

# University of Rajasthan Jaipur

## SYLLABUS

(Three/Four Year Under Graduate Programme in  
Science/ Arts/Commerce)

**I & II Semester**

**Examination-2023-24**

*Rj / Jas*  
Dy. Registrar (Acad.)  
University of Rajasthan  
JAIPUR *Raj*

①

**Structure of Four Year's Bachelor of Arts (GARMENT  
PRODUCTION & EXPORT MANAGEMENT)**

|                |        |                   |      |                |                                   |
|----------------|--------|-------------------|------|----------------|-----------------------------------|
| Programme Code | UG9101 | Programme Faculty | Arts | Programme Name | Four Year Bachelor of Arts (GPEM) |
|----------------|--------|-------------------|------|----------------|-----------------------------------|

Eligibility / Pre-requisite of the Programme-12<sup>th</sup> Class from CBSE or Rajasthan Board or recognised Board

Degree Name -Four Year Bachelor of Arts (GPEM)

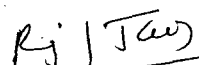
Entry and Exit Policy

**SEMESTER-I**

| Course Code         | Course Title                                     | Course Type                           | L | T | P | Credit   |
|---------------------|--|---------------------------------------|---|---|---|----------|
| GPM -51T-101        | Basics of Textiles & Garment Industries (Theory) | Discipline Centric Core (Major/Minor) | 4 | 0 | 0 | 4        |
| GPM -51P-102        | Basics of Garment Construction (Practical)       | Discipline Centric Core (Major/Minor) | 0 | 0 | 4 | 2        |
| <b>Total Credit</b> |  |                                       |   |   |   | <b>6</b> |

**SEMESTER-II**

| Course Code         | Course Title                            | Course Type                           | L | T | P | Credit   |
|---------------------|---|---------------------------------------|---|---|---|----------|
| GPM -52T-103        | Traditional Textiles & Buisness(Theory) | Discipline Centric Core (Major/Minor) | 4 | 0 | 0 | 4        |
| GPM -52P-104        | Basics of Buisness ( Practical)         | Discipline Centric Core (Major/Minor) | 0 | 0 | 2 | 2        |
| <b>Total Credit</b> |   |                                       |   |   |   | <b>6</b> |

  
**Dy. Registrar**  
 (Academic)  
 University of Rajasthan  
 JAIPUR



①A

**PROGRAMME CODE – UG9101**

**Programme Faculty – Arts**

**Programme Name- Four Year Bachelor of Arts ((GPEM)**

**SEMESTER – I**  
**CORE COURSE I**

| Code of the Course                          | Title of the Course  | Level of Course  | Credits of course |
|---|--|--|-------------------|
| GPM- 51T -101                               | Basics of Textiles & Garment Industries (Theory)   | 5  | 2                 |
| GPM -5IP- 102                               | Basics of Garment Construction (Practical)   | 5  | 2                 |
| <b>Type of Course</b><br>Major/Minor        |  | <b>Delivery Type of the Course</b>   |                   |
|   |  | Theory- Lecture, Sixty Lecture including diagnostic and formative assessments - during lecture hours<br>Practical- Laboratory work and field visits. |                   |
| <b>Prerequisites</b>                        | Central Board of Secondary Education or equivalent.  |  |                   |
| <b>Objectives of the Course (Theory)</b>    | <ul style="list-style-type: none"><li>• To know different textiles fibers and their performance.</li><li>• To gain knowledge on different textiles fiber processes &amp; finishes.</li><li>• To understand the selection criteria's of clothes</li><li>• Acquaint with different types of business ownership</li></ul> |  |                   |
| <b>Objectives of the Course (Practical)</b> | <ul style="list-style-type: none"><li>• Develop skill in understanding all stitching technique.</li><li>• Develop expertise in basic and traditional embroidery which gives creative, decorative and ornamental effect on dress</li></ul>  |  |                   |

*Rj / Tas*  
**Dy. Registrar**  
(Academic)  
University of Rajasthan  
JAIPUR *Bay*

Theory Credit -4

60 Hours

GPM -51T- 101- Basics of Textiles & Garment Industries (Theory)

Syllabus -

Max. Marks: 20+80 marks

Min. Pass Marks: 8+32marks

**UNIT I-(a) Textile Technology**

1. Textiles fibers : General Properties of Natural Fibers – Cotton , Wool , Silk  
Regenerated – Rayon , Acetate  
Synthetic Fibers – Nylon, Polyester
2. Fibers to yarn: The basic process involved in making yarns including blending , carding , combing , mechanical and chemical spinning

**(b) Fabric Technology**

1. Fabric construction: Weaving: plain, twill , & satin weave
2. Fabric Finishes: Objectives of Fabric finishes, calendering,

mercerization, tentering.

