- Basics of color

[4 Hours]

Definitions meaning and development of color, relevance of color, classification of color, Factors affecting the color choice -Color and age Group effect and importance-Color Balance, Color Expression and their Symbolic Characteristics-Color Wheel and Gray Scale.-Color Chart-Uses , development and importance.

Module II: Properties of color

[4 Hours]

Elementary Description of the Physical Properties of color, Visual properties and their characteristics. Color Terminology-Hue, Value, Intensity, Tints and Shades and different color system and color schemes. Study of the Additive and Subtractive system (Absorbed and Transmitted Elements)

Module III: Color and their scientific approach

[4 Hours]

Differentiate between the effects of day light, Fluorescent light, incandescent light and reflected light on a color-Understand the difference between RGB and CMYK. Study VIBGYOR and their effect.

Module IV: Color psychology

[6 Hours]

Indian color psychology; Color psychology and marketing; Psychological or Cultural Associations of color. Ecology of color.

Module V: Practical Applications

[10 Hours]

Composition of textural form with primary colors.

Composition of line with achromatic, secondary, tertiary and analogues colors.

Composition of natural forms with warm colors and showing hi-key, middle-key, low-key.

Composition of geometrical forms with cool colors and showing hi-key, middle-key, low-key,

Compo-sition of negative forms with complimentary colors.

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text Books:

1. By Richard Hora, Elements of design Colour Theory By Phyllis Tortora,
2. By Textiles arts of India, Vastra
3. By Ajit Mukherjee, 5000 designs and motifs
4. By K. Prakash, Rajasthani folk art The Fairchild's Dictionary of Fashion

Reference Books:

1. By Ikuyoshi Shibukawa, Colour 1,2,3,4,5
2. By Bosomworth, Encylopedia of patterns and motifs
3. By S. A Hussain, Variety- Fashion for Freedom
4. By Pepin Press, Geometrical Designs
5. By Pepin Press, Abstarct Designs
6. By Graham Leslie, 4000 Animal, Fish & Bird Motifs
7. By Tracy Dianne, Colour Forecast



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BASIC DESIGNING	BFD 105	3:0:0	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Learn importance visual design
CLO 2	Explore elements of design
CLO 3	Understand principles of design
CLO 4	Exploring different styles and designs of motifs

B. SYLLABUS

Module-I Introduction and Language of design

[8 Hours]

Introduction to design, Definitions – design, types, Visual language – Define Design, Designer, Visualart, Visual Design, Image, Visualizing design from nature and manmade references. Interactivity of Design – Design as communication, Information; Concept of good design; Kinds of design - Structural design, Decorative design, Types of Decorative Design – Naturalistic, Conventional, Abstract, Historic, and Geometric; Design disciplines, Design Industry – Structure & Classification.

Module-II Elements of Design

[8 Hours]

Point, Line - directing, dividing, psychological effects of line, illusion. ; Shape and form – geometric and organic; Space – negative and positive space; Texture – tactile and visual textures; Understanding the elements in context of different body shapes and apparel design

Module –III Principles of Design

[8 Hours]

Balance – symmetric, asymmetric and radial; Proportion; Rhythm – through repetition, progression, transition, radiation and continuous line movement Harmony; Emphasis; Understanding the principles in context of different body shapes and apparel design

Module -VI Motif and Design

[10 Hours]

Different types of Motif and their uses, styles and characteristics. Different types of repeat and prints.

Module-V Styles of Basic Designing

[8Hours]

Importance, methods and steps of visual resources, Natural Visualization and design development.

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text Books:

1. Collect pictures showing structural and decorative design (at least five each)
2. Collect pictures of different products showing various elements and principles of design
3. Reference Book:
4. Bride M. Whelan, Color Harmony, Rockport pub., USA, 1994.
5. Edith Anderson Feisner, Color studies, Fairchild Publication, Newyork, 2006.
6. Create different visual and tactile textures (at least ten each) using different material (paints, crayons, oil pastels, color pencils, masking tape, fevicol, rubber solution, candle, sand, glitter,comb, toothbrush, scale, etc.)
7. Create different compositions depicting individual principles (at least two each)



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
TRADITIONAL TEXTILE	BFD 106	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	State the Historical perspective of traditional textiles of India.
CLO 2	Describe embroidered textiles of India
CLO 3	Classify Painted and Printed textiles of India.
CLO 4	Define woven textiles of India.

B. SYLLABUS

Module I

Historical Perspective

[4 Hours]

Map of India & study of Geographical Traditional Textile History & Development of Traditional Tex-tiles in India: socio-cultural factors and influences (geographical location, availability and abundance, impact of trade, availability combined with social value, religious significance, love for beauty, inspi- ration, historical Influences- from within the country and abroad)

Module –II

Embroidered Textiles

[6 Hours]

With reference to origin, production, material, colors, motifs, product diversification, contemporary interventions and adaptations- Kantha & Sujani of West Bengal, Zardozi of Uttar Pradesh, Kasuti of Karnataka, Phulkari of Punjab,Chikankari of Uttar Pradesh, Applique and patch Work- Patti ka kaam, Ralli quilts of Rajasthan, Pipli from Orissa ,Kashida of Kashmir ,Chamba Rumal of Himachal Pradesh ,Banjara Embroidery- Rabadi, Ahir, Jat, Mochibharat and Heerbharat of Gujarat, Lambadi of Karnataka ,Embroidered shawls of Kashmir.

Module – III

Painted Textiles

[8 Hours]

With reference to origin, development, production, material, colors, motifs, product diversification, contemporary interventions and adaptations-Kalamkari of Andhra Pradesh ,Pabuji Ki Phad of Rajasthan ,Mata ni Pachhedi of Gujarat ,Pichhwai of Rajasthan ,Patachitras of Orissa ,Thangka Paintings of Bud-dhist ,Madhubani of Bihar

Module -IV

Woven Textiles

[6 Hours]

With reference to origin, development, production, material, colors, motifs, product diversification, contemporary interventions and adaptations- Brocades of Banaras, Jamdani, Baluchari, Tangail of WestBengal & Uttar Pradesh, Kota Doria of Rajasthan, Chanderi & Maheshwari of Madhya Pradesh,

Paithani of Maharashtra, Kanjeevaram of Tamil Nadu Innaphis of Manipur, Muga Silk of Assam, Shawls of Kashmir, Gujarat, Kullu and North East.

Module – V Printed Textiles

[4 Hours]

Sanganiri Block Printing, Bagru Printing, Azrakh Printing, Bagh Printing, Akola Printing

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Textbooks

1. Naik, S., Traditional Embroideries of India, A.P.H. Publishing Corporation, 1995
2. Shrikant, U., Ethnic Embroidery of India Part-I, Usha Shrikant, Pune, 2009
3. Shrikant, U., Ethnic Embroidery of India Part-II, Usha Shrikant, Pune, 2009
4. Villo, M., and Vinutha, M., Handlooms and handicrafts of Gujarat
5. Dhamija, J., and Jain, J., Hand woven fabrics of India, Mapin Publishing. 1989
6. Dongerkery Kamala S.,Romance of Indian Embroidery, Thaker & Co. Ltd., Bombay
7. Gillow, J. & Barnard, N., Indian Textiles, Thames & Hudson, London, 2008
8. Crill, R., Indian Embroidery, V&A Publications, 1999

References:

1. Bhatnagar, P., Traditional Indian Costumes and Textiles, Abhishek Publications., 2004
2. Chattopadhaya, K.D., 1995, Handicrafts of India, Wiley Eastern Limited, New Delhi
3. Chattopadhaya, K.D., Indian Embroidery, Wiley Eastern Ltd., New Delhi, 1977
4. Chattopadhaya, K.D., Indian Carpets and Floor Coverings, All India Handicrafts Board



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
COMPUTER APPLICATIONS – I	BFD 127	0:0:2	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Acquire knowledge of computer system and its application
CLO 2	Gain knowledge to operate different applications, including- MS Office Word, Power Point and Internet applications.
CLO 3	Learn to implement the acquired knowledge for their respective subject's project and presentation.

B. SYLLABUS

Module-I -Computer Fundamentals

Introduction and parts of computer, Characteristics of a computer, Classification of computers, Application of computers, Computer Hardware : Introduction Elements of computer ,Input devices (key- board, pointing device, scanning device, voice input device) ,Central Processing Unit ,Output devices (printers & its types, soft copy- CRT, flat panel) ,Storage devices (diskette, hard disk, optical disk- CD's, DVD, pen drives etc.)

Module-II -Operating System & Applications

Introduction to various operating systems , Introduction and advantages of Windows ,Working with filestructures and file formats ,Desktop and settings ,Start menu, task bar, recycle bin ,Basic accessories
,Paintbrush ,Notepad Calculator Control Panel (display, mouse, add/remove hardware and software, regional settings, modem, Bluetooth)

Module-III- MS-Office-Word

Working with Documents, Create, open, close and save document ,Shortcut keys ,Working with text, formatting text, working with table, formatting page (insert text, special characters, insert page break, select text, cut, copy, paste, redo, undo, move text between active documents, search and replace text, spell check, making hyperlinks, changing color, fonts, background & layout related to documents, alignment, indent, tabs, bullets, numbering, wrapping text, formatting paragraphs, create tables, changetable formatting, insert, delete columns and rows, add table borders, borders and shading, templates, styles, headers & footers, columns, page layouts and margin)

Module- IV- MS-Office-Power Point

Multimedia Presentations, Understanding presentation, types and prospective clients ,Features of presentations & shortcut keys ,Creating new templates and layouts, formatting slides, working with text and its formatting (insert slide, indent, bullets, setting format styles & themes, font, style, effects, color, paragraph formatting, align, text direction, word art) Hyperlinks ,Drawing tools, animations, transitions, graph and organizational chart (animation preview, slide show option, set up slide show, record narra-tion, rehearse timings) ,Presentation view (slide show, slide sorter view, slide view, note page view etc.)Printing presentation (printing option & print preview)

Module- V- Internet Application,

Introduction and Basic use of Internet, Access to internet, Advantages and disadvantages of internet, Internet Services Internet Relay Chat (IRC) Newsgroup and Bulletin Boards ,Video Conferencing Browsing, Searching and Surfing Copying, saving text and images, World wide web ,Uploading and Downloading , E- mailing (creating an email ID, sending and receiving emails, attachments).

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Text Books:

1. Respective software manuals
2. Sinha, Kr., P., Computer Fundamentals, BPB Publications, 2003.
3. Norton, P., Complete Guide to MS Office 2000, BPB Publications, 1999
4. Basandra, S.K., Computers Today (Galgotia, 1st Edition), 2005.
5. Kakkar, D.N. & Goyal, R., Computer Applications in Management (New Age, 1st Edition),2009.
6. Rajaraman, V., Fundamentals of Computers, PHI, 2008.
7. Bajpai, S., Yadav, Introduction to Computers and C Programming, DS, New Age, New Delhi,2008.
8. Bajpai, S., Yadav, Introduction to Computers and C Programming, DS, New Age, New Delhi,2008.
9. Prasad, D.S., Basic Computer Skill, Sapna Book House Ltd., 2003

Reference Material:

1. Leon, A. & Leon, Mathews, Introduction to Computer, Vikas Publication. 2009.
2. Lawrenceville, Pr., A Guide to Microsoft office 2000 professional, Pearson.
3. Computer Fundamentals and windows with Internet Technology- SciTech Publication Pvt.Ltd.
4. Basandra, S., Computer Today, TMH, 2009.
5. Web Sources



AMITY UNIVERSITY

RAJASTHAN

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BASIC DRAWING MEDIA EXPLORATION	BFD 128	0:0:4	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Learn importance of art and application in various line forms.
CLO 2	Understand various geometric forms, light and shades.
CLO 3	Live object drawings.
CLO 4	Understand the various color media and their use.
CLO 5	Drawing different Landscapes and figures using various Media

B. SYLLABUS

MODULE –I Free Hand Drawing

[12 Hours]

Line drawing- horizontal, vertical, diagonal, circular, spiral and curved, Pencil gradation Objectdrawing- drawing both manmade and natural objects (both line drawing and shading)

MODULE –II Geometric drawing

[12 Hours]

Drawing simple geometric objects like cubes, cylinders, cones etc. Drawing of same objects put to-gether, Pencil shading to understand light and shade

MODULE–III Drawing Application learn according to fashion and Textile

[12 Hours]

Drawing by composing different objects like flower vase, flowers, teapots, cups, bottles etc. with dra-pery as background Pencil shading to understand light and shade and the three dimensional quality Changing the object and the composition to color rendering with different color media (stealer color pencils, oil pastels, water colors and pen and ink) –Still life based

MODULE– IV perspective drawing

[8 Hours]

Natural Analysis with different strokes.
Collect pictures showing structural and decorative design (at least five each)
Collect pictures of different products showing various elements and principles of design

MODULE–V Outdoor Drawing

[12Hours]

Drawing plants, trees and flowers with pencil shading and color rendering them with different colormedia, drawing with compositions of different elements from landscape with pencil shading

Sketching of animals in the landscape, changing composition of landscape to color rendering with dif-ferent color media

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Textbooks:

1. Civardi, G., Complete guide to drawing, Search Press, Limited, 2006
2. Civardi, G., Drawing light and shade, Search Press, Limited, 2006
3. Civardi, G., Drawing techniques, Search Press, Limited, 2002
4. Civardi, G., Drawing scenery, Search Press, Limited, 2002
5. Norling, E. R., Perspective made easy, Dover Publication, N. Y. 1999

Reference Books:

Hale, R. B., Drawing lessons from Great Masters: 45th Anniversary edition, Watson-Guption Publications, 1964

Metzger, P. W., The Art of Perspective: The ultimate guide for Artists in every medium by NorthLight Book, Ohio, 2007

Peter A. Koenig, Design Graphics, Drawing Techniques for Design Professionals, Third Edition

,Doorling Kindersley, India Pvt. Lt., 2012

Barber, B., The Fundamentals of Drawing, Arcturus Publishing,

2013.Porter, A, W., Elements of DesignSpace, Davis

Publications, 1987



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
GARMENT MANUFACTURING TECHNIQUES & FABRIC ESTIMATION	BFD 129	0:0:4	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the various processes involved for preparation of fabrics for clothing construction.
CLO 2	Understand the various measurement points for garment manufacturing.
CLO 3	Learn about various parts and functionality of sewing machine.
CLO 4	Get knowledge of various stitches and seams.
CLO 5	Develop the skills to manipulate the fabrics.
CLO 6	Develop the knowledge of various trimmings and fastenings

B. SYLLABUS

Module I: Basic Elements of Garment Manufacturing

[10 Hours]

Workroom terminology, Raw materials, methods, Measurements, Dress forms, Human figure, The basic Pattern set, Reference points, land marks, Lines, special information Processes- Pre- Production processes, Production processes, Post Production Processes, various de-partments in garment industry.

Module II: The Sewing Machine

[10 Hours]

Introduction to sewing machine - Its various parts and functions; Understanding the simple problems of sewing machine and its maintenance, operations of sewing machine, Hands on practice.

Module III: Stitches and seams

[12 Hours]

Various tools required for stitching. Different types of Hand stitches –Basting (Even, Uneven, diagonal), Hemming, (Visible and Invisible) Back stitch, tailors tack. Classification of stitches. Various types of seams,

Module IV: Fabric manipulation**[12 Hours]**

Fullness features, Gathers, Pleats – Knife, Box, Accordion, Inverted box, Kick pleats; Tucks- Pin, Broad, Cross, Shell. Dart & types of dart

Module V: Trimming and Fastening**[12 Hours]**

Different styles of trimming (Ruffles, Piping, Laces, Etc.) Button, Zipper, Closures etc

Lab Work:

1. To study the various tools & Sewing Machine.
2. To Study the Standard body measurements, dress forms, Land marks and reference points
3. The Sewing machine
4. Basic Hand and Machine Stitches, Seams.
5. Tucks, Pleats and gathers.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text Book

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

References

1. Metric Pattern cutting & Grading by Winfred Aldrich.
2. Ruth E. Glock , Grace I. Kunz. Apparel Manufacturing



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
INTRODUCTION TO TEXTILE - I	BFD 121	0:0:2	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Acquire knowledge of various textile tests and their role.
CLO 2	Analysis of various cloths.

B. SYLLABUS

Module I: Identification of fiber

[Hours: 8]

- I. Burning Test
- II. Chemical Test
- III. Microscopic Test

Module II: Yarn Formation

[Hours: 8]

- I. Yarn Twist
- II. Direction of twist and number of twist
- III. Yarn Number identification (Direct and Indirect system)

Module II: Basic Cloth Analysis

[Hours: 8]

- I. Take 5 woven or printed sample and find the following parameters
 - a. Weave b. Pattern c. Ends per inch d. Picks per inch e. Reed number f. Yarn Number
 - g. Twist h. GSM

Evaluation:

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Textbooks

- By E P G Gohl & L D Vilnsky, Textile Science
- By Kadolph Sara,J, Textiles, Pearson, 2009
- 3.Bheda, R., Managing Productivity in the Textile Industry, CBS Publisher and Distributers, NewDelhi, 2003

Reference Material

- Compendium of Textiles Statistics, Textile Commissioner, Govt. of India.
- Dickerson, K., Textile and Apparel in the Global Economy, Prentice Hall, Englewood Cliffs, NJ,1995.
- Express Textile.



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
MATERIAL STUDIES-I	BFD 130	0:0:2	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand various materials
CLO 2	Explore their creativity to advance level with material use.

B. SYLLABUS

Course Contents:

Module I: -Introduction to Material Studies [8 Hours]

Importance of understanding material for effective designing & Classification -Soft material and Hardmaterial ; Uses of material and their properties.

