



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Textile Technology
Choice Based Credit System (CBCS) in Light of NEP-2020
Generic Elective for UG Courses
(2021-2025)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BTTX905	GE	GEOTEXTILES	60	20	20	-	-	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit.

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

1. To understand the emerging trends of Geosynthetic in Geotechnical Engineering
2. To evaluate the different properties of including different tests
3. To analyze the functions of geosynthetic and its suitability
4. To design different structures using geosynthetics according to various applications

Course Outcomes (COs):

The students will be able to

1. Identify the type of geosynthetics and their relevance in geotechnical field
2. Understand the mechanism of formation of different geosynthetics
3. Analyse and compute different properties of geosynthetics
4. Apply the knowledge for designing the structures using Geosynthetic materials.

Syllabus

Unit I Introduction

8HRS

Defination of Geotextile, Classification of Getextiles, woven geotextiles, nonwoven geotextiles,Knitted geotextiles and stitch bonded geotextiles.
Type of fibres used in geotextiles.

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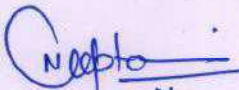
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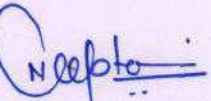
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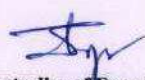
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- Unit II Properties of Geotextiles** **9HRS**
Physical Properties: Mass per unit area , Thickness , Specific gravity
Hydraulic properties: Apparent open size, Permittivity, Transmissivity, Effective opening size test(Sieve test)
Mechanical Properties : Uniaxial Tensile Strength , Burst and Puncture Strength (Cone drop test)
- Unit III Geosynthetics** **7HRS**
 Defination of geosynthetics, Classification of geosynthetics, geotextiles , geogrids, geonets , geomembranes , geocomposites, Geojute, Geomembrane, Geogrid, etc.
- Unit-IV Functions of Geosynthetic material** **8HRS**
 Functions of Geotextiles, separation, reinforcement, filtration, drainage (or fluid transmission), fluid barrier.
- Unit-V Application of geotextiles** **10HRS**
 Use of geosynthetics in roads, Use of geosynthetics in rail roads, Use of reinforced soil in Retaining walls,Improvement of bearing capacity,Geosynthetics in environmental control and land fills,Ground Improvement by geodrains, Use of Geosynthetics in lining of canals


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Text Books:

01. Design with Geosynthetics, R. M. Korner, Prentice Hall, New Jersey, 3rd Edn. 2002
02. Engineering with Geotextiles, G. V. Rao and G. V. S. Rao, Tata McGraw Hill
03. Physical and Geotechnical Properties of Soils', J.E. Bowles 2nd Edition, Mc. Graw Hill, New York.
04. Geo-textiles and Geo-membranes in Civil Engineering,. Gerard P.T.M. Van Santvrot A. A. Balkema, Oxford and IBH publishing company, New Delhi.
05. Geosynthetics World. – J. N. Mandal, Willey Eastern Limited, New Delhi.
06. P. Purushothama Raj, Ground Improvement Techniques, Tata McGrawHill, New Delhi, 1995.
07. T. S. Ingold and K. S. Miller, Geotextile Hand Book, Thomas Telford, London.

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BTTX906	GE	FASHION EVENT MANAGEMENT	60	20	20	-	-	3	0	0	3

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Course Educational Objectives (CEOs):

1. To create an understanding of the different types of fashion events and the planning required for their successful organization.
2. To familiarize the students with the various practical steps required for successful organization of fashion events and impart knowledge about the ways in which all the relevant activities could be effectively coordinated.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

The students will be able to

1. Apply their knowledge in organizing different types of fashion events.
2. Have a practical knowledge of the main administrative, design, marketing, operational and risk management steps required for the successful organization of fashion events.

Syllabus:

Unit-I Introduction of Event Management and Their Types

10 HRS

Anatomy of Fashion Events: Introduction to event management – Types and category, Sports, Rallies, Wedding, Fashion and corporate events, Principles of Event Management, Key roles, types and purposes of fashion events – fashion show, fairs & trade show, product launch, Role of an event coordinator - Administration, Design, Marketing, Operations, Risk, Creating an event plan.

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Unit-II Event Preparation

9 HRS

Initial Planning Requirements: Creating themes for the event, Targeting the audience /vendors, Timing the event and finding a venue, Guest lists and invitations, Organizing the required, production team and preparing duty charts, Budget estimation, Seeking sponsorships – writing sponsorship letters.

