



**BIKANER TECHNICAL UNIVERSITY, BIKANER**  
बीकानेर तकनीकी विश्वविद्यालय, बीकानेर  
OFFICE OF THE DEAN ACADEMICS



**SCHEME & SYLLABUS OF  
UNDERGRADUATE DEGREE COURSE**

**B.Design  
(Fashion Design)**

**V - VI Semester**



**Effective for the students admitted in year 2019-20 and onwards.**  
Approved by 7<sup>th</sup> AC Meeting held on 1<sup>st</sup> Nov. 2021

Office: Bikaner Technical University, Bikaner  
Karni Industrial Area, Pugal Road, Bikaner-334004  
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## Teaching and Examination Scheme

B.Design. : Fashion Design

3rd Year – V Semester

THEORY										
S.No.	Category	SUBJECT CODE	Course Title	CONTACT HOURS / WEEK		Marks				Cr.
				L	P	Exam Hrs.	IA	ETE	Total	
1	PCC	BODFD 501	ENTREPRENEURSHIP	2	0	2	20	80	100	2
2		BODFD 502	PRODUCTION METHODS & QUALITY CONTROL	2	0	2	20	80	100	2
SUB TOTAL				4	0		40	160	200	4
PRACTICAL & SESSIONAL										
3	PCC	BODFD 503	GARMENT CONSTRUCTION TECHNIQUES-III	0	8	2	120	80	200	4
4		BODFD 504	PATTERN MAKING TECHNIQUES -III	0	8	2	120	80	200	4
5		BODFD 505	PATTERN DEVELOPMENT SYSTEM	0	6	2	60	40	100	2
6		BODFD 506	PROJECT -III	0	8	2	120	80	200	4
7	SI	BODFD 507	INTERNSHIP –I	0	6		-----	-----	150	3
8	SPDECA	BODFD 508	Social Outreach, Discipline and Extra Curricular Activities	0	0		0	0	25	0.5
SUB TOTAL				0	36		420	280	875	17.5
TOTAL OF V SEMESTER				4	36		460	440	1075	21.5

L = Lecture, P = Practical, IA = Internal Assessment, ETE = End Term Exam, Cr = Credits

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**Teaching and Examination Scheme****B.Design. : Fashion Design****3rd Year – VI Semester**

THEORY										
S.No.	Category	SUBJECT CODE	Course Title	CONTACT HOURS / WEEK		Marks				Cr.
				L	P	Exam Hrs.	IA	ETE	Total	
1	PCC	BODFD 601	PROMOTION & BRANDING	2	0	2	20	80	100	2
2		BODFD 602	E- COMMERCE	2	0	2	20	80	100	2
3		BODFD 603	APPAREL MANUFACTURING	2	0	2	20	80	100	2
SUB TOTAL				6	0		60	240	300	6
PRACTICAL & SESSIONAL										
4	PCC	BODFD 604	SMART TEXTILES	0	6	2	90	60	150	3
5		BODFD 605	VISUAL MERCHANDISING	0	4	2	60	40	100	2
6		BODFD 606	CREATIVE DRAPING	0	6	2	90	60	150	3
7		BODFD 607	FASHION STYLING AND MAKEUP	0	4	2	60	40	100	2
8		BODFD 608	PROJECT -IV	0	8	2	120	80	200	4
9	SODECA	BODFD 609	Social Outreach, Discipline and Extra Curricular Activities	0	0		0	0	25	0.5
SUB TOTAL				0	28		420	280	725	14.5
TOTAL OF VI SEMESTER				6	28		480	520	1025	20.5

L = Lecture, P = Practical, IA = Internal Assessment, ETE = End Term Exam, Cr = Credits

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**SYLLABUS OF  
UNDERGRADUATE DEGREE COURSE**

**B.Design  
(Fashion Design)**

**V - VI Semester**



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**SYLLABUS**  
**V Semester**  
**B. Design**  
**Subject: BODFD501 Entrepreneurship**