Module II: Different Materials used to develop a garment or product [20 Hours]

Overview of all material use for garments etc.

Leather- classification of leather, Physical properties of leather and care of leather
Metals– Different type of metal, Application of metals in Fashion industry

Wires- Type of wire, Properties of wire and end use of wires

Fibre-Classification of fiber, Important properties of fiber and end uses

Paper or wood- Role of Paper and wood in fashion and textile industries, end uses in apparel and textile industry, Form of wood or paper and their application

Thermal and glass- importance and application of thermal

Role of plastic, synthetic mat, Ropes, Straw etc. in fashion industry

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Text Books:

1. Thwaties,G.,Indian Inspiration,Traplet Publications Ltd.,2003
2. Newman & Thelmar,Plastic as an art form, Clinton book Co.,1972
3. Budzik&Richards,sheet metal technology,Bobbs-Merrill Educational Publishing,1981

Reference Material:

1. Reygate,K.,Rubber Stamping,search press Ltd.,2006
2. Stevens,chine,Fund with Paper scultpture,search press,1998
3. Raz,Haim,Stained Glass,sterling Publishing Co.,2007
4. Gestalting,paer Craft-2,Daily feed,Publishing,1998
5. Rajput,R.K.Material science,S.K.Kataria& Sons,2009



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ANANDAM-I	AND001	0:0:4	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO 4	Interaction among students, enlarge social network
CLO 5	Cooperative and Communication skills and leadership qualities
CLO 6	Critical thinking, Confidence and Efficiency

B. SYLLABUS

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY School of Fashion Technology(ASFT)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 101	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate strengths and personal insights to be revealed in a Formal Setup of Communication.
CLO 2	Create right selection of words and ideas while also choosing the appropriate networking channel for formal communication
CLO 3	Apply their acquired knowledge with the appropriate selection of channel of formal communication.
CLO 4	Develop and empower self with the power of Words.
CLO 5	Enhance their technical writing capabilities while also learning about do's and don'ts of technical drafting.

B. SYLLABUS

Topic
Self Actualization (Baseline, Self Image Building, SWOT, Goal Setting)
Writing Skills (CV Writing, Email Writing, cover Letter, Application Writing)
GD based on current affairs, contemporary issues, sensitive issues, case study based and social issues
Body Language

EXAMINATION SCHEME:

Components	Self introduction	Group Discussion	Email Writing	Attendance
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Weightage (%)	25	35	35	5
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SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria &Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- New International Business English, Jones/Alexander, Cambridge

Foreign Language - French

Semester 1: (français.com (Débutant)) Course Code: FLN 101 Credit units: 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing French language.

Familiarize the students of French Language with:

1. addressing someone
2. to present oneself and someone else
3. formal and informal addressal to others
4. work place

Course Contents:

Unit 1: Pg: 9-24

A. Lexical:

- Transparent words
- Formulas of politeness: Hello, please, thank you etc.
- salutations, excuses
- Numbers from 0 to 99.
- Adjectives of nationalities
- alphabets
- professions
- activities of the enterprises
- Personal details like phone number, address etc.

B. Grammar:

- Definite and indefinite articles
- Masculine, feminine and plural of nouns
- Subject pronouns : I, You, He, She etc. (je, tu, il, elle, vous etc.)
- verbs: To be, to have, to speak, to live, to call oneself, to do, to know, to sell
- masculine and feminine of the nationalities
- It's me and it's you
- This is/ It is + Profession
- Who is this? What is this?
- Complement of noun with « of » example : the house of Ram
- Interrogative word which/what "Quel"

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goya

Foreign Language Spanish

Semester 1: Course Code: FLS 101

Credit units : 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing.

Students will be able to:

- Greet Formally and Informally
- Talk about gender, numbers and articles.
- Deal with basic Phonetics
- Introduce oneself and others
- Talk about Professions and nationalities
- Count from 1 To 20
- Get introduced to Hispanic Culture

Course Contents:

Vocabulary: Passport Form, personal information, age, Interrogative pronouns, Alphabets, to be able to spell names, surnames, Good morning, good afternoon, Good bye Etc. different professions, countries, nationalities, languages.

Grammar:

Subject pronouns

Use of verbs SER/ESTAR/TENER in simple present tense

Use of regular AR /ER/IR ending verbs.

Llamarse y dedicarse

Simple Negative sentences

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzo Aragón, Oscar Cerralzo Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Foreign Language German

Semester 1: Course Code: FLG 101

Credit units : 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing German language.

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

- greeting formally and informally.
- self introduction
- countings from 1 To 100
- make simple sentences using present tense
- spelling names.
- describing objects with articles in the classroom

Course Contents:

Vocabulary:

- Personal information like age, name etc.
- Alphabets
- Greetings: Good morning, good afternoon, good evening,
- parting good bye Etc.
- describing objects with articles in the classroom

Grammar:

- Personal Pronouns
- Use of verbs >**to be**< and >**to have**< in simple present tense
- Use of regular verbs like to live, to go, to learn etc.
- Using definite and indefinite article in German in nominative case
- Interrogative pronouns > **who, what, where, where from, where to**<
- talk about gender, numbers and articles.
- Singular and plural
- Basic Phonetics: Consonants and Vowels

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: First 10 Lessons from Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: Studio D: Glossar A1 - Deutsch – Englisch, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

FOREIGN LANGUAGE CHINESE

Semester I

Course Code: FLC- 101

Credit Units : 02

Aim: The Aims of Chinese language course at AUR is to equip students with the basic knowledge & skills in Chinese language so as to enable them to interact with Chinese speaking people and efficiently work in the Chinese environment and also to build a solid foundation for further studies in the language.

Course Objectives:

On the completion of first semester the students will be able to:

- Understand the nature and characteristics of Chinese language.
- Read Chinese Pinyin and Chinese Characters.
- Write Chinese Characters and sentences related to greetings & personal information.
- Speak Chinese dialogues related to greetings & personal information.
- Listen and understand simple Chinese words and dialogues of the text.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use; approx 70 Characters including 50 characters of HSK level -I.
- Understand China as a powerful nation.

COURSE CONTENT

1. Introduction to Chinese Language
2. Introduction to the Sound System , Initials and Finals
3. Table of sounds of Beijing Dialect
4. Tones
5. Writing System & Basic Strokes of Chinese Character
6. Rules of Stroke-Order of Chinese Character,
7. Expression of Greetings & Good wishes
8. Farewell
9. Asking & telling Personal Information : Name & Age
10. Personal Information : Residence
11. Personal Information : Family Members
12. Listening Skill & Practice
13. Conversation based on dialogues
14. China; an emerging world power (In English)

VOCABULARY CONTENT

Vocabulary will have approx 70 Characters including 50 characters of HSK-I level.

1. Vocab related to greetings & farewell; 你, 好, 再见。。
2. Vocab related to personal information; 名字, 年纪, 家, 住, 爸爸。。

GRAMMATICAL CONTENT

1. Introduction to the sound system, initials and finals, sound table & tones.
2. Basic strokes of Chinese Character & stroke- order.
3. Conjunction 和.
4. Word order in Chinese sentence.
5. Adjective Predicate sentence.
6. 是 sentence type (1).
7. Interrogative sentence with 吗.
8. Attributive & structural particle 的.

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Elementary Chinese Reader Book-I (suggested reading)



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE	BSS 104	2:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Demonstrate awareness of self and the process of self-exploration.
CLO 2	Demonstrate knowledge of strategies for developing a healthy self-esteem.
CLO 3	Recognize the importance of attitudes and its effect on personality.
CLO 4	Identify the difference between healthy and unhealthy expression of emotions and develop emotional competence necessary for personal and professional life.

B. SYLLABUS

Course Contents:

Module I: Self: Core Competency

Understanding of Self

Components of Self – Self identity

Self concept

Self confidence

Self image

Module II: Techniques of Self Awareness

Exploration through Johari Window

Mapping the key characteristics of self

Framing a charter for self

Stages – self awareness, self acceptance and self realization

Module III: Self Esteem & Effectiveness

Meaning and Importance

Components of self esteem

High and low self esteem

Measuring your self esteem

Module IV: Building Positive Attitude

Meaning and nature of attitude

Components and Types of attitude

Importance and relevance of attitude

Module V: Building Emotional Competence

Emotional Intelligence – Meaning, components, Importance and Relevance

Positive and Negative emotions

Healthy and Unhealthy expression of emotions

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T – Social Change
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers



AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
INTRODUCTION TO TEXTILE-II	BFD 202	2:0:0	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify different parts of a loom and state their functions
CLO 2	Compare and identify the different types of simple and fancy weaves
CLO 3	Explain the general properties of woven and knitted fabrics
CLO 4	Classify non-woven textiles

B. SYLLABUS

Module-I

Primary motion of loom:

(Hours: 6)

General loom elements, classification of looms, primary motions of loom. Beating: Function of beating. Kinematics of slay, slay eccentricity ratio, reed drive by matched cams, accelerating force on slay, mechanics of beat up, relation between cloth fell position and beat up force.

Module-II

(Hours: 6)

Secondary and auxiliary motions of loom:

Secondary motion: Take up motion- negative take up, positive take up, five wheels take up motion, seven wheels take up motion, electronic take up. Let Off Motion: Objective, negative let off motion, positive let off motion

Module-III

(Hours: 6)

Principal of basic weaving: Weaving Structure, Construction of Basic weave (Plain, twill, satin).

Module-IV

(Hours: 5)

Basic warp knit structures, under lap and overlap. Essential parts of warp knitting m/c, Brief idea of the Working principal of Tricot, Rachel & crochet Machines calculation of Production pertaining to the knitting machine

Module-V

(Hours: 5)

Non - woven – brief idea of various types, advantages; Classification of non-woven textile and fibers used, Principles of web formation, types of bonding techniques and various finishing used for non- woven.

Textbooks:

1. Watson’s Textile Design and Color – Z. Grosicki.
2. Advanced Watson’s Textile Design and Color – Z. Grosicki.
3. Weaving – Conversion of yarn to fabric – Mohamed and Lord
4. Grammar of Textile Design - Nisbet.

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50



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— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
HISTORY OF FASHION-II	BFD 203	2:0:0	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Introduction to world textile and costumes.
CLO 2	Tell about Pre-historic textile and costume.
CLO 3	Factors influencing costume changes.
CLO 4	Tell about the latest textiles and costumes.

B. SYLLABUS

Module 1: (Hours: 6)

Introduction to world textiles and costumes- History, Types, Motifs & Symbols.

Module 2: (Hours: 6)

Pre-historic textiles & costumes- Egyptian, Mesopotamian, French & Japanese

Module 3: (Hours: 6)

Greek, Roman and Byzantine- detailed study of dates, significant developments, mummification, costumes/dresses, jewellery, hairstyles, footwear.

Module 4: (Hours: 6)

French revolution, French costumes- from Renaissance to 20th century.

Module 5: (Hours: 6)

Textiles & costumes of Colonial, Victorian, Edwardian Era, impact of World War- I & World War- II, factors influencing Costume Change- style, religious, location, climatic period & world affairs.

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

References:

1. Jamila BrijBhusan Master piece of Indian jewellery, Taraporevala- Bombay,1979.
2. Jamila BrijBhusan, The Costumes and textiles of India, Taraporevala- Bombay.1958
3. Konemann A history of Fashion in the 20th Century - 1974
4. Parul Bhatnagar, Traditional Indian costumes & textiles, Abhishek Publication.2004



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Course Name	Course Code	LTP	Credit	Semester
COMPUTER AIDED DESIGN - I	BFD 224	0:0:4	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Use Coral Draw software and its tools
CLO 2	Design and illustrate in Coral Draw
CLO 3	Develop motifs and prints.

B. SYLLABUS

Module-I: Corel Draw-Tools and their application

(Hours: 6)

Introduction to Corel keys, RGB and CMYK color modes)-Page layout (size, orientation, page format-ting, rulers, guidelines, nudge, table formatting, setting up grids etc.) Menu bar, property bar, standardbar options Importing bitmaps and tracing bitmap Exporting.

Module- II: Tool bar

(Hours: 6)

Pick tool (duplicate, rotate, skew, mirror), Shape tool (shaping objects, shaping text) ,Bezier tool, Erasertool, knife tool, Crop tool, Zoom tool (zoom-in, zoom-out),Basic shapes tool and other drawing, tool(circle, semi-circle3/4th circle, rectangle, triangle, charts),Text tool (shaping text, lens),Table tool, Special effects (eye dropper ,blend, drop-shadow, envelope, contour, distort),Color eyedropper, Out- line pen tool, Fill tool and Power clip objects.

Module-III: Design & Detailing

(Hours: 6)

Draw details/silhouettes of the following and apply various textures and effects for: Collars, Sleeves, Pockets, Skirts, Trousers, and Accessories.

Module-IV: Designing & Illustration

(Hours: 10)

Create Texture, Motif, repeat & design and prepare their application according to fashion end use.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Textbooks:

Respective software manuals

Altman, R., Corel Draw X5, BPB Publications

Bangia, R. , Corel Draw, Khanna Book Publishing, Delhi, 2003

Phyllis, D, CorelDraw 11 for windows & Macintosh, Schwartz-Steve Publisher

Reference Books:

1 Respective software manuals – Latest Version (Adobe Photoshop, Corel

Trace)2 Photoshop Retouching Techniques Eismann, Katrin, Simmon –

Steve Publisher



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
FASHION MODEL DRAWING-1	BFD 226	0:0:4	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Live drawing from model.
CLO 2	Well versed knowledge about human feature with different characteristics
CLO 3	Understand about various geometrical proportion of body and Basic structural division of body
CLO 4	Study block figure of different head scale with different view.
CLO 5	Develop front view of male and female croquis with at least five different bodies movement.

B. SYLLABUS

Module-I Figure Drawing (Normal Proportion) [8 Hours]

Live drawing from model, Proportion and anatomy, Study of head, hands and feet, Study of eyes, ears, nose and mouth, Study of different postures and movements and Drawing of different age group figures

Module-II Analysis of Body part [6 Hours]

Analysis of the human feature with different characteristics.

Hairstyles according to face shape, Hand and Feet analysis according to different body figure.

Module-III Drawing Fashion Figures (Stylization) [5 Hours]

Geometrical Proportion of body and Basic structural division of body. Study Block Figure of Different Head Scale with different view.

Ten head female croquet, Front view, Back view, $\frac{1}{2}$ Profile view and $\frac{3}{4}$ Turned view

Module-IV Cut & Rotate techniques for develop Different Movements of Female Croquis [9 Hours]

Develop Front View of female croquis with at least five different bodies Movement.

Evaluation:

Components	P/FW	Attendance	MTE	ESE(PR)
Weight age (%)	30	05	15	50

Text Books

1. Rowlands, I., Life Drawing, Octopus Books, 2005
2. Giovanni, C., Complete guide to drawings, Search Press, Limited, 2006
3. Giovanni Civardi, Drawing Hands and Feet, Search Press Limited, 2006
4. Giovanni Civardi, Drawing Clothed Figure, Search Press Limited, 2006
5. Ireland, P. J., Introduction to Fashion Design, Wiley, 1970
6. Ireland, P. J., Fashion Design Drawing & Presentation, Wiley, 1970
7. Ireland, P. J., Fashion Design Illustration For Women, Wiley, 1970

Reference Books

1. Raynes, J., Complete Anatomy & Figure Drawings, Anova Batsford, 2007
2. Talham, C., & Julian S., Fashion Design, Barron's Educational Series, Incorporated, 2011
3. James, L., Costume and Fashion: A Concise History, T&H Pub, 2002
4. Ireland, P. J., Fashion Design Illustration for Men, Wiley, 1970



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
GARMENT MANUFACTURING TECHNIQUES & FABRIC ESTIMATION - II	BFD 227	0:0:4	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand all the sewing techniques
CLO 2	Use sewing machine and will have knowledge of machine and its parts
CLO 3	Understand how to select and use fabrics while constructing a garment

B. SYLLABUS

Module I: Preparation of fabrics for clothing construction [10 Hours]

Shrinking, Straightening, Layout, Marking and Cutting of Patterns

Module II: Measurement Systems [10 Hours]

Measuring and recording the measurements, Fabric estimation for various garments. Use of different threads and needles for various fabrics

Module III: Use and Selection of fabrics [12 Hours]

Application of textiles – Apparel, Home, Industry. Fabric characteristics : Construction, Texture, Hand, weight, width. Trims (types and their application). Linings and interlinings (types and their application). Market survey of trimmings, lining and interlinings available in market.

Module IV: Necklines & Yokes [12 Hours]

Various kinds of Necklines, and Yokes in various shapes.

Differences between the basic methods used for finishing necklines – Shaped facing, Bias facing and Piping.

Module V: Plackets & Pockets**[12 Hours]**

Even hem placket, Wrap and projection placket, Continuous placket Different types of pockets – their construction and size specifications; Patch pocket, Flap pocket, Side seam pocket, Kurta pockets and cross pockets.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text Book

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

References

1. Metric Pattern cutting & Grading by Winfred Aldrich.
2. Ruth E. Glock , Grace I.



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ELEMENTARY PATTERN MAKING- II	BFD 228	0:0:4	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand various terms and definitions of Pattern Making and Garment Construction.
CLO 2	Well versed knowledge about various tools and equipment's for pattern making.
CLO 3	Understand about various measurement system and critical measurement points
CLO 4	Construction Basic Bodice pattern set.