**UNIT II- (a) Selection Criteria**

Selection of suitable fabrics for infants , toddlers, pre-school children, school going children, adolescents, adults and special needs

**(b) Readymade Garments**

Buying criteria for readymade garments, definition, origin & evolution of ready to wear garments.

**UNIT III –(a) Basics of Buisness**

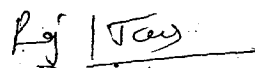

Meaning, scope and characteristics of business with special references to garment export trade in India.

**(b) Types of Buisness**

Different types of business-

- a) Individual organization
- b) Partnership
- c) Co-operative
- d) Company

3

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR 

#### UNIT IV –(a) Practical Accounting

Use of Journal entry and ledger entry to record business transactions

#### (b) Book Keeping

Objective, importance & Utility of Book keeping

#### Suggested books and reference including links to e-resources –

Corbman , B, P. (1983). Textiles fiber to fabric, Mc Graw Hill education.

Phyllis, G. T., & Billie J. C. (2009). Understanding textile, Pearson publication.

Naik, S.D. (1996). Traditional Embroideries of India. APH publishing

Bhatnagar, P. (2009). Traditional Indian Costumes and textiles. Abhishek publication.

Dhantiyagi, S. (2012). Fundamentals of textile and their care. Orient Black Swan.

Singh, B. Vastra vigyan avam paridhan.

Jain Ruby and Rathore Girja ( 2019). Design, Fashion and Garment Production, CBH publication Jaipur

<https://www.amazon.com/dp/0983873186?tag=uid10-20>

Business organisation- sahitya bhavan publication

Vyavsayik sangathan avam prabandhan- Bhushan Agrawal sultan chandra and company

#### Learning Outcome of the Course –

- Students will develop the knowledge on different textile fibers.
- There will be a general insight of Traditional textiles & embroideries of India.
- Students will develop an insight in selection criteria of clothes

4

Rg | Taus  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

SEMESTER - I

CORE COURSE I - GPM- 51P -102

Practical Credit -2

30 Practicals (2 hours each)

GPM- 51P- 102-BASICS OF GARMENT CONSTRUCTION

Syllabus -

1. Brief knowledge of seams and stitches

a) Sample Making:

Basic seams - Basting (even, uneven) back stitch ,  
blanket.

Hems - visible , invisible

Lace edging - (machine)

Gathers - (machine) , darts

Pleats - knife, box, inverted box

Frills - one sided, two sided

Tucks - pin, cross, shell

Fasteners - hook, shirt button, buttonhole, loop with  
button, zip

Plackets - continuous , two piece

Edge finishing - piping and facings

b) Basics of Embroidery-

preparation of a folder with the development of motifs  
of basic embroidery on paper / cloth.

Chain, stem, running, lazy-daisy, satin, herring-bone,  
buttonhole, bullion, feather.

*Rj (Jaw)*  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR *BAJ*

5

1. Scheme of Examination –

- Total Marks: 50 marks
- Major: 20 marks
- Minor - I: 10 marks
- Minor - II: 10 marks
- Internal and Record - 10 marks

2. Suggested books and reference including links to e-resources –

- Windsor Gahys Fry(1989) Embroidery & Needlework: Being a textbook on Design & Technique.
- <https://www.needlenthread.com/2014/04/embroidery-a-free-online-book.html>
- <https://www.pinterest.com/emellein/books-embroidery>
- <https://www.embroidery.rocksea.org/images/embroidery/ebooks>


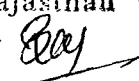
Learning Outcome of the Course –

- Students grasp knowledge in skill.
- Develop proficiency in Basic embroidery.
- Gain competence in creativity.

*Raj / Tar*  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR  
*Ray*

**SEMESTER – II**  
**CORE COURSE II**

| Code of the Course                          | Title of the Course  | Level of Course  | Credits of course |
|---|--|--|-------------------|
| GPM -52T- 103                               | Traditional Textiles<br>& Business<br>(Theory)   | 5  | 2                 |
| GPM -52P- 104                               | Basics of<br>Buisness<br>( Practical)  | 5  | 2                 |
| <b>Type of Course</b>                       |  | <b>Delivery Type of the Course</b>   |                   |
| <b>Major</b>                                |  | Theory- Lecture, Sixty Lecture including diagnostic and formative assessments - during lecture hours<br>Practical- Laboratory work and field visits. |                   |
| <b>Prerequisites</b>                        | Central Board of Secondary Education or equivalent.  |  |                   |
| <b>Objectives of the Course (Theory)</b>    | <ul style="list-style-type: none"> <li>• Understanding visual &amp; on line retailing</li> <li>• Understand merchandising in Apparel Industries.</li> <li>• Understand the garment industry and project</li> <li>• To become familiar with traditional textiles &amp; embroideries of India planning.</li> </ul> |  |                   |
| <b>Objectives of the Course (Practical)</b> | <ul style="list-style-type: none"> <li>• Develop expertise in Theme based Concepts</li> <li>• Develop expertise in traditional embroidery which gives creative, decorative and ornamental effect on dress</li> </ul>   |  |                   |