<b>Credit : 02</b>	<b>Max. Marks: 100(IA:20, ETE: 80)</b>	
<b>2L+0T+0P</b>	<b>End Term Exam: 2 Hours</b>	
<b>S.No.</b>	<b>Contents</b>	<b>Hours</b>
1	<b>UNIT-1 Introduction to Entrepreneurship</b> Entrepreneurship: Definition of Entrepreneur, Importance of Entrepreneurship, concepts of Entrepreneurship, Characteristics of successful Entrepreneur, Classification of Entrepreneurs, Myths of Entrepreneurship, Entrepreneurial Development models, Entrepreneurial development cycle, Problems faced by Entrepreneurs and capacity building for Entrepreneurship	5
2	<b>UNIT-2 Entrepreneurial Assets</b> Entrepreneurial Values and attitudes, Entrepreneurial Qualities, Role, Demands and Requirements of Entrepreneurs, Barriers to Entrepreneurship	4
3	<b>UNIT-3 Entrepreneurial Motivation</b> Definition and Meaning of Motivation, Need of Motivation for Achievement Motivating Factors: Internal and External	4
4	<b>UNIT-4 Project Development</b> Creativity and idea generation, Searching and selecting entrepreneurial ideas, Dynamics of project identification, Matching project and enterprise.	5
5	<b>UNIT -5 Projects Management: A Project. Search for a Business idea: Introduction, Choosing an Idea, Selection of product, The Adoption process, Product Innovation, Product Planning and Development Strategy, Product Planning and Development Process. Concepts of Projects and Classification: Introduction, Meaning of Projects, Characteristics of a Project, Project Levels, Project Classification, Aspects of a Project, The project Cycle, Features and Phases of Project Management, Project Management Processes. Project Identification: Feasibility Report, Project Feasibility Analysis. Project Formulation: Meaning, Steps in Project formulation, Sequential Stages of Project Formulation, Project Evaluation.</b>	6
	<b>Total</b>	<b>24</b>

**Course Objectives:**

- To understand the concept of entrepreneurship
- To know the world of entrepreneurs
- To understand and cultivate entrepreneurial values, attitude, qualities and desires.
- To sow the seed of entrepreneurship in fertile minds
- The program envisions to develop Entrepreneurial thinking & abilities in aspiring professionals for the dynamically changing economy & social ecology in the era of the 4th industrial revolution.

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- The program will expose students to concepts in human centric entrepreneurship and necessary skills to translate innovations into sustainable marketable products.
- Students will learn how to commercialize an innovative idea for a segmented target audience and spin a sustainable business model around it.

**Suggested Reference Books:**

- Entrepreneurs: Talent- Temperament Technique- Bolton, B. & Thompson, J
- Entrepreneurship Development- Taneja, S. & Gupta, S.L.
- His. Entrepreneurship: Starting, Developing and Managing a New Enterprise- Richard, D. USA -rich, R.D. & Peters, M.P
- Entrepreneurial Development- (Vol I & II.) - Desai, V.
- Principles of Management P. Tripathi, P.N. Reddy Tata McGraw Hill,
- Dynamics of Entrepreneurial Development & Management Vasant Desai Publishing House
- Entrepreneurship Development Poornima. M. Charantimath Small Business Enterprises – Pearson 2006 2 & 4

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## SYLLABUS

V Semester  
B. Design

**SUBJECT: BODFD502**

### PRODUCTION METHODS & QUALITY CONTROL

Credit : 02	Max. Marks: 100(IA:20, ETE: 80)	
2L+0T+0P	End Term Exam: 2 Hours	
S. No.	Contents	Hours
1	<b>UNIT-1 Introduction To Quality Productivity &amp; Safety Management</b> History, Concept and definition of Quality, Productivity & Safety Management Introduction to Quality, Quality Management and Safety Management Quality Management, A Conceptual frame work. Know the (5P) Purpose, Planning, Procedure and Problem Solving Performance of Learning Knowledge & skill required for engineer for application of quality, Productivity & Safety Management in Industry.	5
2	<b>UNIT-2 Introduction To Production And Productivity:</b> Production concepts and factors. Types of Production Production function & System Input Output model Difference between production and productivity External & Internal factors of Productivity	6
3	<b>UNIT-3 Productivity</b> Concept, Definition & Importance of Productivity Major Factors of Productivity Factors affecting productivity Productivity measurement criteria	4
4	<b>UNIT-4 Quality Management</b> Introduction to Quality & Quality Management. Introduction to Quality Costing Importance of Standardization (Impact, Assurance Process and its Steps) Study of Standards used for quality management	5
5	<b>UNIT -5 Quality Control &amp; Inspection</b> Types, Steps, Objectives & Benefits of Quality Control Introduction, Definition, Objectives, Functions, Types & Methods of Inspection Role of Inspection Engineer in the field	4
	<b>Total</b>	<b>24</b>

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## Course Objectives:

- To Learn importance of production, productivity and quality in the fabrication industry
- To learn importance of safety management.
- To learn quality, quality control and quality assurance.