B. SYLLABUS

Module I: The Basic Terms and definitions, Materials and Process [8 Hour]

Workroom terms and Definitions -Pattern making tools and equipments; The tool kit, Materials and processes used, Drafting/ Pattern making, ; Pattern making methods, Types of patterns, Different types of pattern papers used - Symbol key, Pattern making terms, Fabric terms, The basic pattern set, Pattern information, special pattern information. Dress forms and mannequins, the human figure – balance lines and reference areas, completing the pattern. Grading.

Module II: The Measurement Systems [8 Hours]

The human figure- Anatomy of human figure, the body parts, balance lines and reference areas in a human figure. Dress forms. Human figure vs Dress form, Classification of human body types based on age, sex, race etc. The Sizing systems, Size charts, Standard body measurements, reading/ understand-ing the size charts, Sizing systems for different countries and populations, Accurate measurements – How to measure the body, recording the measurements.

Module III: Drafting and Pattern making of Basic Pattern set by flat pattern making[8 Hours]

Drafting of the basic unisex bodice block- The bodice, the procedure sheet, drafting of the basic bodiceblock, making the pattern, creating the darts, finishing the pattern- information about fabric placement and cutting (plain and designed) ,grain, notches, cut stitch style marks, dart marks, balance marks, seamallowances, placket openings and hem line etc. Neck line and waist line Variations

Module IV: Drafting of basic sleeve block [8 Hours]

Drafting the basic sleeve block- The sleeve, the procedure sheet, making and finishing the draft. Match-ing and balancing the draft with bodice block. Completing the pattern with marks, notches and seam allowances.

Module V: Drafting the basic skirt block [8 Hours]

Drafting the basic skirt block- The skirt, the procedure sheet, making and finishing of the draft and pattern of the basic skirt. Matching and balancing the basic pattern set

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Lab Work:

1. To study and practice the use of Pattern making tool & equipments.
2. To Study and practice the methods of measuring the body.
3. Drafting and Pattern making of Bodice Block
4. Drafting and Pattern making of Basic sleeve block
5. Drafting and Pattern making of Basic Skirt

Text Books:

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Metric Pattern cutting & Grading by Winfred Aldrich.



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ELEMENTS OF FASHION	BFD 231	3:0:0	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Tell about the basics of fashion.
CLO 2	Tell about the different fashion vocabulary
CLO 3	Tell about Fashion forecasting and development of fashion
CLO 4	Know about the international fashion

B. SYLLABUS

Module-I Fashion Vocabulary

- Fashion terminology (Fashion, style , couture , haute couture, accessories, avant garde, classic ,collection, Fad, Fashion Cycle, Fashion Forecast, Knock-off, Trend, Motifs, Silhouette, grading, draping, ready to wear, visual merchandising, retailer, pattern making, merchandising, merchan-diser, stylist etc.)
- Design terminology(elements and principles of design)
- Color terminology(dimensions, color psychology, color wheel, color schemes)
- Fabric terms, Fibre, yarn , fabric ,weaving ,wrap ,weft ,thread count, balance ,grain line, selvedge ,knits ,etc)
- Fashion terminology(accessory terminology(Footwear,jewelry,gloves,hats,belts,scarves,umbrellas,hand bags,sunglasses etc)
- Common sewing terms (alter, seam allowance, baking, back stich, bias, fray, facing, linning, puck-ering etc.)

Module II:-Fashion Forecasting

• Introduction Forecasting for colors, Fabrics, style, embellishment&accessories Promotion.

• Fairs(Heimtextil,Premier Vision etc)

• Journals and magazines(The Wall Street Journal, Apparel India, couture

Asia,Id,Face,Apparel online, Fashion newsletter,WWD,wall Paper, Sportswear

International, fashion Forecast Interna-tional, Inside fashion, International

Textiles,Promostyle,Here and there, textile View, trends

Collezioni,Vogue,Cosmopolitan,ELLE,GQ magazine,Allure,Grazia etc.)

Module III: - Fashion Development

• Fashion cycles(Introduction,acceptance,peak,decline and obsolete, waxing and waning of Fashion)

• Consumer groups(Fashion leaders and fashion Followers)

• Adoption of fashion(Traditional Fashion adoption, reverse adoption and mass dissemination)

• Consumer buying(motives, fashion selection on the basis of styling features and practical considerations)

• Fashion categories (women's wear, men's wear, Children wear, sportswear, resort wear, sleepwear,casual wear, formal wear etc.)

Module IV: -International Fashion

• Fashion Education-Milan-Domus Academy, new York-fashion Institute of Technology
London-London School of fashion, Royal College of Art

• Fashion capitals of the world-Tokyo,Paris,Milan,London,Germnay(exclusivity and five top design-ers from each capital)

• Designers(Coco Channel, Christian Dior, Yes Saint Laurent, Ralph Lauren, Donatella Versace andVallentino,Karl Lagerfeld, Dolce &Gabbana)

• Fashion Weeks(Paris,Milian,New York, London)

Evaluation:

Components	Assignment	Attendance	MTE	ESE
Weight age (%)	10	05	15	70

Text:

- By Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.

Reference:

- By Phyllis Tortora, The Fairchild's Dictionary of Fashion
- By S.A Hussain, Variety-Fashion for freedom
- By Sandra J. Keiser & Myrna B. Garner, Beyond Design, Fairchild publication.
- By G.J Sumathi, Elements of Fashion & Apparel Design



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ANANDAM-II	AND002	0:0:4	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO 4	Interaction among students, enlarge social network
CLO 5	Cooperative and Communication skills and leadership qualities
CLO 6	Critical thinking, Confidence and Efficiency

B. SYLLABUS

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects



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AMITY School of Fashion Technology (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 201	1:0:0	1	1

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate strengths and personal insights to be revealed in a Formal Setup of Communication.
CLO 2	Create right selection of words and ideas while also choosing the appropriate networking channel for formal communication
CLO 3	Recognize the mannerisms and methodology of Interview.

B. SYLLABUS

Topic
Enhancing Speaking Skills (JAM, Extempore, Public Speaking : any one)
Poster Making (Current Affairs)
Dream company-based presentation/ PPT Presentation
Interview Essentials (Mock PI) + CV-2
Internship preparation (SOP, Documentation)

EXAMINATION SCHEME:

Components	Public Speaking	Presentation	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford

- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria & Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- New International Business English, Jones/Alexander, Cambridge

Foreign Language French

Semester 2: (français.com (Débutant)) Course Code: FLN 201 Credit Units : 02

Course Objective:

To familiarize the students of French Language with:

1. to identify the objects and to explain their usage.
2. to do a purchasing in a market, to discuss the price etc.
3. Comparison of the objects.

Course Contents

Unit 2: Pg: 26-40

a. Lexical:

- Everyday small objects
- Numbers from 0 to 1000
- To ask the price of a thing
- Furniture of office
- Adjectives for describing the objects
- colours

b. Grammar:

- Possessive adjectives
- for + infinitive form of the verb
- verb: to have
- negative : not/don't (ne-pas)
- question with « do »formation « est-ce que »?
- question with the “Si”
- prepositions of place
- There is, there are/is there? Are there?
- Placing of the adjectives
- There is a shortage of/Something is missing
- comparatives and superlatives
- tonic pronouns
- pronoun « on »

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Foreign Language Spanish

Semester 2: Course Code: FLS 201

Credit units : 02

Course Objective:

- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.
- Adjectives to describe people
- To talk about locations and places.
- To be able to form basic questions
- Counting till 100
- To be able to speak about daily Routine and verbs of daily usage both regular & irregular verbs.

Course Content:

Vocabulary:

Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc.
Interrogatives.

Grammar:

Use of SER/ESTAR/TENER/ HAY

Difference between Estar and Hay

Demonstrative pronouns

Interrogatives – what, which, why, how, who, when

Introduction of irregular verbs

Possessive pronouns

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Foreign Language German

Semester 2: Course Code: FLG 201

Credit units : 02

Course Objective:

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

- Recognizing geographical locations.
- Know famous places in Germany and Europe.
- To be able to form basic questions
- use of past participle of verb was/were and make sentences.
- able to conjugate irregular verbs
- use possessive article for the nominative case
- Use of adjectives in sentences.
- They can describe their house like number of bedroom, kitchen etc
-

Course Content:

Vocabulary

- Verb was/were
- Types of Houses and Apartments,
- State and cities
- directions like north, south etc.,
- Neighboring countries of Germany and their respective languages.
- Description of house: Bedroom, bathroom, kitchen etc.

Grammar:

- Interrogatives – what, which, why, how, who, when
- Yes - no question
- Introduction of irregular verbs
- Article in accusative (definite and indefinite)
- Possessive article

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: Lesson 11 onwards from Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1** - Deutsch – Englisch, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

FOREIGN LANGUAGE CHINESE

Semester - II

Course Code: 201

Credit Units: 02

Course Objectives:

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们 · numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

COURSE CONTENT

1. Personal information : hobbies & habits
2. Personal information : abilities
3. Expression of gratitude
4. Expression of apology
5. Numbers & currencies
6. Expression of time
7. Description of weather
8. Description of direction,
9. Listening of dialogues
10. Conversation based on dialogues
11. Chinese CBT package /video clipping
12. Sino-Indian relations (in English)

VOCABULARY CONTENT

Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.

1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

GRAMMAR CONTENT

1. Question of type (2) & (3)
2. 有 sentence
3. Auxiliary verbs: 要, 会, 能, 可以
3. The sentence with a verb as its predicate.
4. 们: a plural suffix
5. Numeration
6. Interrogative pronoun 多少
7. Counting Money
8. A numeral-measure word as the attributive
9. Time words: Time, month, day & date
10. The demonstrative pronoun as the attributive
11. The adverbial adjunct:
12. Words of location

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I (suggested reading)
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Practical Chinese Grammar for foreigners (suggested reading)



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE	BSS 204	2:0:0	1	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Recognize the relation critical thinking with various mental processes.
CLO 2	Identify hindrance to problem solving processes.
CLO 3	Analyze the steps in problem-solving process.
CLO 4	Create plan of action applying creative thinkings.

B. SYLLABUS

Module I: Thinking as a tool for Problem Solving

What is thinking: The Mind/Brain/Behaviour

Critical Thinking and Learning:

Making Predictions and Reasoning

Memory and Critical Thinking

Emotions and Critical Thinking

Thinking skills

Module II: Hindrances to Problem Solving Process

Perception

Expression

Emotion

Intellect

Work environment

Module III: Problem Solving

Recognizing and Defining a problem

Analyzing the problem (potential causes)

Developing possible alternatives

Evaluating Solutions

Resolution of problem

Implementation

Barriers to problem solving:

Perception

Expression

Emotion

Intellect

Work environment

Module IV: Plan of Action

Construction of POA

Monitoring

Reviewing and analyzing the outcome

Module V: Creative Thinking

Definition and meaning of creativity

The nature of creative thinking

Convergent and Divergent thinking

Idea generation and evaluation (Brain Storming)

Image generation and evaluation

Debating

The six-phase model of Creative Thinking: ICEDIP model

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Richard Y. Chang and P. Keith, Kelly: Wheeler Publishing, New Delhi, 1998.
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management (1996); Pfeiffer & Company
- Bensley, Alan D.: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company.



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
TEXTILE TESTING	BFD 301	2:0:0	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To develop an understanding of methods and techniques used to analyze textile fibers, yarns and fabrics for end use performance
CLO 2	To acquire knowledge and understanding of various structural properties of textiles and relate them to end use fabric performance and product
CLO 3	To familiarize students with the different testing equipment's, their underlying principles and the international accepted standards, test methods and the language of measurement.

B. SYLLABUS

Module I: Importance of Textile Testing and analysis, (5)

Objectives (reasons) of textile testing, Uses of testing information, Factors influencing Quality Con-trol.

Statistical terms: Use of statistic in handling data in area of textile testing,

Module II: Development of standard test methods, (6)

National and international organizations involved in textile testing, ISO Stds. and ISO – series. Precision and accuracy of testing methods: Precision and accuracy of testing methods, atmospheric conditions for textile testing, temperature and humidity, measurement of humidity and moisture in textiles.

Module III: Testing and Evaluation of Fabric and Garment, (5)

Strength properties of Textile & Apparel, Terminologies and definitions like force units, Breaking strength and Tensile strength, Stress, specific stress, Tenacity, Elongation

Module IV: Fabric Test Methods, (4)

Breaking strength – Raveled strip method, cut strip method and Grab method; Tearing Strength – Tongue tear test, Trapezoid method, Elmendorf tear test; –

Module V: Bursting strength, (4)

Hydraulic / Diaphragm bursting test Seam strength and yarn slippage in woven fabrics at seams, seamslippage tests for woven and upholstery fabrics, needle cutting in a fabric, sewing ability of fabrics and seam efficiency

Module VI: Pilling Test,

(4)

Pilling – definition, causes of pilling, stages in formation of pilling, remedies for reducing pilling, methods for testing pilling resistance of fabrics.

Abrasion – definition, types of abrasion, properties affecting abrasion resistance, Common abrasion instruments and methods used for evaluating abrasion method

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Suggested Readings:

1. Principles of Textile Testing – J.E.Booth, Newness Butterworth, London
2. Textile Testing and Analysis – Billie J. Collier and Helen E. Epps, Prentice Hall, New Jersey
3. Textile Testing – John H. Skinkle, Brooklyn, New York
4. Handbook of Textile Testing and Quality Control – Groover and Hamby
5. Textile Testing & Quality Control Standards like – BIS, BS, ASTM, ISO, AATCC, etc.



AMITY UNIVERSITY

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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
COMPUTER AIDED DESIGN-II	BFD 322	0:0:4	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Use Coral Draw software and its tools
CLO 2	Design and illustrate in Coral Draw
CLO 3	Develop motifs and prints.

B. SYLLABUS

Course Contents:

Module I: Develop at least two designs for the following: Nursery prints, [12 hours]
Floral prints, Geometrical, Polka dots, Abstract, Stripes, Checks, Stylized motifs, Combining different elements of design.

Module II: Practicing logo of different brands (Corel Draw) [10 hours]

Module III: Drawing fashion croquies, Draping (Corel Draw) [12 hours]

Module IV: Accessory and foot wear designing [12 hours]

Module V: Adobe Photoshop [10 hours]

Functions of Tools & Working on layers

Examination Scheme:

Components	PR	ATT	MTE	ESE
Weight age (%)	30	05	15	50

Text & References:

Text:

1. Corel DRAW 11 for Windows: Visual Quick start Guide
2. From Sue Chastain, your guide to Graphics software
3. Corel DRAW Studio Techniques: Books: David Huss, Gary W. Priester by David Huss, Gary

W. Priester.

4. CorelDraw 10 for Windows: Visual Quick Start Guide

References:

1. Femina, Elle, Illustrated Encyclopedia of Costume and Fashion Public Relations Writing: Principles in Practice by Dona
2. The Photoshop Cs/Cs2 Wow! Book by Linnea Dayton, Cristen Gillespie



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
FASHION MODEL DRAWING - II	BFD 323	0:0:4	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the various process involved for garment design and illustrations.
CLO 2	Learn about various parts and movements of fashion figure.
CLO 3	Get knowledge of various techniques and styles for rendering, use mix medium for fashion illustrations.
CLO 4	Develop the skills to manipulate various textures in fashion illustrations

B. SYLLABUS

Course Contents:

Module I

[12 Hours]

Illustrate Female Croquis with different medium with Rendering, staedtler, poster color and their combination.

Module II:

[12 Hours]

Illustrate Female Croquis with different medium with Black Ink, Charcoal Pencil, wax color and their combination.

Module III: Male Tilted figures

[12Hours]

Basic block and flesh figures, Sketching of male figures with pencil- front pose, back pose, one fourth turned, half turned, three- fourth turned etc

Module IV: Female Movement fashion figures

[10 Hours]

Arms, legs movements and different hairstyles.

Module V: Use of textures [10 Hours]

Use of Different six textures and its use in illustrating on different fashion Croquis

Examination Scheme:

Components	CT	P	A	EEP
Weightage (%)	15	30	05	50

Text & References:

Text:

- Introduction to fashion design by Patrick John Ireland
- By Pepin Press, Figure Drawing for Fashion Design
- Design Studies by Manmeet Sodhia Kalyani Publishers
- Fashion Sketchbook by Abling Fairchild

References:

- By Bina Abling, Fashion sketch book
- Basic figure drawing and sketching
- By Rita Gersten, Innovative fashion sketching
- By Bina Abling, Model drawing



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
TEXTILE TESTING	BFD 321	0:0:4	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To develop an understanding of methods and techniques used to analyze textile fibers, yarns and fabrics for end use performance
CLO 2	To acquire knowledge and understanding of various structural properties of textiles and relate them to end use fabric performance and product
CLO 3	To familiarize students with the different testing equipment's, their underlying principles and the international accepted standards, test methods and the language of measurement.

B. SYLLABUS

Module I: [16 Hours]

Yarn Tests- Fineness; Twist testing, Yarn numbering; Yarn Strength; Additional tests for fibers and yarns

Module II [20 Hour]

Woven Fabric Tests- Width; Weight; Fabric strength, Fabric grading and quality control.

Fabric Strength: - Tensile strength, Tearing Strength, Pilling, Abrasion, Bursting Strength.
Garment Tests-Dimensional Stability; Appearance; Seam Slippage and Strength; Button Pull Test- One Mock Sample is needed for test.