  
**Dy. Registrar**  
 (Academic)  
 University of Rajasthan  
 JAIPUR 



Theory Credit -2

60 Hours

GPM -51T- 103- Traditional Textiles & Business (Theory)

Syllabus -

Max. Marks: 20+80 marks

Min. Pass Marks: 8+ 32 marks

**UNIT I –(a) Traditional Woven Textiles**

Dacca muslin, jamdani, chanderi, brocade , baluchari, Kashmiri shawls, doria, kanjeevaram

**–(b) Traditional Dyed Textiles**

Bandhej , ikat , patola

**UNIT II –(a) Traditional Printed Textiles**

Kalamkari & Madhubani

**- (b) Traditional Embroideries**

1. Kashida of Kashmir
2. Kasuti of Karnataka
3. Chamba rumal of Himachal Pradesh
4. Kantha of Bengal
5. Phulkari of Punjab
6. Chikankari of Uttar Pradesh

**UNIT III–(a) Merchandising Theory**

Introduction to fashion merchandising planning, scheduling, buying and evaluation.

**(b) Visual Theory**

Visual merchandising & Careers in Apparel industries.

**UNIT IV – (a) Retailing**

Meaning and importance of retailing. Online retailing

**- (b) Retail Organization**

Type of retail organization.

- a) Departmental store

8

*Rj (Taw)*  
**Dy. Registrar**  
(Academic)  
University of Rajasthan  
JAIPUR *Bay*

- b) Franchise store
- c) Multiple store
- d) Specialty store

**Suggested books and reference including links to e-resources –**

- Business organisation- sahitya bhavan publication
- Vyavsayik sangathan avam prabandhan- Bhushan Agrawal sultan chandra and company
- Vyavsayik sangathan- Naulakha
- Bharat ki paramparagat kashidakari -Shrimati Santosh bartiya
- Jain Ruby and Rathod Girja(2019) Design fashion and garment production CBH publication, Jaipur.
- Ritu Gupta and Rashmi Gupta(2023) paridhan itihaas se aadhunik bazar Tak- vaishya publication and distributor ,Jaipur.
- <https://www.micromentor.org/blog/en/the-5-best-hooks-about-entrepreneurship>

**Learning Outcome of the Course –**

After studying the subject. the student will possess the basic knowledge of Buisness & Garment Industry.

*[Handwritten signature]*

*[Handwritten signature]*  
**Dy. Registrar**  
(Academic)  
University of Rajasthan  
JAIPUR *[Handwritten signature]*

SEMESTER – II  
CORE COURSE II

Practical Credit -2

30 practicals (2 hours each)

GPM- 52P- 104 Basics of Business

Syllabus –

1. Preparation of a folder with the development of motifs traditional embroidery on paper / cloth.

Kashida, kantha, kasuti, phulkari, chamba.

2. Development of an Book mark/ Envelope\ Paper Bag\ File Folder(Theme Based).

3. Preparation of a cost sheet of the Theme based products.

1. Scheme of Examination –

- Practical exam (total 50 marks)
- Internal and record: 10 marks
- Major problem: 20 marks
- Minor problem: 20 marks

2. Suggested books and reference including links to e-resources –

Naik, Shailja Traditional Embroideries(2012)A.P.H.Publishing Corporation,Dharwad.

[https://en.wikipedia.org/wiki/Embroidery\\_of\\_India#:~:text=While%20the%20chamba%20rural%20originated,often%20depicted%20gods%20or%20goddesses.](https://en.wikipedia.org/wiki/Embroidery_of_India#:~:text=While%20the%20chamba%20rural%20originated,often%20depicted%20gods%20or%20goddesses.)

[https://www.academia.edu/42812346/Embroidered\\_Textiles\\_of\\_India](https://www.academia.edu/42812346/Embroidered_Textiles_of_India)

Learning Outcomes-

- The learners will be able to develop various traditional motifs .
- The learners will be able develop theme based products & cost sheet.

*Raj Vas*  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR *Raj*