## Suggested Reference Books:

- Production & Operation Management – S. Anil Kumar, NET
- Quality Management – Kanishka Bedi – Oxford University Press.

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**SYLLABUS**

**V Semester**

**SUBJECT: BODFD503 GARMENT CONSTRUCTION TECHNIQUES III**

<b>Credit : 04</b>		<b>Max. Marks: 200(IA:120, ETE: 80)</b>
<b>0L+0T+8P</b>		<b>End Term Exam: 2 Hours</b>
S.No.	Contents	Hours
1	<b>UNIT-1 Types of Necklines</b> Round and Jewel, Square and Glass, V Shape, Straight and Curved, Scalloped, Sweet Heart Neckline finishing by using facings and inter facings: Shaped facing, Bias Facing, Single Layer Binding, Double Layer Binding	17
2	<b>UNIT-2 Types of Collars &amp; Sleeves</b> Flat Collar, One Pillar rolled collar, two piece rolled collar, Shirt Collar Basic sleeve types: Half Sleeve, Full Sleeve, ¾ Sleeve. Sleeves Finish Set in Sleeves: Plain, Puff Sleeve, Flare Sleeve, Leg 'O' mutton, Shirt Sleeve, Kurta Sleeve Other Modified Sleeves: Raglan, Kimono, Dolman Insertion of gusset to be explained sleeves finishes: Self hem, Shaped Facing, Bias Facing/ Double fold Bias Binding, Casing	23
3	<b>UNIT-3 Pocket Making and Application</b> Introduction to the Unit Patch Pockets- Different Types: Unlined Patch Pockets, Lined Patch Pockets, Patch Pockets with flap Patch Pocket with Self Flap Inside Pockets: Reinforcing in-seam-pockets, Extension in-seam- front hip pocket, Slashed pockets-bound pockets, Fabricating bound pockets, Flap and separate welt pocket, Welt Pocket with flap	21
4	<b>UNIT-4 Fasteners: Inserting a zip fastener/ Waist Band:</b> Types of Zippers & methods of attachment, Centered Standard, A lapped Standard zip, Concealed zip, Open end zip, Finishing off in a slot <b>BUTTONS-</b> Types attaching Positioning and Buttons, Hook and Eye, Press-Studs, Touch and Close Making of waist band- Straight waist band, contour waist band, elasticized waist band	16
5	<b>UNIT – 5 Hemline finishing-</b> with binding, hemming and Pico Stay stitching & Top Stitching Shaping corners, points & curves Cuffs, Bows, Braid & Fabric Craft, Support Materials- Underlining, facing, interfacing, interlining & lining, Different types of trims & their uses.	19
<b>Total</b>		<b>96</b>

**Course Objectives:**

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- To understand and appreciate different types of necklines, collars, sleeves, cuffs and pockets.
  - To obtain fabricating skills for the same.

**Suggested Reference Books:**

- The Practical Encyclopedia of Sewing: By-Dorothy Wood: Lorenz Books
- The Complete Book of Sewing: Dorling Kindersley
- Sewing and Knitting: A Reader's Digest step –by-step guide
- Complete guide to sewing – Reader's digest
- Encyclopedia of dress making – Raul Jewel
- Comparative Clothing construction techniques- S. S. Chhabra
- Comparative Construction Techniques
- Clothing Construction: Sherie Doongaji
- Sewing Manual: Singer
- Stitch World
- Apparel views