Module III [20 Hour]

Fabric Analysis (10 Swatches)

Follow the parameter: Warp and Weft Identification, Weave, Ends, Picks, Weave pattern, Reed number, Twist direction, number of twist, GSM, Crimp and Shrinkage,

Examination Scheme:

Components	CT	P	A	EEP
Weight age (%)	15	30	05	50

Text & References:

Text:

- By Kathryn Mc Kelvey, Fashion Source Book
- Illustrating Fashion by Kathryn Mckelvey Blackwell Series.
- Fashion Design, drawing by Elisabetta Drudi Batsford and presentation.
- Fashion Kaleidoscope by Meher Castelino Rupa and compa



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
PATTERN MAKING AND GARMENT CONSTRUCTION-I	BFD 325	0:0:6	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Construction of various sleeve block.
CLO 2	Construction of various collar block
CLO 3	Construction of Yoked frock with Peter-Pan Collar and Puff Sleeve.
CLO 4	Construction of A-line frock with Baby Collar and Flared Sleeve.
CLO 5	Construction of adult's basic bodice block.

B. SYLLABUS

Module I [16 hours]

Drafting of adult's sleeve block and its adaptation to the following:

- a) Plain b) Puff c) Flare d) Cap

Module II [16 hours]

Adaptation and Construction of following collars:

- a) Baby collar b) Peter-Pan c) Mandarin d) Cape

Module III [18 hours]

Drafting and construction of Yoked frock with Peter-Pan Collar and Puff Sleeve.

Module IV [18 hours]

Drafting and construction of A-line frock with Baby Collar and Flared Sleeve.

Module V [16 hours]

Drafting of adult's basic bodice block

Evaluation:

Components	P/FW	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Text & References:

Text:

- By Reader's Digest, Complete Guide to Sewing

References:

- By Leila Aitken, Step by step dress making course
- By A J Chuter, Introduction to clothing production management
- By Dorothy Wood, The Practical Encyclopedia of Sewing



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
SURFACE DESIGN & FABRIC ORNAMENTATION TECHNIQUES	BFD 326	0:0:2	1	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand different techniques of embroidery stitches
CLO 2	Understand the importance and need of patch work and Applique work
CLO 3	Learn the techniques to create their own range of products.

B. SYLLABUS

Module I [06 Hours]

Introduction to design development- Motif Traditional and contemporary

Module II [12 Hours]

Painted and Printed design- swatch development through- free hand painting; block design with various material, spray painting and other method.

Module III [12 Hours]

Embroidered Design- Types of Embroidery Traditional and contemporary, swatch development. Handstitch-out line and composite stitches; band and border stitches; edging and insertion stitches; isolated stitches; ribbon work and patch work; pulled fabric; applique work.

Develop – 3 Product –1. Hand bag; fabric casement/ tissue – technique – Ribbon Embroidery
2. Cushion in each module

Module IV [12 Hours]

Applique design – hand and machine applique on Fabric through beads cut Dana and other material; Swatch development;

Evaluation:

Components	PR	Attendance	MTE	ESE
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Weightage (%)	30	05	15	50
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Text Books

Shrikant, U., Ethnic Embroidery of India Part-I, Usha Shrikant,
Pune, 2009 Indian design- 5000 motifs of design

Reference Books:

Villo, M., and Vinutha, M., Handlooms and handicrafts of Gujarat
Dhamija, J., and Jain, J., Hand woven fabrics of India, Mapin Publishing. 1989



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
SOCIAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING	BFD 330	3:0:0	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the evolution of civilization.
CLO 2	Explain the cultural pattern and fashion changes.
CLO 3	Discuss the conformity and individuality in clothing.

B. SYLLABUS

Module I: - Evolution of Civilizations [6 Hours]

In terms of Food, Clothing, shelter, Religions, Rituals, Customs, Difference between religion, ritual and custom Interrelationship within societies Symbolism-religious and cultural.

Module II: - Interrelationship of Clothing and Culture [6 Hours]

Pattern of culture, Relation to the material culture, Folkways, customs and laws, Clothes, attitudes and values Cultural change and Fashion change

Module III: - Clothing and Human Behavior [6 Hours]

Clothes and self-concept, Conformity and individuality in dress, Clothing symbolism, Clothes, roles and status differentiation in the mass society.

Module IV: - Clothing and Social Behavior- [6 Hours]

Clothing influenced by religion and culture, Clothes and conformity, Clothes and occupation, Concept of uniforms, Clothes and social class. Clothes & color and its impact.

Module V: -Case study-I & Analysis [8 Hours]

Influence of global fashion in Indian Cloth wearing. (Compulsory)

Module VI: - Case study-II& Analysis [10 Hours]

- **Make a group presentation (at least three students in a group) on any one civilization from across the world studying in the detail their origin, food, clothing, shelter, religion, rituals, customs, symbolism-religious and cultural etc.**
- **Make a group presentation (Four students) on any Indian or International tribe studying in detail about their evolution, culture, religion, rituals, costumes and isolation and related problems**

- To do a comparative study of two families viz-a-viz their origin, culture and rituals for important landmarks in life.

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Textbooks:

Horn.Marilyn, J., the Second Skin: An Interdisciplinary Study of Clothing, Houghton Mifflin Co.,1975

Reference:

1. Sharma, ram Sharan, Material Culture Social Formations in Ancient India, Macmillan IndiaLtd.2007
2. Bose,M.L.,Social and Cultural History of Ancient India, Concept Publishing Co.,1998
3. Fisher,Nora,Mud,Mirror and Thread: Folk Traditions of Rural India.Grantha Corpora-tion,2007
4. Ganguly-Scrase,ruchira and Scrase, Timothy J.Globalization and the Middle Classes in India : The Social and Cultural Impact of Neoliberal Reforms
5. Srinivas,Mysore Narasimhachar and Srinivas,M.N.,Social Change In Modern India(revEdn.),Orient Longman Pvt. Ltd.,2005



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ANANDAM-III	AND003	0:0:4	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Interaction with the community and impact on society
CLO 2	Interaction with mentor and development of Student teacher relationship
CLO 3	Interaction among students, enlarge social network
CLO 4	Cooperative and Communication skills and leadership qualities
CLO 5	Critical thinking, Confidence and Efficiency

B. SYLLABUS

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects



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AMITY SCHOOL OF ENGINEERING AND TECHNOLOGY(ASET)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 301	1:0:0	1	1

C. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Inculcating creative thinking skills
CLO 2	Construct and showcase their communication skills in a creative manner.
CLO 3	Comprehending and demonstrating ways of self-introduction
CLO 4	Outlining and illustrating presentation Skills

B. SYLLABUS

Topic
Self-Actualization (Baseline, Self-Image Building, SWOT, Goal Setting)
Telephone Etiquette
GD-1 (Basics, Do's & Don'ts, Mannerism, Dynamics, GD Markers)
Book Review Presentation

EXAMINATION SCHEME:

Components	Self Introduction	GD	Book Review Presentation	Attendance
Weightage (%)	30	35	30	5

SUGGESTED READINGS

- Business Communication, Raman – Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Writing Skills, Coe/Rycroft/Ernest, Cambridge

Foreign Language French

Semester 3: (français.com (Débutant)) Course Code: FLN 301 Credit Units: 02

Course Objectives:

To familiarize the students of French Language with:

1. the time
2. daily routine
3. the date
4. the work & the hobbies

Course Contents

Unit 3: (français.com (Débutant)) Pg: 42-56

A. Lexical:

- time
- verbs : open, close, start, finish
- the stage of a day
- games and sports
- daily activities at work, division of work-hobbies
- the calendar: months, seasons, dates, days of the week
- climate, weather
- expressions on telephone
- salutations in an e-mail

B. Grammar:

- Questions with « at what time »?
- demonstrative adjectives
- pronominal verbs in present
- les prepositions of: to go to or to come from
- adverbs de frequency
- Why...? Because...
- expressions indicating the date
- impersonal verbs
- verb “can” (+ infinitive)
- Monday, next Monday

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Foreign Language Spanish

Semester 3: Course Code: FLS 301

Credit units : 02

Course Objectives:

- To enable the students to talk about a place like, class room, market, neighborhood and location of thing with the use of prepositions.
- To talk about one's likes/dislikes, how one is feeling, to express opinions, pain and illness.
- Time and date
- Speaking about prices/currency/ market and quantity.
- Counting above 100,
- To discuss near future plans

Course Content

Vocabulary:

Vocabulary pertaining to describe people/ place /objects, Illness, Currency, Market etc. preferences, opinions , body parts etc.

Grammar:

Introduction of stem changing irregular verbs

Introduction of prepositions (Cerca de/ lejos de/ encima de etc.)

Present continuous tense (**Estar+ gerundio**)

Introduction of third person verbs Gustar/Parecer/Encantar/ Doler etc

Interrogatives – How much/ How many

Introduction of irregular verbs.

Immediate future plans (Ir a + verbo)

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzo Aragón, Oscar Cerralzo Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Foreign Language German

Semester 3: Course Code: FLG 301

Credit units : 02

Course Objectives:

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

- describe furniture in a room.
- ask question related to time like when, from when etc.
- tell time (formal and informal)
- how to make calls on phone
- can excuse for cancel appointments.
- speak about their daily routine.

Course Contents

Vocabulary:

- Furniture
- Days and months name
- Time vocabulary like 15 min, quarter, minute, seconds.
- Adjectives use to describe furniture.

Grammar:

- Past participle of verb had
- Usage of negation like **not = nicht; kein= not a single.**
- Preposition of time.
- Use of adjective in sentences.
- Introduction and use of separable verbs

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: First 10 Lessons from Deutsch als Fremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

FOREIGN LANGUAGE CHINESE

Semester - III

Course Code: FLC- 301

Credit Units: 02

Course Objectives:

On the completion of third semester the students will be able to attain the proficiency of HSK-I and they will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 在, 是, 有 sentence, etc.
- Master and use most essential vocabulary items of day to day use and programme specific vocabulary; approx 100 Characters including 50 characters of HSK level -I.

COURSE CONTENTS

1. Description of size
2. Description of quantity
3. Asking and replying questions on shopping
4. Asking and replying questions on Communication
5. Conversation Related to Study
6. Conversation Related to Work
7. Expression of Simple Feelings
8. Listening of dialogues
9. Conversation based on dialogues
10. Programme Specific Vocabulary & Expressions
11. Chinese CBT Package
12. Chinese Festivals (In English)

VOCABULARY CONTENTS

1. Vocabulary will include approx 100 Characters including 50 Characters of HSK-I level.
2. Vocab related to size, quantity, shopping, communication, study, work and simple feelings and Programme Specific Vocabulary will be covered during this semester.

3. By the end of third semester the students will be able to master all 150 characters set for the HSK level-I.

GRAMMATICAL CONTENTS

1. Antonyms
2. Prepositional phrases
3. The object of 在, 从
4. Complement of degree
5. Preposed object
6. Verb 在
7. 有 and 是 indicating existence
8. Question of type (4)
9. The 是 sentence type (2).
10. Sentence with a verb taking two objects

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam

10	15	10	10	5	50
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Text & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I
2. Chinese reader (HSK Based) book-I
3. Module on Programme specific vocab.



AMITY UNIVERSITY

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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE	BSS 304	2:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Demonstrate knowledge of strategies for developing a healthy interpersonal communication
CLO 2	Recognize the importance of transactional analysis, script analysis .
CLO 3	Identify the difference between healthy and unhealthy expression of emotions and develop emotional competence necessary for conflict resolution and impression management.
CLO 4	Enhance personal effectiveness and performance through effective interpersonal communication .

B. SYLLABUS

Module I: Interpersonal Communication: An Introduction

Importance of Interpersonal Communication

Types – Self and Other Oriented

Rapport Building – NLP, Communication Mode

Steps to improve Interpersonal Communication

Module II: Behavioural Communication

Meaning and Nature of behavioural communication

Persuasion, Influence, Listening and Questioning

Guidelines for developing Human Communication skills

Relevance of Behavioural Communication for personal and professional development

Module III: Interpersonal Styles

Transactional Analysis

Life Position/Script Analysis

Games Analysis

Interactional and Transactional Styles

Module IV: Conflict Management

Meaning and nature of conflicts

Styles and techniques of conflict management

Conflict management and interpersonal communication

Module V: Negotiation Skills

Meaning and Negotiation approaches (Traditional and Contemporary)

Process and strategies of negotiations

Negotiation and interpersonal communication

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
 - Julia T. Wood. Interpersonal Communication everyday encounter
 - Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassel
 - Goddard, Ken: Informative Writing, 1995 1st Edition, Cassell
 - Harvard Business School, Effective Communication: United States of America
 - Foster John, Effective Writing Skills: Volume-7, First Edition 2000, Institute of Public Relations (IPR)
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
KNITTING AND WEAVING TECHNOLOGY	BFD 401	2:0:0	2	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develops understanding knit fabric structure construction process
CLO 2	Develop understandings of divisions of knitted fabric according to fashion industry

Course Contents:

Module I [06 Hours]

Definition of Knitting

Knitted fabrics

General description of knitting machines (Flat and Circular and their classification)

Differences between woven and knitted fabric properties

Module II [06 Hours]

Type of different needles used in knitting process (Latch, Beard and Compound).

- Knitting cycles • Classification of weft knitting machines
- Basic weft knitted structures (Plain, Rib, Interlock, Purl). Their properties

Module III [06 Hours]

Classification of warp knitting machines, Description of Raschal and Tricot machines, Knitting cycle of these machines.

Module IV [06 Hours]

Classification of fabrics, definition and methods of construction of weave, draft, lifting plan and denting order. Weave repeat unit and its requirements. Heald and reed calculations, and types of drafts viz: straight, skip, pointed and sateen.

Module V [04 Hours]

Concept of precision winding • Classification of winding machines •

Module VI [06 Hours]

Warping- object, classification of warping machines • Beam warping- passage • Various mechanisms • Calculation of production and efficiency.

Examination Scheme:

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text & References:

Text:

Terry Bracken bury, knitted clothing technology, 1st ed. (2013).

References:

1. Talukdar, M.K., "An Introduction to Winding and Warping",
2. Textile Trade Press, Mumbai. Ajgaonkar, D.B., "Sizing : Materials, Methods and Machines",
3. Textile Trade Press, Mumbai, 1982. Banerjee, P.K.,
4. "Industrial Practices in Yarn Winding", NCUTE Publication, 1999.
5. Ramsbottom, "Warp Sizing Mechanisms", Columbia Press, Manchester, 1965. Ormerod, A.,
6. "Modern Preparation and Weaving Machinery",
7. Sadhan Chandra Ray, Fundamentals and advances in knitting technology, Ist ed.(2011)



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
PRINTING AND DYEING TECHNOLOGY	BFD 402	2:0:0	2	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the concept of colour and its measurement techniques
CLO 2	Describe the process of dyeing of various fibers with different dyes.
CLO 3	Understand the mechanism of dyeing with different synthetic dyes.
CLO 4	Describe the methods and styles of printing
CLO 5	State the application of fabric finishes.

Module I: Preparation of textile for coloration **(4 Hours)**

Preparation of textile for coloration (Singing, De-sizing, Scouring, Degumming);
Yellowness re-moving process of textile (Principal and Process of Hydrogen Peroxide bleaching, Principal and Process of Hypochlorite bleaching);

Module II: Steps involved of any dyeing process and their significance **(2 Hours)**

Steps involved of any dyeing process and their significance (The role of dye molecule, water & temperature, Affinity / Substantively, Concept of shade percentage, MLR (Material and Liquor ratio) & OWG (Weight of goods) & OVL (Volume of liquor) }

Module III: Classifications of Synthetic dyes **(6 Hours)**

Classifications of Synthetic dyes (Readymade Dyes: Water soluble and insoluble dyes, Developed Dyes: Water soluble and insoluble dyes, Study the method of synthetic dyes);

Module IV: Introduction to printing **(6 Hours)**

Methods of printing: Direct, Discharge and Resist printings,

Module V: Applications of Printing **(4 Hours)**

Block, Screen printing (Flat screen, Rotary screen printing), Transfer (Dry heat and Wet heat trans-fer), Digital Printing }

Module VI Introduction to Fabric finishes

(6 Hours)

Introduction to Fabric finishes: Basic finishes that alter hand or texture; Felting, singeing, Surface finishes: Bleaching, de-lustering, flocking, burn out design, acid design, Functional finishes: Waterproof and water repellent finishes, shrinkage control, wrinkle resistance, durable press and flame retardant finish.

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Suggested Readings:

1. Textile Science – Gohl & Vilensky
2. Chemistry of organic Textile Chemicals –V.A Shenai
3. Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.
4. Smith, J.L. Textile Processing: Printing, Finishing, Dyeing.
5. H.Panda. Modern Technology of Textile: Dyes & Pigments



AMITY UNIVERSITY

RAJASTHAN

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
FASHION TREND & FORECASTING	BFD 403	2:0:0	1	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Tell about the fashion industry and forecasting
CLO 2	Get knowledge about trends and role of forecasting and its process
CLO 3	Tell about the color forecasting and trends.

Module I: Introduction to concept of fashion Industry and forecasting. **(5 Hours)**

Introduction to the world of Fashion, the structure of the Industry

Module II: The terminologies of Fashion: **(6 Hours)**

Style, Fashion, Design, Silhouette, Haute Couture, Ready-to-Wear; The Fashion Cycle and its stages. Long-run and Short-run Fashions.

Module III: **(6 Hours)**

Trends and the role of trend forecasting; Forecasting Personnel: Fashion Forecasters, Forecasting services / agencies, publications, trend portfolio; Fashion promotion as a tool for trend forecasting

Module IV: **(6 Hours)**

Forecasting process: From Producers to Consumers, primary and Secondary Market

Forecasts;

Module V: **(5**

Hours)

Fashion Theme: Development; Fashion Trend Presentation, Fashion Shows

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

References:

1. Fashion from Concept To Consumer by Gini Stephens Frings
2. The Business of Fashion: Designing, Manufacturing, and Marketing by Leslie Davis Burns, Kathy K. Mullet and Nancy O. Bryant
3. Fashion Forecasting by Kathryn Mckelvey, Janine Munslow
4. Fashion Forward: A guide to Fashion Forecasting by Chelsea Rousso
5. Color Forecasting for Fashion by Kate Scully
6. A trend forecaster's handbook by Raymond Martin



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— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
FASHION TREND & FORECASTING	BFD 423	0:0:2	1	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Tell about the Trends and Forecasts for apparel / accessories / home textiles
CLO 2	Analysis of past trends
CLO 3	Develop the forecast.

