

GOVT.D.B.GIRLS'P.G. (AUTONOMOUS) COLLEGE,



KALIBADI, RAIPUR, (CHHATTISGARH)

FACULTY OF HOME-SCIENCE

SYLLABUS

OF

BSc.[HOME SCIENCE] PART-I,II,III ✓

WITH

FASHION DESIGNING

2020-2021

SIGNATURE OF CHAIRMAN

SIGNATURE OF MEMBER

(SUBJECT)



**GOVT.D.B.GIRLS'P.G. (AUTONOMOUS) COLLEGE,
KALIBADI, RAIPUR, CHHATTISGARHS.**

B.Sc./B.A. HOME-SCIENCE PART III (FASHION DESIGNING)

S.NO.	SUBJECT	MAXIMUM MARKS THEORY	MAXIMUM MARKS PRACTICAL	TOTAL	MINIMUM MARKS THEORY	MINIMUM MARKS PRACTICAL
FOUNDATION COURSE	HINDI LANGUAGE	75		150	50	
	ENGLISH LANGUAGE	75				
GROUP-A	NUTRITIONAL BIOCHEMISTRY	50	25	75	33	09
	FOOD PRESERVATION	50	25	75		09
GROUP-B	MARKETING & SALES MANAGEMENT	50	50	150	33	17
	CLOTHING CONSTRUCTION & FASHION DESIGNING	50				
GROUP-C	EARLY CHILDHOOD EDUCATION	50	25	75	33	09
	FOUNDATION OF ART & DESIGN	50	25	75		09

SIGNATURE OF CHAIRMAN

SIGNATURE OF MEMBER

(SUBJECT)

GOVT.D.B.GIRLS'P.G. (AUTONOMOUS) COLLEGE, KALIBADI, RAIPUR, CHHATTISGARHS



DEPARTMENT OF HOME-SCIENCE

B.Sc./B.A. PART III (FASHION DESIGNING)

NAME OF PAPER: MARKETING & SALES MANAGEMENT

GROUP: B / PAPER: I

UNIT I

1. Introduction To Marketing
 - Meaning, Definition, Nature & Scope
 - Role And Importance Of Marketing In Modern Economy
 - Types, Functions & Method
 - Marketing Process
2. Standardization & Grading.
 - Meaning, Definition, Importance & Advantages
 - Standardization & Grading In India
 - Problems Of Standardization & Grading In India
3. Product Policy Decision : Product Life Cycle

UNIT II

1. Pricing Policies
 - Pricing Economic Concept & Objects
 - Meaning Of Cost , Methods Of Setting Price
 - Factors Affecting Pricing Decisions
2. Sales Promotion : Meaning, Method, Strategies & Planning
3. Salesmanship : Meaning, Definition, Characteristics & Scope
 - Essentials Of Successful Salesmanship
 - Duties & Main Qualities Of Successful Salesmanship
 - Salesmanship & Advertisement

UNIT III

1. Channels Of Distribution : Meaning, Definition, Types & Functions
 - Channels Of Distribution Of Consumer Goods & Industrial Goods
 - Role Of Middleman / Channels Of Distribution In India
2. Advertisement : Meaning, Definition, Functions & Principles
 - Advantages & Disadvantages / Media Of Advertisement
 - Factors To Be Considered When Selecting A Medium Of Advertisement

3. Consumer Education

UNIT IV

1. Marketing Research & Information
 - Meaning, Definition, Object, Types , Procedure
 - Importance & Advantages
2. Market Report
 - Meaning & Types , Market Terminology
3. Consumer Protection

UNIT V

1. Entrepreneurship
 - Meaning, Definition, Nature & Types
 - Qualities Of A Successful Entrepreneur
 - Theories & Models Of Entrepreneurship (Psychological, Sociological, Economic & 7 Integrated Models)
 - Factors Affecting The Development Of Entrepreneurship
2. Self Employment Programmes In India
3. Consumer Association In India.


Dr. Jyoti Ravi Tiwari

Dr. Aruna Palta

Dr. Snigdha Sen

Dr. Meenakshi Saxena

Dr. Abha Tiwari


Dr. Versha Raghuvanshi

Dr. Rekha Lilhare

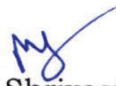

Dr. Rashmi Minj

Dr. Nanda Gurwara

Dr. Vasu Verma



Dr. Anubha Jha


Dr. Abhaya Joglekar


Ms. Manju Shrivastava


Dr. Shipra Banerjee


Dr. Alka Verma


Dr. Rekha Diwan

GOVT.D.B.GIRLS'P.G. (AUTONOMOUS) COLLEGE, KALIBADI, RAIPUR, CHHATTISGARHS

DEPARTMENT OF HOME-SCIENCE

B.Sc./B.A. PART III (FASHION DESIGNING)