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**SUBJECT: BODFD504 PATTERN MAKING TECHNIQUES-III**

<b>Credit : 04</b>		<b>Max. Marks: 200(IA: 120, ETE: 80)</b>
<b>0L+0T+8P</b>		<b>End Term Exam: 2 Hours</b>
<b>S.No.</b>	<b>Contents</b>	<b>Hours</b>
1	<b>UNIT-1 The contents &amp; principles of Pattern Making.</b> Basics of Commercial paper pattern, Pattern Envelope, Pattern Marking, Pattern Layout, Pattern Alteration	18
2	<b>UNIT-2 Dart Manipulation and Its Importance</b> Dart Manipulation, Fitting – Principles of fitting, standards and steps in fitting techniques, fitting problems and their remedies, Elements of fabric, Principles and fitting methods, Foundation pattern, Dart manipulation, Eliminating Darts.	34
3	<b>UNIT-3 Commercial paper pattern – preparation details</b> Designing envelop front and back. Importance of guide sheet. Computerized grading systems, Standard size grading	20
4	<b>UNIT-4 Pattern Manipulation for different style lines and its grading Princess line, empire line, low waistline, strapless bodice.</b>	24
<b>Total</b>		<b>96</b>

**Course Objectives:**

- To develop the skill of pattern making
- To understand and demonstrate the importance and techniques of Dart manipulation in real life situations.

**References**

1. Pattern making for fashion design. Helen Joseph - Armstrong Dorling Kindersley (India) Pvt. Ltd
2. Fabric, form and flat pattern cutting Winifred Aldrich Blackwell Publishing
3. Pattern making for fashion design. Helen Joseph - Armstrong Harper Collins Publishers
4. Pattern Grading for Women's Cloths Gerry Cooklin Willey –Black Well

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## SUBJECT: BODFD505 PATTERN DEVELOPMENT SYSTEM

<b>Credit : 02</b>		<b>Max. Marks: 100(IA: 20, ETE: 80)</b>
<b>0L+0T+6P</b>		<b>End Term Exam: 2 Hours</b>
S.No	Contents	Hours
1	<b>UNIT-1 The contents &amp; principles of grading</b> Sizing and survey of the market. Grading Option Special Areas Body Analysis Grading Terminology Track Grading 3-D Grading	13
2	<b>UNIT-2 Practical Applications</b> Bodice block. Skirt Block. Sleeve Block. Princess Block. Yoke in a bodice. Torso Block. Puff Sleeve. Leg 'O' Mutton sleeve. Shirt Sleeve with cuff. Lantern sleeve. Panelled	20
3	<b>UNIT-3 Dart Manipulation and Its Importance</b> Slash and Spread technique, pivot technique for dart manipulation Grading of Collars, Lapels and Yoke	12
4	<b>UNIT-4 Pattern Manipulation for different style lines and its grading</b> Princess line, empire line, low waist line, strapless bodice.	12
5	<b>UNIT -5 Commercial paper pattern – preparation details</b> Designing envelope front and back Importance of guide sheet. Computerized grading systems, Standard size grading	15
	<b>Total</b>	<b>72</b>

### Course Objectives:

- This course aims to make the student proficient of grading the pattern to different sizes both by Track grading and Nested grading.
- To develop the skill of pattern manipulation and grading.
- To impart knowledge of commercial paper pattern.

### Suggested Reference Books:

- Entrepreneurs: Talent- Temperament Technique- Bolton, B. & Thompson, J
- Entrepreneurship Development- Taneja, S. & Gupta, S.L.
- His. Entrepreneurship: Starting, Developing and Managing a New Enterprise- Richard, D. USA -rich, R.D. & Peters, M.P
- Entrepreneurial Development-(Vol I & II,) - Desai, V.
- Principles of Management P. C. Tripathi, P.N. Reddy Tata McGraw Hill,
- Dynamics of Entrepreneurial Development & Management Vasant Desai Publishing House
- Entrepreneurship Development Purnima. M. Charantimath Small Business Enterprises – Pearson 2006 2 & 4

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**SUBJECT: BODFD506**  
**PROJECT III**

<b>Credit : 04</b>	<b>Max. Marks: 200(IA:120, ETE: 80)</b>	
<b>0L+0T+8P</b>	<b>End Term Exam: 2 Hours</b>	
<b>S.No.</b>	<b>Contents</b>	<b>Hours</b>
1	<b>Unit I: RESEARCH</b> Selection of the theme for the design project Inspiration for your design, client's mood and choice and color board Category of garments, skills for design research Doodling and Explorations	16
2	<b>Unit II: DEFINE</b> Define the client's needs, target needs and market, client profile, product details, Material details. Introduction to skills of interaction, finally communication skills	14
3	<b>Unit III: IDEATION</b> Research on design based on target client and market, doodling, details on specifications, detailing of design, making collection of designs for the product. Skills required: Drawing, Sketching, Product Anatomy, Rendering, Detailing, Material Rendering, Product anthropology and ergonomics.	20
4	<b>Unit IV: PROTOTYPE</b> Development of sample of the product. Production methods, Machines involved, Steps of production, Quality standards, Costing estimation.	21
5	<b>UNIT V: TEST</b> Feedback on the product, methods of marketing and promotion.	25
	<b>Total</b>	<b>96</b>