Unit-III Audio Visual Aids for Event

9 HRS

Venue requirements: Stage/ booth design, Seating patterns and plan, Lighting and allied audiovisual effects, Preparation of Program Booklet, Catering arrangements, Progress monitoring through checklists.

Unit-IV Show Rehearsals and Fine Tuning

8 HRS

Catwalk Presentation Requirements: Merchandise selection, Models selection, Music and choreography, Final show sequence and rehearsals, Fitting sessions, Dressing area arrangements, Commentary requirements, Closing and striking the show.

Unit-V Marketing and Evaluation of the Show

9 HRS

Pre-Show Marketing and post show follow up: Creating a pre and post-event promotion plan, Building media relations, preparing press release and media kit, Post Show Evaluation.

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Text Books:

1. Guide to Producing a Fashion Show (3rd Edition), Everett, J. C., Swanson, K. K., Fairchild Publications, NY, 2012.
2. Professional Event Coordination, Rutherford (Ed.2), S. J., Wiley, 2012.

References:

1. How to Produce a Fashion Show, from A to Z, Paula, T., Pearson Prentice Hall, 2012.

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BTTX907	GE	NONWOVEN MATERIALS	60	20	20	-	-	3	0	0	3

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Course Educational Objectives (CEOs):

1. The students will be able to get the basic knowledge about principle of manufacturing of nonwoven materials to the extent of their technical use.
2. The students will be able to get the basic knowledge about the applications of nonwoven materials to the extent of their technical use.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

The students will be able to

1. Understand the manufacturing process of nonwovens.
2. Illustrate basic knowledge about the various bonding process of nonwoven fabrics.

Syllabus:

Unit-I Introduction to Nonwovens I

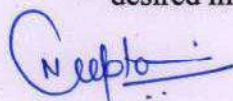
10 HOURS

Definition of nonwoven fabric, general properties of nonwoven fabrics, particulars on which properties of nonwoven fabric depends, different fibrous matter used to manufacture nonwoven bonded fabric, fiber description considerations.

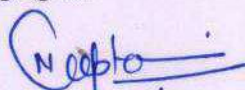
Unit-II Properties and Classifications

10 HOURS

Properties of nonwoven fabric produced using different fibrous matter, Classification and areas of application of nonwoven fabrics, Bonding agent used in nonwovens; properties desired in bonding agent.



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Unit-III Production Process

9 HOURS

Production steps for nonwoven fabric: General production steps for nonwoven fabric manufacturing, Dry bonded fabric production steps spun bonded fabric production steps, wet bonded fabric production steps.

Unit-IV Web Formation

8 HOURS

Types of webs and their forming techniques, staple fibre web – dry-laid web: parallel laid web and their advantages and disadvantages, cross laid web and their advantages and disadvantages and random laid web and their advantages and disadvantages.

Unit-V Bonding Process

8 HOURS

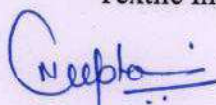
Mechanical bonding processes - needle punching technology, Thermal bonding processes – hot calendaring method and adhesive bonding and chemical bonding processes.

Text Books:

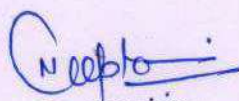
1. Lunenschloss J and Albrecht W, "Non-Woven Bonded Fabric", Ellis and Horwood Ltd., UK, 1985.
2. Albrecht W, Fuchs H & Kittelmann, "Nonwoven Fabrics", Wiley-VCH Weinheim, 2003.
3. Mrstina V & Fejgal F, "Needle punching textile technology", Elsevier, 1990.

References:

1. Krcma Radco, "Manual of nonwovens", Textile Trade Press, UK, 1971
2. Gulrajani M L, "Book of Papers of International Conference on Nonwovens", The Textile Institute, UK, 1992,



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Course Educational Objectives (CEOs):

1. To introduce about the concept of fashion.
2. To understand the designing terms and elements used in garments related to fashion.
3. To demonstrate the effect and application of color psychology.
4. To give basics idea of draping, darting and designing of different parts of garment.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

The students will be able to

1. Understand the fashion trends and forecast.
2. Make the different designs applying elements of design.
3. Apply colors according to the psychology.
4. Make different parts and dresses using draping technique.

Syllabus:

Unit-I Introduction to Fashion

10 HRS

Introduction to Fashion definition and origin terms and definitions, Traditional Indian garments and Embroidery, Ethical Garments.