Module I:

(5 Hours)

To study and explore the application of Trends and Forecasts for apparel / accessories / home textiles

Module II:

(5 Hours)

Prepare range according to present trends and forecasting (Colors, Styles, Fabrics)

Module III:

(18 Hours)

Theme: Development; Fashion Trend Presentation

Examination Scheme:

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

References:

1. Fashion from Concept To Consumer by Gini Stephens Frings
2. The Business of Fashion: Designing, Manufacturing, and Marketing by Leslie Davis Burns, Kathy K. Mullet and Nancy O. Bryant
3. Fashion Forecasting by Kathryn Mckelvey, Janine Munslow
4. Fashion Forward: A guide to Fashion Forecasting by Chelsea Rousso
5. Color Forecasting for Fashion by Kate Scully
6. A trend forecaster's handbook by Raymond Martin



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
COMPUTER AIDED DESIGN – III	BFD 425	0:0:4	2	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Use Photoshop for figure drawing and rendering
CLO 2	Design and illustrate in Photoshop
CLO 3	Designing and development of portfolio

Course Content

Module I: Photoshop [12 hours]

Colour rendering and image editing

Module II: Figure Drawing [12 hours]

Block figure and Flesh figure

Module III: Fashion Illustration [14 hours]

Drawing fashion croquis and Draping

Module – IV [18 hours]

Design a inspiration board, mood board and story board on any theme of your choice

Examination Scheme:

Components	PR	A	MTE	ESE
Weight age (%)	30	05	15	50

Text & References:

By Winifred Aldrich, CAD in Clothing and Textiles

Corel DRAW 11 for Windows: Visual Quick start

GuideFrom Sue Chastain, your guide to Graphics
software

Corel DRAW Studio Techniques: Books: David Huss, Gary W. Priester by David Huss,
Gary W.Priester.

CorelDraw 10 for Windows: Visual Quick Start Guide.

The Photoshop Cs/Cs2 Wow! Book by Linnea Dayton, Cristen Gillespie



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— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
PATTERN DRAPING	BFD 427	0:0:4	2	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Explain the tools and equipment's used for draping and preparation of fabric for draping
CLO 2	Drape basic bodice and skirt
CLO 3	Create draped patterns with dart manipulations, various neckline and collars, control seam and style lines
CLO 5	Drape various variations in skirts
CLO 6	Drape a dress

Course Contents:

Module I: Introduction

Equipment's needed, grain, seam allowance, preparation of fabric, dress form.

Module II: Basic Patterns

Basic bodice (front & back), Basic skirt (front & back) Basic

sleeve. **Module III: Variations in necklines, armholes,**

waistlines **Module IV: Creating patterns by dart**

manipulations

Multiple darts, Dart ticks, Gathers, Pleats, Flare, Style lines and control seams.

Module V: Style lines and control seams

Use of style lines, Cowls and twists in bodice, Midriff & yoke styles.

Module VI: Variations in skirts

Variation of the basic skirt, flared, pegged, gathered, and pleated,

Module VII : Peplums-flared and gathered.

Module VII: Collars

The Mandarin Collar

Module VIII: The

Shift The shift dress.

Module IX: Final

Presentation Examination

Scheme:

Components	CT	P	A	EE
Weight age (%)	15	10	05	70

Text & References:

Text:

By Jaffe and Rellis, Draping for Fashion Design.

By Connie Amaden - Crawford, The Art of Fashion Draping.

References:

By Natalie Bray, Dress Fitting



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
PRINTING AND DYEING TECHNOLOGY (LAB)	BFD 422	0:0:2	1	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Prepare the textile for dyeing and printing
CLO 2	Classify of Synthetic dyes
CLO 3	Print textile fabrics in different styles using suitable dyes

Module I: Preparation of textile for coloration

Preparation of textile for coloration (Singing, De-sizing, Scouring, Degumming); Yellowness removing process of textile (Principal and Process of Hydrogen Peroxide bleaching, Principal and Process of Hypochlorite bleaching);

Module 2: Classifications of Synthetic dyes

Classifications of Synthetic dyes (Readymade Dyes: Water soluble and insoluble dyes, Developed Dyes: Water soluble and insoluble dyes, Study the method of synthetic dyes);

Module 3: Introduction to printing

Methods of printing and style of Printing: Direct, Discharge and Resist printings, and Block, Screen and others method.

Examination Scheme:

Components	P/FW	Attendance	MTE	ESE(PR)
Weight age (%)	30	05	15	50

Suggested Readings:

1. Textile Science – Gohl & Vilensky
2. Chemistry of organic Textile Chemicals –V.A Shenai
3. Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.
4. Smith, J.L. Textile Proccessing: Printing, Finishing, Dyeing.
5. H.Panda. Modern Technology of Textile: Dyes & Pigments



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
PATTERN MAKING AND GARMENT CONSTRUCTION- II	BFD 428	0:0:6	3	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Construct stylized sleeve patterns form basic sleeve pattern
CLO 2	Dart Manipulation Technique or process to construct various Garment
CLO 3	Well versed understanding of Design Specification Sheet, Tech Pack and Cost Sheet
CLO 4	Learn Garment Construction process of – Gathered Skirt, Pegged Skirt, Tiered Skirt
CLO 5	Construct Stylized Garments

Course Contents:

Module I: Adaptation and construction of basic sleeve to: **[18 hours]**

- a) Petal sleeve
- b) Bell sleeve
- c) Magyar
- d) Kimono

Module II: Dart manipulation **[18 hours]**

- a) Single dart series
- b) Double dart series

Module III: Templates in Pattern making **[12 hours]**

Terminology used in pattern making- Pattern drafting, flat pattern making, template, working pattern ,production pattern, design specification sheet, pattern chart, cost sheet, trueing and blending, style num-ber and pattern size.

Module IV: Drafting and construction of: **[18 hours]**

- a) Gathered
- b) Pegged

c) Tiered

Module V: Drafting and construction of bodice with single dart and petal sleeve [18 hours]

Examination Scheme:

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text & References:

Text:

Amaden Crawford, A Guide to fashion Sewing. Fairchild Publication Inc. New York. Fourth Ed.

References:

1. Step by step dress making course by Leila Aitken
2. Pattern Cutting by Zarapkar
3. Introduction to clothing production management by A J Chuter
4. Pattern making for fashion design by Armstrong



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— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
DESIGN PROCESS (LAB)	BFD 424	0:0:2	1	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Do planning process for designing
CLO 2	State the steps involved in Design and develop the any product or service
CLO 3	Understand the usability, testing, verification and quality check of a product

Module-1

Plan: Research, observe, understand, analyse Interpreting, targeting, and creating of forms and mes-sages

Module-2

Design: use cases, Business Process, Wire frames, Design Concepts

Module-3

Develop: Design, handover, communicate, monitor, visual design

Module-4

Deploy: usability testing, verification, Design quality check and approval

Examination Scheme:

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Reference:

- How to Design: Concept Design Process, Styling, Inspiration, and Methodology : Scott Robertson

- The Design Method: A Philosophy and Process for Functional Visual Communication

:Eric Kar-jaluoto



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— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
DESIGN PROCESS	BFD 404	2:0:0	2	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Do planning process for designing
CLO 2	State the steps involved in Design and develop the any product or service
CLO 3	Understand the usability, testing, verification and quality check of a product

Module-1

What is design?

history of design methods and give an overview of the different theories of design and how design is viewed by each of them. The first set of readings give a historical overview to the question of “What is design?” and constitute a starting point for discussions that follow.

Intuitive design process

What are some systematic frameworks allowing one to examine the activities that designers undertake? What is the role of the media used in design, of the designer’s training, personality and experience? The processes of design will be considered from a cognitive psychological framework that views thinking as information processing.

Module-2

Plan: Research, observe, understand, analyse Interpreting, targeting, and creating of forms and messages

Module-3

Design: use cases, Business Process, Wire frames, Design Concepts

Module-4

Develop: Design, handover, communicate, monitor, visual design

Module-5

Deploy: usability testing, verification, Design quality check and approval

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Reference:

- Cross N. “Designerly Ways of Knowing: Design Discipline Versus Design Science” Design Issues, v 17, n 3, pp. 49 – 55, Summer 2001. Optional readings:
- Alexander C. Notes on the Synthesis of Form, Harvard University Press, Cambridge Mass. 1964.NK1505 A4
- Simon H.A. The Sciences of the Artificial, The MIT Press, Cambridge Mass. 1981.Q175 S564(Chapter 1).
- Reitman W.R. “Heuristic decision procedures, open constraints, and the structure of ill-defined problems” in Human Judgments and Optimality (Eds.) Shelly M. W., Bryan G. L., John Wiley andSons, New York, 1963. pp. 282-315. BF441 S48
- Rittel H.W.J., Webber M.M. “Dilemmas in a general theory of planning”, Policy Sciences, v .4,1973, pp. 155 – 169.
- How to Design: Concept Design Process, Styling, Inspiration, and Methodology : Scott Robertson
- The Design Method: A Philosophy and Process for Functional Visual Communication :Eric Kar-jaluoto



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— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
FASHION MANAGEMENT I	BFD 431	3:0:0	3	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Concept of Fashion Marketing, Management and Merchandising
CLO 2	Fashion Marketing types, Four P's concept, fashion promotion, market survey and research
CLO 3	Types of merchandising, concepts, merchandise planning, sampling- Importance, counter sample
CLO 4	Introduction to customer relationship management, measuring customer relationship management
CLO 5	Customer relation and complaint management

COURSE CONTENT

Module-1

Understanding Fashion Management and Market environment. Definition, Need and Scope of Fashion Management, Various steps involved in Fashion Management, Importance and role of various steps, Awareness of Fashion Market Environment, Process Involved in Fashion market, Understanding of Retail, Export, Production Environment, Different work process of Retail, Export, Production Unit

Module-2

Fashion Marketing Research and Fashion Forecasting

Definition, Need and Scope, Elaborating the importance, Various Forecasting Process, Various Tools for Forecasting and importance, Effect of Fashion Forecasting on Market, Importance of Fashion Forecasting, Various tools for Fashion Forecasting, Various tools for fashion forecasting, Importance

of those tools, Utilization and familiar with Fashion Forecasting Tools, Market Research and Fashion Forecast using various tools, Outcome of Market Research for projected season and region.

Module-3

Managing the Fashion.

Exposure to Retail Brand Working Environment, Process involve in Retail, Brief Knowledge about Season Plan, Category Buildup, Range Plan, Mark up and Mark Downs, Profit Calculations, Different Margin Calculations Knowledge of Quantity Allocation, Price Allocation, Product Mix, Brief Knowledge of Buy Plan, Season Plan

Module-4

Fashion market Planning

Planning, Steps involved in Market Planning, Impact of Planning, Effective planning, Planning for Projected season, Season Plan – Sales, Effective Season Plan, Factors for Season Plan, Season Vs Trend Vs Quantity Planning, Effective Sales Planing, Factors for Sales Plan, Opportunity Loss in Sales Projection, Sales Plan Vs Effective Sales, Definition, Scope and Opportunity of goods replenishment at store during mid season and through out.

Evaluation:

Components	Assignment	Attendance	MTE	ESE
Weight age (%)	10	05	15	70

Text & References:

Text:

1. Mike Easey, Fashion Marketing(3rd ed), Willey-Blackwell
2. Tracy Dlace & Tom Classily, Forecasting, Willey-Blackwell.
3. Virginia Grose, Basics of Fashion Management, AVA Academia Publishers



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ANANDAM -IV	AND 004	0:0:4	2	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society.
CLO 3	Interaction with mentor and development of Student teacher relationship.
CLO 4	Interaction among students, enlarge social network.
CLO 5	Cooperative and Communication skills and leadership qualities.
CLO 6	Critical thinking, Confidence and Efficiency

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects



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SCHOOL OF FASHION TECHNOLOGY(ASFT)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 401	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify steps to professional communication
CLO 2	Identify the key components of meeting, agendas and meeting minutes
CLO 3	Understand the key skills and behaviors required to facilitate a group discussion/presentation
CLO 4	Polish current affairs & rapport building

B. SYLLABUS

Topic
Enhancing Speaking Skills (Public Speaking)
Resume Building-1
GD-2 (Specifically: Social & Political)
Presentations-2

EXAMINATION SCHEME:

Components	Public Speaking	GD	Poster Presentation	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria & Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- Krishnaswamy N, *Creative English for Communication*. Delhi: Macmillan

Publishers India Ltd. Print. 2007.



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Behavioural Science	BSS 403	2:0:0	1	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Compare the difference between the groups and teams and their strength and weaknesses. Also, the internal and external factors that affect their functioning.
CLO 2	Access when there is a need of group formation and when it is needed to be transformed into team
CLO 3	Identify the characteristics of leaders and the power practiced by them
CLO 4	Apply the type of leadership style power practiced in different situation.

Course Contents:

Module I: Group formation

Definition and Characteristics
Importance of groups
Classification of groups
Stages of group formation
Benefits of group formation

Module II: Group Functions

External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc.
Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.
Group Cohesiveness and Group Conflict
Adjustment in Groups

Module III: Teams

Meaning and nature of teams
External and Internal factors effecting team
Building Effective Teams
Consensus Building
Collaboration

Module IV: Leadership

Meaning, Nature and Functions
Self leadership
Leadership styles in organization
Leadership in Teams

Module V: Power to empower: Individual and Teams

Meaning and Nature
Types of power
Relevance in organization and Society

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

Foreign Language French

Semester 4: (français.com (Débutant)) Course Code: FLN 401 Credit Units : 02

Course Objective:

To familiarize the students of French Language with:

1. telephonic conversation (1)
2. booking of a table in a restaurant/ room in a hotel etc
3. giving an advice, an order, an obligation etc

Course Contents

Unit 4: Pg: 58-72

a. Lexical:

- Equipments and hotel services
- Urban space
- Means of transport
- cardinal points
- building of an enterprise
- visit to a city : public places, centre of interests
- train ticket
- public messages at the station

b. Grammar:

- possessive adjectives(2)
- adjective “ tout” i.e. all
- imperative present (1)
- numbers ordinal
- question with « est- ce que »
- (by) à and en + means of transport
- (in and at) en / au + Country
- verbe: must+ infinitive, to go , to come , to leave
- il faut + infinitive (It is necessary + infinitive)
- it is prohibited to + infinitive
- questions with from where, where, through where, at what, from what

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Foreign Language Spanish

Semester 4: Course Code: FLS 401

Credit units : 02

Course Objective:

- To talk about relations
- To express obligation
- To enquire about direction
- To be able to describe your locality
- Telephonic conversation etiquettes
- Dialogue between two friends/sales man and client etc.

Course Content:

Vocabulary Content:

Family, friends, directions, way (going straight, left, right etc.) Temple, hospital, restaurant, church, hospital, Town hall, parks, shopping mall, etc.

Grammar Content:

Revision of present indefinite, continuous and near future tense.

Double negation – No Nunca, Ningun/a, Nada, nadie etc.

Tener que / Hay que

Expressions with Tener and Estar.

Use of Apetecer, Llevarse bien o mal con alguien / Caer +bien/mal + a alguien

Examination Scheme**Examination Scheme:**

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzo Aragón, Oscar Cerralzo Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Foreign Language German

Semester 4: Course Code: FLG 401

Credit units : 02

Credit Units : 02

Course Objective:

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

- talk about different professions
- express positive and negative aspect of different professions.
- talk about daily routine of a job
- enquire about direction.
- use preposition in sentences.

- understand the visiting cards etc.

Course Content:

Vocabulary Content:

- Professions
- Workplaces
- Professional Tasks like writing mail, make phone calls etc.
- Locations (right left, etc.)
- Public places

Grammar Content:

- Possessive article in accusative.
- Introducing prepositions in dative, accusativ cases and changing prepositions in dat + acc.
- Usage of preposition : in through, to , at etc

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: Lessons from 11 onwards from Deutsch als Fremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

Foreign Language Chinese

Semester - IV

Course Code: FLC- 401

Credit Units: 02

Course Objectives:

On the completion of Fourth semester the students will be able to consolidate their proficiency of HSK-I and will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters, sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.

- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 疑问代词.etc.
- Master and use most essential vocabulary items of day to day use and office related vocabulary; approx 70 Characters including 50 characters of HSK level –II
- Refer Chinese dictionaries.
- Translate a Chinese paragraph with the help of dictionaries and translation software.

COURSE CONTENTS

1. Revision of Important expressions
2. Expression of welcome
3. Expression of time: past, present & future
4. Expression of right or wrong.
5. Questioning and answering simple questions about medical care
6. Questioning and answering simple questions about sports & entertainment
7. Office related vocabulary , expressions & email writing
8. Referring Chinese dictionaries (hard and electronic dictionaries)
9. Translation with the help of dictionaries & translation software
10. Practice of model test series of HSK-I
11. CBT package
12. Listening
13. Conversation based on above topics
14. Chinese poetry

VOCABULARY CONTENT

1. Vocabulary will include approx 70 Characters including 50 Characters of HSK-II level.
1. Vocab related to welcome, tenses, right wrong etc and office related vocabulary will be covered during this semester.