**Learning Outcomes:**

- Observe, analyze, and apply the basic elements, principles and skills of visualization, presentation.
- Actualization of body types, form, and movements.
- Develop an understanding of three-dimensional representations and realization.
- Learn Illustration and rendering techniques.
- Present and communicate visually.

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**SUBJECT: BODFD507**  
**INTERNSHIP I**

<b>Credit : 03</b>		<b>Max. Marks: 150</b>
<b>0L+0T+6P</b>		<b>End Term Exam: 2 Hours</b>
<b>S.No.</b>	<b>Contents</b>	<b>Hours</b>
1	It is presentation of Project craft documentation completed during summer.	72
	<b>Total</b>	<b>72</b>

**Learning Outcomes:**

- To understand the essence of Indian Crafts and its aesthetics.
- To cultivate aesthetic sensibility for observing, analyzing, and appreciating various art forms.
- To inculcate the ability to identify basic elements of art and design embodied in various art forms.
- To develop the sensibility of Photography technology and analyze the aesthetics of an object and its documentation.

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## SYLLABUS

V Semester

B. Design

**SUBJECT: BODFD601**

**PROMOTION AND BRANDING**

<b>Credit : 02</b>	<b>Max. Marks: 100(IA:20, ETE: 80)</b>	
<b>2L+0T+0P</b>	<b>End Term Exam: 2 Hours</b>	
S.No.	Contents	Hours
1	<b>UNIT-1 Introduction to Brand Management</b> Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis	4
2	<b>UNIT-2 Planning and Implementing Brand Marketing Programs</b> Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements <ul style="list-style-type: none"><li>• Integrating Marketing Programs and Activities</li><li>• Personalizing Marketing: Experiential Marketing, One to One Marketing, Permission Marketing</li><li>• Product Strategy: Perceived Quality and Relationship Marketing</li><li>• Pricing Strategy: Setting Prices to Build Brand Equity</li><li>• Channel Strategy: Direct, Indirect Channels</li><li>• Promotion Strategy: Developing Integrated Marketing Communication Programs</li><li>• Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries,</li><li>• Channel of Distribution, Co-branding, Characters, Events.</li></ul>	7

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3	<b>UNIT-3 Measuring and Interpreting Brand Performance</b> <b>a) The Brand Value Chain</b> <b>b) Measuring Sources of Brand Equity:</b> <ul style="list-style-type: none"><li>• Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand</li><li>• Personality and Values: The Big Five, Free Association</li><li>• Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses</li></ul> <b>c) Young and Rubicam's Brand Asset Valuator</b> <b>d) Measuring Outcomes of Brand Equity</b>	8
4	<b>UNIT-4: Growing and Sustaining Brand Equity</b> <b>a) Designing &amp; Implementing Branding Strategies:</b> <ul style="list-style-type: none"><li>• Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matri, Breadth of a Branding Strategy, Depth of a Branding Strategy</li><li>• Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels</li><li>• Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</li></ul> <b>b) Brand Extensions:</b> Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity <b>c) Managing Brands over Time:</b> Reinforcing Brands, Revitalizing Brands <b>d) Building Global Customer Based Brand Equity</b>	5
	<b>Total</b>	<b>24</b>

**Reference books:**

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity
- Keller Kevin Lane, Strategic Brand Management-2008
- Elliot, Richard, Strategic Brand Management-2008
- Kapferer, Jean-Noel, Strategic Brand Management-2000
- Kishen, Ram, Strategic Brand Management- 2013
- Keller Kevin Lane, Strategic Brand Management 4e-2015

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**SUBJECT: BODFD602**  
**E-COMMERCE**