Unit-II Different Factors Governing Fashion and Fashion Cycle

9 HRS

Fashion cycle in concern with season and forecasting of fashion. Classification of fashion style, and reasons for change in fashion

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Unit-III Introduction to Different Components of Dress

8 HRS

Introduction to neck lines, waistlines, hemlines, collars, sleeves, cuffs, plackets and pockets. Fullness applied in apparel tucks, pleats, gathers, shirring, frills or ruffles, flounces.

Unit-IV Introduction to Draping

8 HRS

Draping: Introduction to draping, equipment and dress forms. Preparation of muslin for draping, fabric behavior. Principles and techniques of draping.

Unit-V Introduction to Wardrobe Planning and Different Types of Dresses

9 HRS

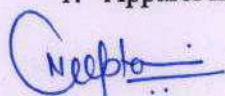
Silhouettes- Types and their application in everyday use. Skirts - Basic concepts in designing the variety of skirts. Trousers- Basic concepts in designing the variety of trousers, Wardrobe planning- design development for formal, casual, party and sports wears for men, women and kids based on their location.

Text Books:

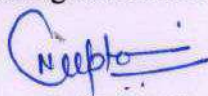
1. Draping for Apparel Industry, Armstrong, H. J., Bloomsbury Publishing, 2013.
2. Introduction to clothing production management, Chuter, A. J., Wiely, 2011
3. The technology of clothing manufacture, Carr, H., Iatham, B., Om Book Service, 1994.

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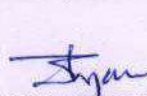
1. Apparel manufacturing hand book: Analysis, Principles and Practice, Solinger, J., 1988.



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Course Educational Objectives (CEOs):

1. To create an understanding of the retail fashion business and the planning required for their successful retail organization.
2. To familiarize the students with the retail organization, their working and roles & responsibilities of the personnel in retail organization.

Course Outcomes (COs):

After completion of this course, the students will be able to:

1. Apply their knowledge in organizing different retail formats.
2. Get knowledge of the visual merchandizing concepts and its use in retail context.

Syllabus:

Unit-I Retail Management

10 HRS

What is retail – Definition, Functions of Retail Management, location of retail stores, the store image, basis of segmentation, targeting and positioning of retail store.

Unit-II Plan for Retail Merchandising

10 HRS

Points to be considered for preparing merchandising plan, assortment planning and control. Buying –Buying plan, buying-selling cycle, shopping the market. Roles and responsibilities of merchandiser, supply chain management, inventory management, record keeping.

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Unit-III Organization of Retail

8 HRS

Hierarchy of retail organization, roles and responsibilities of store manager, inventory manager, sales representatives. Pricing in retail – Markup pricing, mark down pricing & other pricing methods. Different retail formats.

Unit-IV Visual Merchandising

8 HRS

Visual merchandising concept, role of visual merchandiser, window shopping, interior decoration, layout, different types of display based on theme, seasons, festivals.

Unit-V Sustainability in Retail

9 HRS

Meaning of sustainability, importance of sustainability in retail, initiatives of different national and international brands towards sustainability in retail. Fast fashion, slow fashion, green fashion, future of sustainability in fashion industry.

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Choice Based Credit System (CBCS) in Light of NEP-2020
Generic Elective for UG Courses
(2021-2025)

(2021-2025)											
COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BTTX909	GE	RETAIL MANAGEMENT AND VISUAL MERCHANDISING	60	20	20	-	-	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit.

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Text Books:

1. Marketing Management; Philip Kotler and Kevin Keller; Pearson publication; 15th Edition, 2015.
2. Fashion retailing; Dimitri Koumbis; Fairchild books publication, 2018
3. Visual merchandising; Tony Morgan; Laurence king publisher; 2nd Edition, 2011
4. Sustainability in fashion and apparels; M. Prathiban(Editor) ; M.R. Srikrishnan (Editor); P. Kandhavadiu(Editor); Woodhead publishing India, 2018

References:

1. Retail management; Gibson; Pearson publication; 5th edition, 2017
2. Visual merchandising; Swati Bhalla; Anurag Singhal; McGraw Hill Education publisher, 2017
3. Sustainability in fashion; Claudia E. Henninger (Editor) Panayiota J. Alevizou (Editor), Helen Goworek (Editor), Daniella Ryding (Editor); Palgrave Macmillan; 1st edition, 2017,

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