GRAMMATICAL CONTENT

1. Interrogative pronouns 疑问代词: 什么, 哪儿, 谁, 为什么, 怎么样, 哪, 什么时候, 多少, 几,
2. Money 表示钱数
3. Weight 表示重量
4. Measure words 量词
5. Adverbs 副词
6. 时间副词: 正在
7. 频率副词: 再

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books & References

1. Learn Chinese with me book-II. (Major Text Book)
2. Module on HSK-II. (suggested reading)
3. Practical Chinese Grammar for foreigners. (suggested reading)
4. Chinese Dictionaries: Chinese to English & English to Chinese. (reference books)
5. Office Talk (suggested reading)



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
CARE & STORAGE OF APPAREL & TEXTILES	BFD 501	1:0:0	1	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	State the laundry process, equipment's used and principles of washing of various textiles.
CLO 2	Describe that can be applied on to the textiles without causing any harm
CLO 3	Define stain removal and special laundry processes

Course Contents:

Module I:

[Hours:6]

Water- hard and soft water, methods of softening water. Laundry soaps – Manufacture of soap (Hot process , cold process), composition of soap, types of soap, soap less detergents, chemical action , detergent manufacture , advantages of detergents

Module II:

[Hours:4]

Finishes – Stiffening Agents – Starch (cold water and hot water), Other stiffening agents, preparation of starch. Laundry blues, their application.

Module III:

[Hours:6]

Laundry equipment – for storage, for steeping and Washing – Wash board, suction washer, wash boiler, washing machine. Drying equipment's – outdoor and indoor types. Irons and ironing board – types of iron (box, flat, automatic, steam iron). Ironing board – different types.

Module IV:**[Hours:6]**

Principles of washing – suction washing, washing by kneading and squeezing, washing by machine - Process details and machine details. Laundering of different fabrics – cotton and linen, woollens, col- ored fabrics, silks, rayon and nylon.

Module V:**[Hours:6]**

Special types of Laundry – water proof coats, silk ties, leather goods, furs, plastics, lace. Dry cleaning – using absorbents, using grease solvents. Storing – points to be noted. Stain removal – food stains, lead pencil, lipstick, mildew, nose drops, paint, perfume, perspiration / mildew, tar, turmeric and kum- kum. Care labels – washing, bleaching, Drying, ironing and different placements of label in garments.

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Reference Books:

1. Singer Sewing, Clothing Care and Repair (Singer Sewing Reference Library)
2. Incorporated the Editors of Cy De Cosse, The Perfect Fit
3. Sewing Pants Tha Fit



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
FASHION PROMOTION & BRAND DESIGN	BFD 502	1:0:0	1	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Brief idea about Fashion Promotion, Media Management
CLO 2	Various tools for Fashion Promotion and Media
CLO 3	Anatomy of Trend, Image-maker, Fashion identity, Building the brand of Choice
CLO 4	Various Collections and their significance

Course Contents:

Module I

[04 Hours]

Introduction: Meaning, importance, role of Fashion Promotion.

Media Management for promotion for colors, fabrics, style, embellishment & accessories for Fashion Market.

Module II Fashion Promotion and Media

[06 Hours]

Fairs, Journals and magazines, Street print media, Apparel India, Apparel online, Fashion newsletter, WWD, Wall Paper, Sportswear International, and Fashion style International, Inside fashion, International textiles, Textile View, Trends Collection.

Different Websites (www.fashioncenter.com, www.fgi.com, www.wgsn.com, www.vogue.com, www.wwd.com etc)

Module III:

[Hours:6]

Anatomy of Trend, Image-maker, Fashion identity; Building the brand of Choice

Module IV:**[Hours:6]****Store as star, Celebrity cells, Year model****Module V:****[Hours:6]****Collection/behind the seams****Evaluation:**

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text & References:***Text:***

- Mark Tungate, *Fashion Brands -branding style from Armani to Zara, 2nd Ed.*

References:

- Femina, Elle, FNL, Apparel views, Clotheslin, Burda, Vogue etc. to consult



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
COMPUTER AIDED DESIGN – IV	BFD 523	0:0:4	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Use Coral Draw software and its tools
CLO 2	Design and illustrate in Coral Draw

Course Content

Module I: Corel Draw

[10 hours]

Different poses of croquis, facial features and hairstyles

Module II:

[12 hours]

Draping dresses (Indian Traditional, Casual and Formal)

Module III:

[12 hours]

Pattern making in fashion CAD

Module IV:

[18 hours]

Basics of Optitex

Module V:

[14 hours]

Creating digital portfolio and its presentation.

Examination Scheme:

Components	PR	A	MTE	ESE
Weight age (%)	30	05	15	50

Text & References:

- By Winifred Aldrich, CAD in Clothing and Textiles
- Corel DRAW 11 for Windows: Visual Quick start Guide
- From Sue Chastain, your guide to Graphics software
- Corel DRAW Studio Techniques: Books: David Huss, Gary W. Priester by David Huss, Gary W. Priester.
- CorelDraw 10 for Windows: Visual Quick Start Guide



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ACCESSORIES DESIGN & DEVELOPMENT	BFD 524	0:0:6	3	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Narrate a brief story of accessory design
CLO 2	Use illustration, colouring and rendering techniques for designing fashion accessories and construct different types of accessories
CLO 3	Create a theme/inspiration based accessory collection

Course Contents:

Module I: - Concept and Elements of Market based product development.

Mood Board, Colour Board, Inspiration Board and Story Board.

Module I: - Illustrate and Design of funky jewellery /ethnic jewellery for the teenagers.

Design the story boards and develops products including process of initial sketching.

Module II: - Illustrate and Design the range of scarves, ties and stoles

Design the concept or inspire board and then develops products.

Module III: - Illustrate and Design the Belts, purses and bags.

Design the mood or colour boards with colour plate and then develops products

Module IV: - Illustrate and Design the hats and caps for kids wear

Develop a illustration board based on self drawing and then develops products

Module V: - Illustrate and Design the different style of product.

Umbrellas / Juti / Turbans Cushion /

Banderwar/ wall piece

Designing a story boards and then develops products

Examination Scheme:

Components	CT	P	A	EE
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Weight age (%)	15	30	05	50
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Texts & References:

Text:-

- By Kathryn Me Kelvey, Illustrating Fashion
- Clarke D -1998-African Hats And Jewellery -Chartwell Books INC-New jersey
- By Phyllis Tortora, the Fairchild Encyclopedia of Fashion Accessories.

References:-

- By Patrick John Ireland,Encyclopedia of Fashion detail
- By Bina Abling,Advances Fashion Sketchbook
- Balakrishnan R U and Sushil Kumar M- 2006-Indian Jewellery Dance of Peacock
- Femina, Elle, FNL, Apparel views, Clothesline, Vogue, Burda, Simplicity to consult



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
PATTERN MAKING AND GARMENT CONSTRUCTION III	BFD 525	0:0:6	3	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Construction of various sleeve block pattern
CLO 2	Construction stylized garment – Jumpsuit & Romper
CLO 3	Construction of stylized garment – Straight Pant & Palazzo

Course Contents: -

Module I: Adaptation and construction of basic sleeve to: [20 hours]

- a) Bell Sleeve
- b) Leg-O-Mutton sleeve
- c) Raglan sleeve

Pattern Development and Construction of the following:

Module II: Pattern Development and Construction of the following: Children garments [20 hours]

- (a) Jumpsuit
- (b) Romper

Module III: - Pattern Development and Construction of the following: Women garments

- (a) Palazzo [22 hours]
- (b) Straight Pant

Module IV: - Adaptation and Construction of following from basic skirt: [22 hours]

- a) Panel skirt
- b) Gored skirt
- c) Godet skirt

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Text Books:-

1. Helen J Armstrong, Pattern Making for Fashion Design ,Prentice Hall
2. Metric Pattern cutting & Grading by Winfred Aldrich

Reference Books:-

1. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture ,OxfordPub,USA,1994
2. Ruth E.Glock,Grace I.Kunz.Apparel Manufacturing
3. Gerry Cooking, Introduction to Clothing Manufacture, Blackwell Science,UK,1999



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
INTEGRATED DESIGN PROJECT – I	BFD 560	0:0:6	3	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop their skills in processes and materials
CLO 2	Create range using primary, secondary, and tertiary data and using different techniques

Course Contents: -

Module: I

[Hour 10]

Innovation means many things to many people, and means different things within a single business. Innovation and design aren't simply about new products or technology. They're also about how to improve products in everyday use, leading to reduced costs, increased usability and new business opportunities. The workshops have an emphasis on imparting practical skills and knowledge able to be easily applied in everyday business.

Module: II

[Hour 10]

This program is carefully tailored to suit student's group specific requirements and will involve a mix-ture of practical and theoretical exercises designed to encourage creative thinking.

Module: III

[Hour 64]

In this paper, learners will create innovative concepts for lifestyles and research.

- Prepare Client or Market survey (Brief)
- Secondary Data Collection (Re-Define Brief)
- Prepare a Story Board, Colour Board, Texture Board, Mood Board
- Prepare Collections according to the story board (For Primary Data)
- Prepare Final Collection and Documentation.
- A range (Minimum 3 articles) has to be developed.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
FASHION STYLIZING	BFD 530	0:0:6	3	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop well versed understanding of the basics and general idea of fashion styling
CLO 2	learn how to stylize a range and showcasing portfolio of their own personal style

Course Content:

The student will be doing a photo shoot of complete styling for a particular age, gender and occasion. At the end students will be submitting assignment file with the full details about the styling of the range with the presentation. Evaluation will be done on the basis of styling portfolio and presentation.

Evaluation:

Components	Assignment	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
FASHION MARKETING & MERCHANDISING	BFD 531	3:0:0	3	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Brief idea about Fashion Promotion, Media Management
CLO 2	Various tools for Fashion Promotion and Media Management
CLO 3	Anatomy of Trend, Image-maker, Fashion identity, Building the brand of Choice
CLO 4	Various Collections and their significance

Module I: Marketing:

[Hours: 10]

Introduction, Meaning. nature, functions, importance, marketing environment Definitions of Market- ing, Concept of Marketing, Marketing Mix, Market Segmentation, Targeting., Analysis of consumer markets and buyer behaviour.

Module II: Product & Pricing:

[Hours: 8]

Product Mix, Product Life Cycle, New Product Development. Pricing Objectives & Pricing Methods Development.

Module III: Merchandising:

[Hours: 8]

Definition, Role and responsibilities of a merchandiser. Merchandising plan, Buying calendar. Plant Cut-Off Dates and TNA

Retailing- types of retail operations, Distribution Channels: Types, Levels of distribution

Module IV: Managing the Fashion

[Hours: 5]

Exposure to Retail Brand Working Environment & Process involve in Retail, Brief Knowledge about Season Plan, Category Buildup, Range Plan, Season plan, Mark up and Markdowns, Different Margin Calculations

Module V: Fashion Market Planning

[Hours: 5]

Steps involved in Market Planning, Impact of Effective planning for Projected season, Scope and Opportunity of goods replenishment at store during mid season and throughout.

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text & References:**Text:**

1. Mike Easey, Fashion Marketing(3rd ed), Willey-Blackwell
2. Tracy Dlace & Tom Classily, Forecasting, Willey-Blackwell.
3. Virginia Grose, Basics of Fashion Management, AVA Academia Publishers



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Course Name	Course Code	LTP	Credit	Semester
ANANDAM - V	AND 005	0:0:4	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO 4	Cooperative and Communication skills and leadership qualities
CLO 5	Critical thinking, Confidence and Efficiency

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects



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AMITY School of Fashion Technology (ASFT)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS501	1:0:0	1	1

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Create right selection of words and ideas while also choosing the appropriate channel of formal communication.
CLO 2	Demonstrate the ability to analyse a problem and devise a solution in a group.
CLO 3	Demonstrate proficiency in the use of written communication.
CLO 4	Recognize the mannerisms and methodology of Interview and GD to become more expressive in their body language and verbal performance.

B. SYLLABUS

Topic
Email Writing (Briefing, Do's & Don'ts & Practice)
Corporate Dressing & Body Language (Verbal & Non-Verbal Cues & its role in Interview Selection)
Interview-1 (Briefing, Do's & Don'ts, Questions, Mock Sessions)
GD-3(Practice Sessions)

EXAMINATION SCHEME:

Components	Email Writing	GD	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge

- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- Krishnaswamy N,*Creative English for Communication*. Delhi: Macmillan Publishers India Ltd. Print. 2007.



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE	BSS 503	2:0:0	1	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Recognize their personality and individual differences and identify its importance of diversity at workplace and ways to enhance it.
CLO 2	Recognize effective socialization strategies and importance of patriotism and taking accountability of integrity
CLO 3	Recognize different types of human rights and its importance
CLO 4	Identify Indian values taught by different religions
CLO 5	Identify long term goals and recognize their talent, strengths and styles to achieve them

Course Contents:

Module I: Individual differences & Personality

Personality: Definition & Relevance
Importance of nature & nurture in Personality Development
Importance and Recognition of Individual differences in Personality
Accepting and Managing Individual differences (Adjustment Mechanisms)
Intuition, Judgment, Perception & Sensation (MBTI)
BIG5 Factors

Module II: Socialization

Nature of Socialization
Social Interaction
Interaction of Socialization Process
Contributions to Society & Nation

Module III: Patriotism and National Pride

Sense of Pride and Patriotism
Importance of Discipline and hard work
Integrity and accountability

Module IV: Human Rights, Values and Ethics

Meaning of Human Rights
Human Rights Awareness
Importance of human rights
Values and Ethics- Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc

Module V: Personal and Professional Excellence

- Personal excellence:
 - Identifying Long-term choices and goals
 - Uncovering talent, strength and style
- Alan P. Rossiter's eight aspects of Professional Excellence**

Resilience during challenge and loss
Continued Reflection (Placements, Events, Seminars, Conferences, Projects, Extracurricular Activities, etc.)

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T - Social Change
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
- Robbins O.B.Stephen;. Organizational Behavior

Foreign Language French

Semester 5: (français.com (Débutant)) Course Code: FLN 501 Credit Units: 02

Course Objective:

To familiarize the students of French Language with:

1. to understand a menu

2. telephonic conversation (2)
3. speaking of an experience, competence
4. past events
5. Replying to a mail or to a message.

Course Contents

Unit 5: (français.com (Débutant)) Pg: 74-88

A. Lexical:

- Food products
- Order in French language in a restaurant
- expressions on telephone (2)
- Job offer
- Profile of a candidate for the job
- Events at the job: promotion, resignation, journey, etc.
- Usual expressions in an e-mail.

B. Grammar:

- Near future
- partitif articles
- a bit of, a lot of, a lot of , a piece of....
- Pronouns for complement of Direct object and Indirect object
- Recent Past (venir de+ infinitif)
- verbs: appeler (to call), savoir(to know), connaître (to know).
- Past tense with normal and motion verbs.
- Accord of the past participle
- questions with the verbs in the past tense
- negation in the past tense
- to be in the process of

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Foreign Language Spanish

Semester 5: Course Code: FLS 501

Credit units : 02

Course Objective:

- To talk about a pre decided plan
- To talk about a plan yet to materialize
- To propose a plan

- To talk about what they have done today/during vacations etc.
- Reading texts about Spanish festivals
- Writing composition about Festivals

Course Content:

Vocabulary:

Vocabulary related to leisure time, going out with friends, traveling, shopping, club, transport, decoration and celebration.

Grammar:

Introduction of direct/indirect object pronouns
 (Pensar + infinitive),
 (Estar pensando en + infinitive)
 (Por qué no + verbo / Te Parece + Infinitivo.. etc)
 (Haber + participio Pasado)
 Introduction of pretérito perfecto

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Foreign Language German

Semester 5: Course Code: FLG 501

Credit units : 02

Course Objective:

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

- tell where they work and live
- tell location of their offices and house
- explain, how they reach their work place
- ask and tell the location of thing or person in a house like behind, in front of etc.
- describe the office things like printer, files etc

Course Content:

Vocabulary:

- Workplace
- Location like 1st floor, ground floor.
- Ordinal numbers
- Things and furniture in a office
- Means of transportation

Grammar:

- changing preposition in dative and accusative case
- Verbs related to changing prepositions like to put, to lay etc
- Dative and accusative preposition
- Modal verb : must and can

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: Zielsprache Deutsch als Fremdsprache Part 1

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

Foreign Language Chinese

Semester - V

Course Code: FLC- 501

Credit Units: 02

Course Objectives:

On the completion of Fifth semester the students will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language based on the topics learnt.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use, programme specific and internet related vocabulary; approx 80 Characters including 50 characters of HSK level –II
- Type Chinese document.
- Express their opinion and ask opinion of others in Chinese

COURSE CONTENT

1. Revision of vocabulary
2. Detailed study of greetings, farewell & personal information (HSK-II topics 1& 2)
3. A brief description of mood & colours
4. Expression of opinions
5. Asking the opinion of the others
6. Listening of dialogues
7. Conversation based on topics learnt
8. CBT package
9. Programme specific vocabulary and expressions
10. Chinese typing and making soft copy of a Chinese document
11. Important Chinese sites and internet related vocabulary

GRAMMAR CONTENT

1. Pattern: 因为.....所以.....
2. Preposition 介词: 在
3. Auxiliary verbs; 助动词
4. Modal Particle 语气助词: 了

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

1. Learn Chinese with me book-II. (Major Text Book)
2. Module on HSK-II. (suggested reading)
3. Practical Chinese Grammar for foreigners. (suggested reading)
4. Internet Chinese. (suggested reading)
5. Office Talk (suggested reading)
6. Elementary Chinese Reader Book-I (suggested reading)



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
CONTEMPORARY ART APPRECIATION	BFD 601	2:0:0	1	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand history of contemporary art and fashion and the different theoretical
CLO 2	Corelates between fashion art and ideology in global culture
CLO 3	Emphasizing and development of conceptual art

Course Contents:

Module-I: Abstract Expressionism

Abstract expressionism during 1950 and 1960, Abstract Imagists, minimalism

Module-II: Fashion and Art

Examines the history of relations between Fashion and art, and ideology in global culture. Examines and analyses the effects of cultural practices such as traditional and new technologies in fashion visualculture. Explores analysis of feminism, gender roles, and identity construction in art both historically and in contemporary art forms.