NAME OF PAPER: CLOTHING CONSTRUCTION & FASHION DESIGNING

GROUP: B / PAPER: II

UNIT I

1. Clothing
 - Origin Of Clothing
 - Meaning & Significance
2. Costumes Of Ancient Age
3. Costumes Of Modern Age
4. Personality
 - Meaning, Types & Factors Affecting Personality
 - Role Of Costumes In Improving Personality
 - Clothing & Personality
 - Personal Expression And Its Relation To Costume Selection
5. Selection Of Children Clothing According To Age

UNIT II

1. Fabric For Garment Making
 - Handling Of Different Types Of Fabric
 - Selection Of Suitable Fabric For Clothing
 - Suggestions For Persons Of Different Figures
 - Factors Affecting Clothing Decisions
2. Industrial Machines & Equipment Used For Cutting, Sewing And Finishing.
3. Interrelationship Of Needles, Thread, Stitch Length, & Fabric
4. Fitting
 - Fundamentals Of Fitting
 - Problems Area In Fitting
 - Factors Affecting Good Fit

UNIT III

1. Tailoring
 - General Principles
 - Proper Measurements
 - Principles Of Commercial Tailoring
2. Pattern Making
 - General Instructions For Pattern Making
 - Method
 - Types & Layout
 - Use Of Commercial Paper Pattern
3. Pattern Alteration
 - Meaning & Types
4. Dart Manipulation & Dart Concealment

UNIT IV

1. Drafting & Draping
2. Trimming Materials Used For Making Garment
3. Ornamentation Techniques
4. Embroidery
 - Fundamentals
 - Techniques
 - Design
 - Color Combination
 - Use Of Different Threads
 - Different Types Of Stitches
5. Traditional Embroidery Of India
 - Kashida Of Kashmir & Bihar
 - Kantha Of Bengal
 - Phulkari Of Punjab
 - Chikankari Of Lucknow
 - Kasuti Of Karnataka
 - Kutch & Kathiyawar Of Gujrat
 - Zari Embroidery
 - Applique Work

UNIT V

1. Costume Of Men For Different States
 - Details Of Costumes
 - Jewellery & Accessories
2. Costume Of Women For Different States
 - Details Of Costumes
 - Jewellery & Accessories
3. Marriage Costumes For Different States Of India
4. Various Dance Costumes Of India
5. Accessories
 - Importance & Types
 - Factors Affecting Selection Of Accessories

Self

Dr

Dr. Jyoti Ravi Tiwari

Dr. Aruna Palta

Dr. Snigdha Sen

Dr. Meenakshi Saxena

Dr. Abha Tiwari

Dr. Versha Raghuvanshi

Dr. Rekha Lilhare

Dr. Rashmi Minj

Dr. Nanda Gurwara

Dr. Vasu Verma

Dr. Anubha Jha

Dr. Abhaya Joglekar

Ms. Manju Shrivastava

Dr. Shipra Banerjee

Dr. Alka Verma

Dr. Rekha Diwan

GOVT.D.B.GIRLS'P.G. (AUTONOMOUS) COLLEGE, KALIBADI, RAIPUR, CHHATTISGARHS



DEPARTMENT OF HOME-SCIENCE

B.Sc./B.A. PART III (FASHION DESIGNING)

PRACTICALS

GROUP: B

1. Drafting Of Child's Bodies Block
2. Construction Of Child's Garment With Different Patterns (Dress, Shirt, Rompers, Sunsuit, & Different Types Of Frocks)
3. Construction Of Ladies Garment With Different Patterns (Petticoat, Blouse, A-Line Kurti, Fitted Kurti, Flared Kurti, Kalidar Kurti, Simple Salwar, Salwar With Belt, Patiyala, Churidar, Simple Night Gown, Night Suit, & Housecoat)
4. Construction Of Men's Garment With Different Patterns (Shirt & Trouser)
5. All Samples Of Traditional Embroidery Fix In The File
6. Preparation Of Three Consumer Items Using Embroidery Technique
7. Preparation & Making Of Any 5 Paper Pattern For All Age Groups
8. Use Of Commercial Paper Pattern


Dr. Jyoti Ravi Tiwari

Dr. Aruna Palta

Dr. Snigdha Sen

Dr. Meenakshi Saxena

Dr. Abha Tiwari

Dr. Versha Raghuvanshi

Dr. Rekha Lilhare


Dr. Rashmi Minj

Dr. Nanda Gurwara

Dr. Vasu Verma


Dr. Anubha Jha


Dr. Abhaya Joglekar


Ms. Manju Shrivastava

Dr. Shipra Banerjee


Dr. Alka Verma

Dr. Rekha Diwan