Credit : 02		Max. Marks: 100(IA: 20, ETE: 80)
2L+0T+0P		End Term Exam: 2 Hours
S.No.	Contents	Hours
1	<b>Unit-I:</b> Internet Concepts & Technologies – Concept & evolution of internet; Web technologies – global publishing concept, hypertext, URLs, HTTP, HTTPD, Servers, HTML, HTML Forms & CGI gateway services.	6
2	<b>UNIT – II:</b> Web – site Design: Role of web – site in B2C e-commerce; website strategies & web-site design principles; push & pull technologies, alternative methods of customer communication.	5
3	<b>UNIT – III:</b> Multi – Media & E-commerce; push & pull technologies, alternative methods of customer communication.	4
4	<b>UNIT – IV:</b> Electronic Payment System: Special features required in payment system for e-commerce; Types of e-payment System; E-cash & currency servers, e-cheques, credit cards, smart cards, electronic purses & debit cards	5
5	<b>UNIT – V:</b> Security Issues in E-Commerce: Security risks of e-commerce, exposure of resources, type of threats, sources of threats, security tools & risk – management approach	4
		<b>Total 24</b>

**Course Objectives:**

This **course** focuses on principles of **e-commerce** from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies.

**Suggested Reference Books:**

- Joseph, P.T. (2005). E-COMMERCE AN INDIAN PERSPECTIVE (2e), New Delhi Prentice-Hall of India
- Kaspersky, (2008). THE CYBERCRIME ECOSYSTEM WHITEPAPER, Kaspersky Lab
- O'Brien, J. (2004). MANAGEMENT INFORMATION SYSTEMS MANAGING INFORMATION TECHNOLOGY IN THE BUSINESS ENTERPRISE, New Delhi Tata McGraw- Hill.
- Rayport, J. F. & Jaworski, B. J. (2002). INTRODUCTION TO E-COMMERCE, New York McGraw-Hill Irwin.
- Stair, R. M. & Reynolds, G. W. (2001). PRINCIPLES OF INFORMATION SYSTEMS, 5e, Singapore Thomson Learning.

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**SUBJECT: BODFD603  
APPAREL MANUFACTURING**

<b>Credit : 02</b>	<b>Max. Marks: 100(IA:20, ETE: 80)</b>	
<b>2L+0T+0P</b>	<b>End Term Exam: 2 Hours</b>	
<b>S.No.</b>	<b>Contents</b>	<b>Hours</b>
1	<b>Unit I:</b> Different departments & their role in garment industry. Product types and its influence. Garment analysis and its classification - measurement and size charts for men, women, and children - requirement and breakdown of garments - flow process - torso and bifurcated garments.	4
2	<b>Unit II:</b> Fabric Receipt & Cutting process: fabric checking for quality – cutting process & its types – Ticketing & bundling – sewing process -Stitches and seams: basic principles of stitch formation – classification of stitches based on federal standards – detailed study of application of all stitches - comparison of stitches.	5
3	<b>Unit III:</b> Detailed study on seams classification as per federal standards –seam finishes – devices for introducing fullness. Thread consumption for various types of stitches and garments. Fabric selection techniques – Additional dress making techniques-trimming details for quality look.	5
4	<b>Unit IV:</b> Detailed study on various stitching, sewing and assembly defects - causes & remedies: skip stitch, unbalanced, puckering, gathering, needle defects, thread problems – quality of threads and its impact on sewing quality – sew ability and its influencing factors – needle cutting index.	5
5	<b>UNIT V:</b> Fusing and its requirements– interlinings – fusible resin types. Introduction to trims and accessories attachments -label, zips, fasteners – Sewing ticket numbering. Packaging types and materials. Finishing & Packing - Dispatching.	5
	<b>Total</b>	<b>24</b>

**References:**

- Apparel Manufacturing – Hand Book – Jacob Solinger
- Technology Of Clothing Manufacture – Herold Carr & B.Latham
- Knitted Clothing Technology – T.Bracken Berry
- Technology of Stitches & Seams – Coats Viyella Limited
- Apparel Manufacturing Management System – Roche Daniel
- Knitting and Apparel Manufacture – Suresh Kumar, SSMITT Stores

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**SUBJECT: BODFD604  
SMART TEXTILES**