Module-III: Modern Art

Emphasizing the historical development of painting, sculpture, and architecture including philosophical and cultural perspectives in the late 19th and 20th centuries. Includes an in-depth study of Expressionism, Surrealism, Cubism, Abstractionism, Op, Pop, and Realism.

Module-IV: Post Modern art

Neo Expressionism, on Conceptual art, electronic art, Internet art

Module-IV: Survey of Traditional Art In Fashion

Designed as a survey of artistic traditions found in India. The arts of painting, sculpture, and architecture will be discussed as artistic expressions as well as visual manifestations of Indian culture.

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text & References:-

Text: By Phyllis Tortora, the Fairchild Encyclopedia of Fashion Accessories.

References: By Kathryn McKelvey, Fashion Design Process, By Charles Lawhen, Instyl



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
DESIGN RESEARCH METHODS & PROCESS	BFD 602	3:0:0	1	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the conceptual and statistical tabulation of data, frequency distribution, diagrammatic & graphical presentation of data
CLO 2	Measures of central tendency–Arithmetic and Weighted Mean, Median, Mode Properties
CLO 3	Understand the Sampling distribution & the standard error
CLO 4	Prepare Research Report based on any Case Study related to Fashion

Module I:

Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process

Module II:

Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a good Hypothesis – Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance

Module III:

Research Design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.

Module IV:

Analysis of case study - A plan that specifies the sources and type of information relevant to the research problem. - A strategy specifying which approach will be used gathering and analyzing data. - Also includes the time and cost budgets since most studies are done under these two constraints.

Phases in Research Designing The Research process proceeds in six phases: - Specifying the problem/topic to be studied - Framing research design - Planning a sample (probability

or non-probability or combination of the two) - Collecting the data - Analyzing the data (editing, coding, processing, tail-gating)

Module V:

Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication. Merging the two approaches.

Module VI:

Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, per- centages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Reference

- Crotty, M., (1998), The foundations of social Research: Meaning and Perspective in the Research Process, London: Sage Publication
- Dawson Catherine, (2002), Practical Research Methods, New Delhi
- Gupta Mukul and Gupta Deepa, (2011), Research Methodology, New Delhi: PHI Learning Private Limited
- Khanzode V.V., (1995), Research Methodology: Technique & Trends, New Delhi: APH Publishing Corporation
- Kothari C.R., (2010), Research Methodology: Methods and Technique, New Delhi: New Age International Publishers
- Kumar Ranjit, (2005), Research Methodology-A Step-by-Step Guide for Beginners, (2nd.ed.), Singapore: Pearson Education.



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
PATTERN MAKING AND GARMENT CONSTRUCTION-IV (LAB)	BFD 623	0:0:6	3	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Different Garment Construction Technique
CLO 2	Pattern Development and Construction of Stylized Garments
CLO 3	Construction of garments with - Princess line, Yokes with princess lines, gathers, pleats and tucks, Torso yoke, Empire line
CLO 4	Construction of garments with - Contouring pattern, Wrap, Off shoulder, Halter Neckline

Course Contents: -

Module I: Pattern Development and Construction of saree blouse [18 hours]

Module II: Pattern Development and Construction of Salwar and Kameez [18

hours]Module III: Drafting and construction of bodice with: [24

hours]

- Princess lines
- Yokes with princess lines, gathers, pleats and tucks
- Torso yoke
- Empire line

Module IV: Drafting and construction of bodice with: [24 hours]

- Contouring pattern
- Wrap
- Off shoulder
- Halter

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Text Books:

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Metric Pattern cutting & Grading by Winfred Aldrich.

Reference Books

1. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
2. Ruth E. Glock, Grace I. Kunz. Apparel Manufacturing



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Course Name	Course Code	LTP	Credit	Semester
RANGE DEVELOPMENT	BFD 624	0:0:6	3	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand and Accumulate data to prepare Range of Garments
CLO 2	Well versed knowledge to prepare Story Board, Inspiration Board, Mood Board and Color Board.
CLO 3	Understand about specific or target Range and prepare working spec drawings. Select Fabrics, Trims and Accessories required for the range
CLO 4	Know the parameters of Cost Sheet and prepare Cost sheet for the whole range with actual budget.
CLO 5	Final Construction of Range and Presentation

Course Contents:

Module I [18 hours]

Trend Research- Intensive Research on Silhouettes, Colours, Fabrics, accessories & Trims, Constructions & Surface Details, wet Processing, Embellishments & Materials

Module II [8 hours]

Preparation of Inspiration Board- to compile relevant information from the trend research based on keywords. These keywords may be used to describe the mood and elements of the Collection

Module III [18 hours]

Preparation of working and spec drawings

Module IV: Fabric selection [18 hours]

Selection of trimmings and accessories

Module V: Pattern layout and placement [23 hours]

Preparation of costing sheet, Cutting, stitching, Finishing, labelling and packing of garments

Module VI [27 hours]

Final presentation

Examination Scheme:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Text & References:

Text: No textbook since the project is based on market surveys and analysis of market trends

References: Femina, Elle, FNL, Apparel views, Clotheslin, Burda, Vogue etc. to consult



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Course Name	Course Code	LTP	Credit	Semester
INTEGRATED DESIGN PROJECT – II (LAB)	BFD 660	0:0:6	3	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop their skills in processes and materials
CLO 2	Create range using primary, secondary and tertiary data

Course Contents: -

Module I: [15 Hour]

This paper would help to develop advanced skills and exploration in processes and materials. It encourages the synthesis of ideas from both direct and conceptual sources to produce outcomes to satisfy a set design brief. The core idea behind a design project is to develop professional skills of the students and encourage independent thinking.

Module II: : [15 Hour]

The student should also understand the importance of research and evaluating the role of the client and market in the design process and product usage and utility for Apparel, Home Textiles and Accessories.

The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project. A design project can be given as a classroom project, a group project or individual projects to students.

Module III: : [64 Hour]

The students will be the core custodians of the project and the onus will be on them from beginning till the end which will develop a sense of ownership and commitment. The students will also learn to keep the deadlines sacrosanct. The project will lead to the development of the designer's skills and knowledge through a process of 'hands on-minds on'.

A range (Minimum 3 articles) has to be developed.

Evaluation:

Components	PR	Attendance	MTE	ESE
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Weight age (%)	-	05	-	95
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Course Name	Course Code	LTP	Credit	Semester
FASHION PHOTOGRAPHY (LAB)	BFD 660	0:0:6	3	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understandings about camera and its care, various camera settings
CLO 2	Understand the methods of indoor and outdoor lighting for fashion or portrait photography
CLO 3	The rule of Black and white fashion photography with Fashion accessories.
CLO 4	Understanding and improvising of Professional and Creative Portraits
CLO 5	Fashion Poses for Photography
CLO 6	Various techniques of Photo editing

Module I:

- Introduction of camera: understand camera settings and importance of Aperture, Shutter speed, ISO, White Balance and exposure control.
- Indoor outdoor lighting: Understand the methods of indoor and outdoor lighting for fashion or portrait photography.

Module II:

- The rule of Black and white fashion photography with Fashion accessories
- The rule of Street Fashion Photography

Module III:

- Professional and Creative Portraits
- Fashion Poses etc.
- Photo editing

*** Students have to submit their portfolio along with minimum 10 photographs from each module.

Evaluation:

Components	PR	Attendance	MTE	ESE
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Weight age (%)	30	05	15	50
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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
CONTEMPORARY FASHION STUDIES	BFD 631	3:0:0	3	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Tell about the different fashion vocabulary.
CLO 2	Explain the factors affecting or influencing fashion
CLO 3	Understand the movement of Fashion
CLO 4	Do market research to understand the consumer preference
CLO 5	Discuss about the various fashion centers, fashion brand and icons across the world

Module 1: Introduction to Fashion

- Introduction to fashion,
- Fashion Terminology: accessories, altamoda, atelier, bespoke, boutique, brand name, custommade, classic, couture, designer, draping, fad, fashion, fashion merchandising, haute couture, high fashion, knock-off, licensing, line, modapronta, prêt-a-porter, ready-to-wear, silhouette, style, stylist, toile, trend.
- Factors affecting Fashion- Social, Political, Technological, Geographical, Demographical, Psychological, Lifestyle changes

Module 2: Fashion Adoption

- Theories of Fashion Adoption and Fashion Cycle
- Fashion Movement: Trickle up, Trickle down and Trickle across
- Fashion Seasons: International market and Indian Market

Module 3: Consumer Preferences & Research

- Consumer research through

- Segmentation
- Brand awareness
- Relation to forecasting
- Connection to marketing / business initiatives

Module 4: Study of Fashion Centres

Major fashion centers of the world and their leading designers- Paris, Milan, Tokyo, New York, Lon-don, India

Module 5: Fashion Brands & Icons

Fashion Brands, Fashion Icons and Role of Fashion in Movies, Sports, Politics

Evaluation:

Components	Assignment	Attendance	MTE	ESE
Weight age (%)	10	05	15	70

References:

- Frings Gini, (1996), Fashion-From Concept to Consumer, (4th Edition), Prentice Hall Publica-tions.
- Stone Elaine, (2008), The Dynamics of Fashion, Fairchild Publication.
- Marshall S G, Jackson H O, Stanley MS, Kefgen M &Specht T, (2009), Individuality inClothing & Personal Appearance, 6th Edition, Pearson Education, US



AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ANANDAM - VI	AND 006	0:0:4	2	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO 4	Interaction among students, enlarge social network
CLO 5	Cooperative and Communication skills and leadership qualities
CLO 6	Critical thinking, Confidence and Efficiency

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects



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Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS601	1:0:0	1	1

C. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Demonstrate professional attitude needed for interview preparedness, power dressing, and respectful self orientation.
CLO 2	Showcase their leadership skills with effective team work.
CLO 3	Outline the basic etiquettes in expressing their personality individually and in group.

B. SYLLABUS

Topic
Resume Building-2
GD-4 (General & Abstract Topics)
Presentations-3 (Corporate Terms, HR Policies, Rules & Regulations)
Document Preparation for Job (CV Update according to profiles, Photo, Passport, IDs)
Mock Personal Interview-2

EXAMINATION SCHEME:

Components	Resume Writing	GD	Mock Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria & Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print

- New International Business English, Jones/Alexander, Cambridge



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE	BSS 603	2:0:0	1	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify stress and that an individual come across
CLO 2	Recognize the causes of stress in their lives
CLO 3	Analyze symptoms and how they are affecting lives
CLO 4	Create ways to effectively cope with it

Module I: Stress

Meaning & Nature
Characteristics
Types of stress

Module II: Stages and Models of Stress

Stages of stress
The physiology of stress
Stimulus-oriented approach.
Response-oriented approach.
The transactional and interactional model.
Pressure – environment fit model of stress.

Module III: Causes and symptoms of stress

Personal
Organizational
Environmental

Module IV: Consequences of stress

Effect on behaviour and personality
Effect of stress on performance
Individual and Organizational consequences with special focus on health

Module V: Strategies for stress management

Importance of stress management
Healthy and Unhealthy strategies
Peer group and social support
Happiness and well-being

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Blonna, Richard; Coping with Stress in a Changing World: Second edition
- Pestonjee, D.M, Pareek, Udai, Agarwal Rita; Studies in Stress And its Management
- Pestonjee, D.M.; Stress and Coping: The Indian Experience
- Clegg, Brian; Instant Stress Management – Bring calm to your life now

Foreign Language French

Semester 6: (français.com (Débutant)) Course Code: FLN 601

Credit Units : 02

Course Objective:

To familiarize the students of French Language with:

1. asking for a help by telephone or by mail
2. giving the instructions
3. Explaining a problem and giving a solution..

Course Contents

Unit 6: Pg: 94-104

a. Lexical:

- relational problems at the work and in the private life
- unforeseen events and the management of time
- Computers
- Do it Yourself instruments
- regular problems: financial problems, health, security, noise etc

b. Grammar:

- (Nothing) ne...rien, (No-one) ne....personne
- (What)Qu'est-ce que/ (What)qu'est-ce qui/ (Who)qui est-ce que/ (Who)qui est-ce qui..
- Past tense of pronominal verbs
- si/ quand (if/when) + present tense
- (Not anymore) ne...plus, (Not yet) ne.... pas encore
- imperative present (2) : place of the pronoun and the pronominal verbs
- (too/not enough) trop/ pas assez
- verb devoir in present conditional form

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Foreign Language Spanish

Semester 6: Course Code: 601

Credit Units : 02

Course Objective :

- To express future plans and intentions
- To talk about tourist destination in Spain and India
- Reading texts about Spanish historical monuments
- To talk about dance and music.
- Reading text about Spanish Cities
- Writing email to your friend/family members

Course Content:

Vocabulary: Names of the famous Spanish cities, monuments, dance forms (Flamenco, salsa, tango) informal greeting in letter writing.

Grammar:

Revision of Indefinite/ continuous /perfect tense

Introduction of Future Tense.

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Foreign Language German

Semester 6: Course Code: FLG 601

Credit units : 02

Course Objective:

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

- express their likes and dislikes (buying groceries)
- ask price and quantity
- express their likes and dislikes in terms of cloths
- buy cloths in the shopping mall

Course Content:

Vocabulary:

- How often- every day, sometime daily etc.
- Cloths
- Colours
- Groceries : fruits , vegetables etc
- Groceries materials : packets, bottle etc.
- quantity and weight
- currency

Grammar:

- Make question with which, how many etc
- Comparative many, good etc
- Introduction of adjective ending in accusative with definite and indefinite article
- Verb like
- Demonstrative

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: Zielsprache Deutsch als Fremdsprache Part 2

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1** - Deutsch – Englisch, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

Foreign Language Chinese

Semester - VI

Course Code: FLC-601

Credit Units: 2

COURSE OBJECTIVES:

On the completion of Sixth semester the students will be able to attain the proficiency of **HSK-II**. They will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out effective conversation in the target language.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use: approx 70 Characters including 50 characters of HSK level –II
- Put up suggestions, explain reason, and do comparison.
- Do translation with the help of dictionaries and translation software.

COURSE CONTENT

1. Revision
2. Put up suggestions
3. Making comparison
4. Explaining the reason
5. Grammar points & exercises
6. Listening practice
7. Conversation based on dialogues
8. CBT package
9. Translation of small passages from English to Chinese
10. Practice of model test series of HSK-II
11. Chinese government system (in English)

VOCABULARY CONTENTS

1. Vocabulary will include approx 80 Characters including 50 Characters of HSK-II level.

1. Vocab related to suggestions, comparison, reason, will be covered during this semester.

2. By the end of sixth semester the students will be able to master **300 characters set for the HSK level-II**.

GRAMMAR CONTENTS

1. Aspectual particle 动态助词：着
2. Interjection 叹词：喂
3. Overlapping verbs 动词的重叠
4. Affirmative sentences 肯定句
5. Negative Sentences 否定句

EXAMINATION SCHEME**Total: 100 marks**

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books & References

1. Learn Chinese with me book-II. (Major Text Book), People's Education Press
2. Module on HSK-II. (suggested reading)
3. Practical Chinese Grammar for foreigners. (suggested reading)
4. Spoken Chinese Vol-I &II . (suggested reading)
5. Elementary Chinese Reader Book-I (suggested reading)



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ENTREPRENEURSHIP MANAGEMT WITH PROJECT	BFD 701	2:0:0	1	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the concept and theories of entrepreneurship
CLO 2	Explain the Entrepreneurship Skill
CLO 3	Discuss the Role of Government and Other Institutions in Entrepreneurship Development.
CLO 4	Describe Small & Medium Scale Industries in India
CLO 5	Understand Industrial Sickness

Course Contents:-

Module I: Entrepreneurship: Introduction [Hours: 6]

Entrepreneurship: Concept and Theories; Types of Entrepreneurs, Myths about entrepreneurship, The need for entrepreneurs in our economy Environmental Factors Affecting Entrepreneurial Development and Competencies of Entrepreneurs. Economic System and Entrepreneurial Behavior. Entrepreneurial Strategy: generating and exploiting new entries. Role of Creativity & Innovation in Entrepreneurship; Leadership through entrepreneurship. Difference between intrapreneur and entrepreneur. Social entrepreneurship.

Module II: Entrepreneurship Skill [Hours: 4]

Entrepreneurship Development Programme and their Evaluation. Different aspect of entrepreneurial organization and performance of entrepreneurial skills;

Module III: Development Program [Hours: 6]

Role of Government and Other Institutions in Entrepreneurship Development Women Entrepreneurs. Entrepreneurial Opportunities: Scanning, Positioning & Analysis, B-Plan Role

of Consultancy organizations - Role of Financial Institutions - Bank Finance to Entrepreneurs

Module IV: Small & Medium Scale Industries in India [Hours: 6]

Project Formulation, Status and Outcome of Incubation Centre and start-up policy. Management of Small & Medium Units, MSMED Act 2016 Committee Reports on Small Scale Units and Related Government Policy. Problems & Remedial Measures of Small & Medium Enterprises

Module V: Industrial Sickness [Hours: 6]

Reservation of Spheres and Concessions for Small Units, Industrial Sickness and Small Units: Causes, Prevention and Remedies. Technology upgradation in Small Scale units.

Case studies of Successful Entrepreneurial Ventures, Failed Entrepreneurial Ventures and Turnaround Ventures

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Examination Scheme:

References:

1. Desai, Vasant: Entrepreneurship Development, Himalaya Publishing House, 2013
2. Desai, Vasant: Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 2013
3. Drucker, Peter, F.: Innovation and Entrepreneurship, HarperCollins Publishers, 2006
4. Gupta, C.B.: Entrepreneurship Development, Sultan Chand Publishers, 2014
5. Kenneth, P. & Van Voorthin: Entrepreneurship and Small Business Management, Himalaya Publishers, 2008
6. Pareek, Udai & Venkateswara, Rao, T.: Developing Entrepreneurship- A Handbook on Learning System, Himalaya Publishers, 2002



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
DESIGN ETHICS AND INTELLECTUAL PROPERTY	BFD 702	2:0:0	1	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand design ethics and other forms of GI and IP Designs
CLO 2	Explain the importance and various forms of IP3. Differentiate the historical development of copy rights, patents and trademarks. Also, know the procedure for the registrations, importance and rights of having copy rights, patents and trademarks.

Course Contents: -

Module 1

[Hours: 4]

Designs, GI and other forms of IP Designs Meaning and evolution of design protection , Concept of novelty , Concept of original , Registration, Term of protection ,Rights of holder , Unregistered designs Geographical Indication .Meaning and evolution of GI, Difference between GI and Trade Marks, Registration , Rights Authorized user

Module II –

[Hours: 6]

Introduction , Meaning of property, Is IP a property , Justifications for protection of IP ,Major forms of IP i Copyright ii. Patent iii. Trade Marks iv. Designs v. Geographic indication, Semiconductors, vii.Plant varieties Major international documents relating to the protection of IP- i. Berne Convention ii. Paris Convention iii. TRIPS

Module III

[Hours: 6]

Meaning and historical development of copyright, Subject matter, Original literary, dramatic, musical, artistic works ii. Cinematograph films, Sound recordings, Ownership of copyright, Term of copyright Rights of owner - Economic Rights, Moral Rights.

Module IV – Patents

[Hours: 6]

1. Meaning and historical development

2. Criteria for obtaining patents - Novelty , Inventive step, Utility, Non-patentable inventions
 3. Pro-cedure for registration- i. Application ii. Specification, iii. Publication iv. Examination v. Opposition
 vi. Grant of patent
 5. Term of patent, Rights of patentee , Compulsory license, Revocation, Government use of patent ,Infringement of patents , Exceptions to infringement , Remedies, Patent office and Appellate Board.

Module V – Trade Marks

[Hours: 6]

1. Meaning and historical development of marks
2. Functions of marks, Commercial aspect, Consumer aspect
3. Concept of distinctiveness, Absolute grounds of refusal, Relative grounds for registration
4. Doc- trine of honest concurrent user, Procedure for registration i. Application ii. Advertisement iii. Opposi- tion iv. Registration,Term of mark , Rights of holder, Assignment and licensing of marks, Infringe- ment , Passing Off ,Trade Marks Registry and Appellate Board

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Reference:

1. The Copyright Act, 1957
2. The Patent Act,
3. 1970 The Trade Marks Act,
4. 1999 The Designs Act,
5. 2000 The Geographical Indication of Goods Act,
6. 1999 The Protection of Plant Varieties and Farmers’ Rights Act,
7. 2001 The Semiconductor Integrated Circuits Layout Design Act,2000

Books

1. W.R.Cornish & D. Llewelyn , Intellectual Property: Patents, Copyrights, Trade Marksand Al- lied rights, Sweet & Maxwell.
2. Lionel Bently & Brad Sherman, Intellectual Property Law, Oxford.

3. P. Narayanan, Intellectual Property Law, Eastern Law House



AMITY UNIVERSITY

RAJASTHAN

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
PATTERN MAKING AND GARMENT CONSTRUCTION-II	BFD 723	0:0:6	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Construction of Gown
CLO 2	Construction stylized Bridal wear
CLO 3	Construction of Women's Formal Shirt
CLO 4	Construction of Jacket
CLO 5	Construction of Trouser

Course Contents:-

Module I: Pattern Development and Construction party wear gown

Module II: Pattern Development and Construction bridal dress

Module III: Pattern Development and Construction of Formal shirt for ladies(with collars and cuffs)

Module IV: Pattern Development and Construction of Jacket **Module V:** Pattern

Development and Construction of trouser

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Text Books:

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Metric Pattern cutting & Grading by Winfred Aldrich.

Reference Books

1. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
2. Ruth E. Glock, Grace I. Kunz. Apparel Manufacturing
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991



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— R A J A S T H A N —

AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
PORTFOLIO AND DESIGN DEVELOPMENT	BFD 724	0:0:6	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Realise ideas, individual views and concepts about aspects of design in fashion.
CLO 2	Work independently, to create own Art plates, to identify your own aims and objectives and to investigate thoroughly towards finding appropriate as well as original solutions in the area of design which you have identified.

Module 1:

The students shall be incorporating the skills that they have learnt in the last five semesters. It is aiming at enabling you to realize your own ideas, individual views and concepts about aspects of design in fashion.

You are expected to work independently, to create your own Art plates, to identify your own aims and objectives and to investigate thoroughly towards finding appropriate as well as original solutions in the area of design which you have identified.

Module 2 - Presentation & Evaluation [84 hours]

The portfolio would be done using the art software's of which the student have under gone training. Students should use computer aided backdrops and various innovative layouts. Appropriate selection of designer display folders & different design options are possible for showcasing their creative works.

Suggested Reading:

Portfolio Presentation for Fashion Designers – Linda Tain, Fairchild www.styleportfolios.com

Examination Scheme:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
INTERNSHIP / IN HOUSE TRAINING	BFD 750	0:0:0	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	In depth knowledge of Fashion Industries and handicrafts
CLO 2	Understanding of working culture and work ethics in Textile and Apparel Industry
CLO 3	Choose desired career path by gaining hands-on experience and interests

To gain practical knowledge on different departments of apparel industry

Internship Training/ Training Documentation Internship with any garment based industry or company

.A report to be submitted for evaluation. Craft Documentation Objectives

- In depth knowledge of Fashion Industries and handicrafts.
- To learn research and documentation of various Indian crafts by visiting and meeting the craftsman and artisans personally.
- Documentation should contain the following

Introduction

Aim

Objectives

Hypothesis

Procedure

Design

Pictures of crafts

Questionnaire for survey/ information collection. Results and

discussion Summary and conclusion

Bibliography

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
FASHION COMMUNICATION	BFD 730	3:0:0	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand fundamentals of global fashion
CLO 2	Comprehend communication strategies
CLO 3	Explain role and importance of fashion and media
CLO 4	Examine and analyze use of varied media for communication and promotion

Module I: Fashion Communication

- Strategy
- Market Research
- Planning
- Briefing
- Presentation

Module II: Communication Strategies:

- Advertisements
- Editorial coverage
- Product placements
- Collaborations
- Events and sponsorships
- Guerilla marketing and viral marketing
- Web presentation

- Mobile strategies
- Recommendations

Module III: Fashion and Media

- Communication design for brands/producer and consumer
- Fashion Journalism
- Fashion, beauty and luxury publishing
- Fashion advertising and PR

Module IV: Brand Image and Communication

- Luxury brands and mass market, different products but similar communication approaches.
- An integrated communication strategy in fashion
- Difference between communication and P.R
- VIP and influencer marketing

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

References:

- Greenwood, G. L. (2012) Fashion Marketing Communications, John Wiley and Sons
- Jay, Phyllida (2015) Fashion India, Thames and Hudson, London.
- Posner, Harriet (2011) Marketing Fashion, Lawrence King Publishing, China



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Course Name	Course Code	LTP	Credit	Semester
CONSUMER BEHAVIOUR & FASHION MARKETING	BFD 731	3:0:0	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To provide an understanding of how consumers make decisions
CLO 2	To consider the personal and environmental factors that influence consumer decisions
CLO 3	To understand the strategic implications of consumer influences and decisions for product, advertising, pricing, and distribution strategies

Course Contents:

Module I:

7 hours

Fashion concept, theories and consumer behaviour, cultural influence, creation and diffusion of fashion consumer culture.

Module II:

7 hours

Consumer characteristics- Individual consumer dynamics, motivation and value. Demographic subculture, age, race, ethnicity, income, social class

Module III:

8 hours

Psychographics- Personality, Attitudes and life style, consumer perception

Module IV:

6 hours

Fashion communication for buying and disposing

Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

Text and references:

Michael Solomon, Nancy J. Rabolt, Consumer Behaviour in fashion, Dorling Kindersley (India)



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
ANANDAM-VII	AND 007	0:0:4	2	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO 4	Interaction among students, enlarge social network
CLO 5	Cooperative and Communication skills and leadership qualities
CLO 6	Critical thinking, Confidence and Efficiency

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects



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AMITY School of Fashion Technology(ASFT)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS701	1:0:0	1	1

D. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate their personal strengths and insights to be revealed in a Formal Setup of Communication.
CLO 2	Create right selection of words and ideas while choosing the appropriate channel of formal communication
CLO 3	Apply acquired knowledge with the appropriate selection of channel of formal communication.
CLO 4	Develop and empower self with the ease of using appropriate medium of communication.

B. SYLLABUS

Topic
sume-3 (Revision/Updating)
erview-3 (Mock Sessions-Technical & CRC)
D-5 (Overall Revision)
deo & Conference Call Etiquettes (Virtual Interviews)
ormal SMS Drafting

EXAMINATION SCHEME:

Components	Hard Copy of the Resume	Video Recording of self shot introduction	Hand Written Detailed Answers on self-understanding of questions Part 1	Hand Written Detailed Answers on self-understanding of questions Part 2	Self Drafted SMS on paper	Attendance
Weightage (%)	20	20	20	20	15	05

SUGGESTED READINGS

- Raman Prakash, *Business Communication*, Oxford
- *Working in English*, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- *New International Business English*, Jones/Alexander, Cambridge



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE	BSS 704	2:0:0	1	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Recognize their personality and individual differences and identify its importance of diversity at workplace and ways to enhance it
CLO 2	Recognize effective socialization strategies and importance of patriotism and taking accountability of integrity
CLO 3	Recognize different types of human rights and its importance
CLO 4	Identify Indian values taught by different religions
CLO 5	Identify long term goals and recognize their talent, strengths and styles to achieve them

Course Contents:

Module I: Individual differences & Personality

Personality: Definition & Relevance
Importance of nature & nurture in Personality Development
Importance and Recognition of Individual differences in Personality
Accepting and Managing Individual differences (adjustment mechanisms)
Intuition, Judgment, Perception & Sensation (MBTI)
BIG5 Factors

Module II: Managing Diversity

Defining Diversity
Affirmation Action and Managing Diversity
Increasing Diversity in Work Force
Barriers and Challenges in Managing Diversity

Module III: Socialization

Nature of Socialization
Social Interaction
Interaction of Socialization Process
Contributions to Society and Nation

Module IV: Patriotism and National Pride

Sense of pride and patriotism
Importance of discipline and hard work
Integrity and accountability

Module V: Human Rights, Values and Ethics

Meaning and Importance of human rights
Human rights awareness
Values and Ethics- Learning based on project work on Scriptures like- Ramayana, Mahabharata, Gita etc.

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Davis, K. Organizational Behaviour,
- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T - Social Change
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison - Welsley, US.
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.

Robbins O.B.Stephen;. Organizational Behaviour

Foreign Language French

Semester 7: (français.com (Débutant)) Course Code: FLN 701

Credit Units : 02

Course Objective:

To familiarize the students of French Language with:

1. To narrate a history
2. Explaining a situation of stress with relatives or colleague...
3. giving an opinion
4. To explain a stressful situation
5. To give ones opinion
6. To make projects

Course Contents

Unit 7: Pg: 105-110

A. Lexical:

- Certain jobs: waiter, worker of banquet, guide, sales person
- incidents at job
- creation of a company
- Professional career : From job appointment to the retirement
- Stress situation at the work: relations with other colleagues, reclamation of the other clients etc.
- Preparation of meetings
- Administrative jobs
- obligations of the worker

B. Grammar:

- formation of imperfect tense
- each/each one chaque/ chacun
- Use of past tense and imperfect tense
- Relative pronouns who, which, where, that
- To put in importance
- Indicators of time: since, it's been, for, in, during
- Pronoun of quantity
- Propositions formulations...I think that.....I believe that....
- Simple future
- Pronoun y

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Foreign Language Spanish

Semester 7: Course Code: FLS 701
Course Objective:

Credit units : 02

- To be able to give order, command and make request. Formal and Informal
- Use of imperative in different types of situation: In a bar/ Classroom/ Market etc.
- To express prohibitions and permissions
- To be able to talk about actions in past indefinite tense
- Reading texts about Sports in Spain
- To be able to talk about past events – What did you do yesterday? Etc

Course Content:

Vocabulary:

Vocabulary related to bar, pub, restaurant.

Grammar:

Introduction of imperative in all forms

Affirmative and Negative Imperatives: Tú and Usted

Imperatives with irregular verbs: Poner, venir, hacer etc.

Prohibitions and permissions: Se puede/ no se puede

Imperative with direct object pronouns

Introduction of Preterito indefinido- Verbs conjugations

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralozza Aragón, Oscar Cerralozza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Foreign Language German

Semester 7: Course Code: FLG 701

Credit units : 02

Course Objective :

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

- describe their holidays or vacations (perfect tense)
- talk about past events – What did you do yesterday? etc.
- understand weather reports
- express their opinion about weather.

Course Content:

Vocabulary:

- Vacation places like sea shore, mountains etc.
- Adjectives to describe weather
- Seasons
- Weather conditions

Grammar:

- Perfect tense of both regular and irregular verb
- Prepositions with places like sea, mountains, island etc.
- Use of impersonal subject pronoun for describing weather: es

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: Themen Part 1

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

Foreign Language Chinese

Semester - VII

Course Code: FLC-701

Credit Units : 02

Course Objectives:

On the completion of Seventh semester the students will be able to consolidate the proficiency of HSK-II. They will be able to

- Read Chinese sentences and paragraphs both in Pin Yin and Characters.
- Write Chinese Characters and sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in various situations such as at restaurants, office, visits, at bank, booking office etc.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items used in specific situations; approx 80 Characters.
- Do translation with the help of dictionaries and translation software.
- Communicate in office environment

COURSE CONTENT

1. Revision of Grammar
2. Situational Chinese : at Restaurant (eating & drinking)
3. Working in the office
4. Visit to China (related vocab & sentences)
5. Model question HSK-II
6. At bank (exchanging money)
7. Booking a rail/air ticket/ room at a hotel
8. Job interview
9. CBT package
10. Chinese culture (In English)

VOCABULARY CONTENT

1. Vocabulary will include approx 80 Characters covering fields related to visits and office related vocab.

GRAMMAR CONTENT

1. Interrogative sentences 疑问句
2. Interrogative sentences with reply of Yes/No 正反疑问句
3. Imperatives, exclamatory 祈使句, 感叹句
4. 是.....的”sentences stressing time place & manner

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

1. Learn Chinese with me book-II. (Major Text Book), People's Education Press
2. Module on HSK-II. (Suggested reading)
3. Spoken Chinese Vol-I &II. (Suggested reading)
4. Office Talks. (Suggested reading)
5. Practical Chinese Grammar for foreigners
6. Travelers' guide



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
INDUSTRIAL TRAINING /INTERNSHIP	BFD 850	0:0:0	12	8

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Application of knowledge learned
CLO 2	Acquire and develop practical skills
CLO 3	Strengthen work values
CLO 4	Gain interpersonal skills
CLO 5	Get an understanding of how the market functions

The report will be evaluated by an external examiner, an internal examiner the marks of the continuous assessment obtained from the industry will be compiled based on various interim reports of mid- term/end of term evaluation received from the host organization and timely submission of report.

Project Report submit by following points.

1. Contents List of tables and figures
2. Introduction about the
company
2.1. Company's
divisions
2.2. Wovens division, Knits division, Home furnishing divisions, Infrastructure,
Quality and R&D. Clients etc
3. Background of the
project
 1. About the project
 2. Project objectives
4. Review of literature

5. Fashion/Textile industry in India
6. Contribution to employment generation
7. Methodology
8. Designing
9. Developing fashion/textile/apparel/accessories designs
10. Sampling / Sampling Process
11. Product Development / Garment/Home textile/ apparel/accessories
12. Merchandising
13. Merchandiser
14. Roles and responsibilities of a merchandiser
15. Findings and Recommended
16. Solutions
17. Learning
18. References
19. Appendices

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50



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AMITY SCHOOL OF FASHION TECHNOLOGY (ASFT)

Course Name	Course Code	LTP	Credit	Semester
GRADUATION DESIGN COLLECTION	BFD 860	0:0:12	6	8

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Opportunity to design and present their own collection starting from inspiration and conceptualization
CLO 2	Design process, sourcing, styling, pattern making, photography, accessories and the presentation of their collection

Course Contents:

Module I

Collection, construction and Presentation

Examination Scheme:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

- Please note that since this is a project-based subject the students would not be consulting any books but instead would have to conduct surveys and search for websites relating to fashion forecasts and update fashion market so that they can prepare their collection accordingly.

References:

- By Tracy Diane and Tom Cassidy, Color Forecasting
- Apparel Online, Apparel Views, Clothesline, Moda, Vogue, Simplicity etc. to be consulted regularly.