<b>Credit : 03</b>	<b>Max. Marks: 150(IA:90, ETE: 60)</b>	
<b>0L+0T+6P</b>	<b>End Term Exam: 2 Hours</b>	
S.No.	Contents	Hours
1	<b>Unit I:</b> Smart technology for textiles and clothing – Introduction and Overview, development of smart technology for textiles and clothing – sensors/actuators, for signal transmission, processing and controls. Electrically active polymer materials – concepts of autonomic systems and materials, polymer materials as actuators or artificial muscle, peculiarity of polymer gel actuator, triggers for actuating polymer gels, electroactive polymer gels as artificial muscles, from electro-active polymer gel to electro-active elastomer with large deformation	20
2	<b>Unit II:</b> Introduction to phase change materials – Heat balance and thermo-physiological comfort, phase change technology, PCMs in textiles, textile treatment with PCM microcapsules, thermal performance, test methods, applications, future prospects of PCM in textiles and clothing. Intelligent textiles with PCMs – Basic information on PCMs, phase change properties of linear alkyl hydrocarbons, textiles containing PCM, Functions of Textile Structure with PCM.	16
3	<b>Unit III:</b> Embroidery and Smart textiles – Introduction, basics of embroidery technology – combined embroidery techniques. Embroidery machines, Embroidery for technical applications – tailored fibre placement, Embroidery technology used for medical textiles. Embroidered stamp – gag or innovation. Adaptive and responsive textile structures – Introduction, textiles and computing – the symbiotic relationship, the three dimensions of clothing and wearable information infrastructure, textiles and information processing, Georgia tech wearable motherboard	22
4	<b>Unit IV:</b> Wearable technology for snow clothing. Bio-processing for smart textiles and clothing – treatment of wool with enzymes, treatment of cotton with enzymes, e n z y m a t i c modification of synthetic fibers, spider silk, intelligent fibers. Textile scaffolds in tissue engineering – ideal scaffold system, scaffold materials, textile scaffolds.	14
	<b>Total</b>	<b>72</b>

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**Text Books:**

- Smart fibres, fabrics and clothing Xiaoming Tao Woodhead Publishing Limited, Cambridge, England. 2005
- Intelligent textiles and clothing H.R.Mattila Woodhead Publishing Limited, Cambridge, England. 2006

*Disclaimer: This subject largely focuses towards the practical application but will be initiated with conceptualization.*

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**Subject: BODFD605  
Visual Merchandising**

<b>Credit : 02</b>		<b>Max. Marks: 100(IA: 60, ETE: 40)</b>
<b>0L+0T+4P</b>		<b>End Term Exam: 2 Hours</b>
<b>S.No.</b>	<b>Contents</b>	<b>Hours</b>
1	<b>Unit I:</b> Fashion Business – Nature – Environment – Segment of Fashion Industry. Merchandising – Principles, types. Product presentation – role of consumer	12
2	<b>Unit II:</b> Visual display – Fashion communication – Visual / 3D visual – Elements of visual merchandising. Visual merchandising as a communication tool, presentations in visual merchandising, visual merchandising and enhanced customer buying decision, interiors with respect to brand, 65 sensory elements, signs and graphics, focal point for season and type of sale.	16
3	<b>Unit III:</b> Objectives of Store planning, location, design, retail image mix, and layout, the circulation plan for retail formats and a generic apparel and fashion store, buying, mark-up and mark-down in merchandise management, private apparel brands and labels. – Windows – interiors – optimizing techniques in retail space. Study on apparel franchising, franchising in India.	20
<b>Total</b>		<b>48</b>

**Textbooks:**

Marian L.Davis, “Visual Design in Dress”, Prentice Hall Inc., 1976. Elaine Stone, “FashionMerchandising”, Blackwell Science Ltd., 2000.  
Martin.M. Pegler, “Visual Merchandising and Display”, (fifth edition), Fair ChildPublications, 2011.

**References:**

Frings G. S. “Fashion-from concept to consumer”.  
Gibson G. Vedamani., “Retail Management Functional Principles & Practices, ThirdEdition” Jaico Publishing House, 2003.  
Mike Easey, “Fashion Marketing; Blackwell Science”, 2000.  
Maurice J. Johnson and Evelyne C. Moore, “Apparel product development”, Prentice HallInc. 2001.

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**SUBJECT: BODFD606 CREATIVE DRAPING**

Credit : 03	Max. Marks: 150(IA:90, ETE: 60)	
0L+0T+6P	End Term Exam: 2 Hours	
S.No.	Contents	Hours
1	<b>Unit I:</b> Overview and understand basic draping techniques, their features, and related Terminology. In addition, students will learn to drape a bodice, create darts, yokes and Princess seams.	12
2	<b>Unit II:</b> Learn a variety of sleeve types, including the shirtsleeve, cap sleeve, dropped Shoulder and raglan, plus gathered, belled and basic cuff variations.	14
3	<b>Unit III:</b> Learn basic necklines and collars, including shirt and convertible collar. They will learn how to construct button and buttonhole extensions, including single and Double-breasted closures.	22
4	<b>UNIT IV:</b> Learn how to drape a basic skirt, with darts and alternative methods of controlling and distributing fullness, such as gathering, waist and hip yokes, pleated, A line, and panel skirts, moving onto more complex skirt styles including gored, half circle, full circle etc.	24
	<b>Total</b>	72

**REFERENCES:**

- Armstrong, Helen Joseph, Draping for Apparel Design, 3 Ed, Fairchild Books, 2013. ISBN-13: 978-1609012403
- Reader's Digest, Complete Guide to Sewing, 8 Ed, The Reader's Digest Association, Inc., 1997. ISBN-13: 978-0895770264

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**SUBJECT: BODFD607**  
**FASHION STYLING AND MAKE UP**

<b>Credit : 02</b>		<b>Max. Marks: 100(IA: 60, ETE: 40)</b>
<b>0L+0T+4P</b>		<b>End Term Exam: 2 Hours</b>
<b>S.N o.</b>	<b>Contents</b>	<b>Hours</b>
1	Area of study includes fashion appreciation, historical and contemporary art and style to understand fashion as a social phenomenon along with inputs in photography, presentation techniques, clothing trends, accessories, hair and make-up, material sourcing, model casting, professional practices and on the job experience through a project with a fashion stylist.	48
	<b>Total</b>	<b>48</b>

**Course Objectives:**

Designed to train fashion stylists in the fields of fashion design, visual merchandising, advertising, cinema, television, interior design, fashion writing, fashion photography and other fashion presentations such as display and ramp shows.

**References**

- The End of Fashion by Tri Agins,
- The little dictionary of Fashion: A guide to dress sense for every Woman by ChristianDior,
- Fashion - Oxford History of Art by Christopher Beward,
- The Beautiful Fall by Alicia Drake,
- The Battle of Versailles: The Night American Fashion Stumbled into the Spotlight andMade History,
- Gods & Kings by Dana Thomas
- Love Style Life by Garance Dore,
- Women in clothes by Sheila Heti, Heidi Julavits, Leanne Shapton and 693 Others,
- The Fashion Designer Survival Guide by Mary Gehlhar,
- Everyday Icon : Michelle Obama & the power of style by Kate Betts,
- Makeup Manual – Bobbi Brown,
- Makeup: The Ultimate Guide – Rae Morris & Making Faces – Kevyn Aucoin

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**SUBJECT: BODFD608 PROJECT IV**

Credit : 04	Max. Marks: 200(IA:120, ETE: 80)	
0L+0T+8P	End Term Exam: 2 Hours	
S.No.	Contents	Hours
1	<b>Unit I: RESEARCH</b> Selection of the theme for the design project Inspiration for your design, client's mood and choice and color board Category of garments, skills for design research Doodling and Explorations	16
2	<b>Unit II: DEFINE</b> Define the client's needs, target needs and market, client profile, product details, material details. Introduction to skills of interaction, finally communication skills	14
3	<b>Unit III: IDEATION</b> Research on design based on target client and market, doodling, details on specifications, detailing of design, making collection of designs for the product. Skills required: Drawing, Sketching, Product Anatomy, Rendering, Detailing, Material Rendering, Product anthropology and ergonomics.	20
4	<b>Unit IV: PROTOTYPE</b> Development of sample of the product. Production methods, Machines involved, Steps of production, Quality standards, Costing estimation.	21
5	<b>UNIT V: TEST</b> Feedback on the product, methods of marketing and promotion.	25
	<b>Total</b>	<b>96</b>

**Learning Outcomes:**

- Observe, analyze, and apply the basic elements, principles and skills of visualization, presentation and actualization of body types, form, and movements.
- Develop an understanding of three-dimensional representations and realization.
- Learn Illustration and rendering techniques.
- Present and communicate visually.
- To increase their ability to adapt to real life situations and face the anomalies.