

**SARDAR PATEL UNIVERSITY**  
**Programme: M.Sc (Home Science)**  
**Subject: Textiles & Clothing**  
**Semester: I**  
**Syllabus with Effect from: June - 2013**

<b>Paper Code: PH01ETCL01</b>	<b>Total Credit: 4</b>
<b>Title Of Paper: Fashion Merchandising</b>	

Unit	Description in detail	Weightage (%)
I	Important terms used in the field of fashion Introduction and history of fashion Scope of the fashion industry	
II	Fashion cycle and its importance, acceptance of new fashion and origin and prediction of fashion Factors affecting fashion swings: social & political changes, economic changes, new Innovations.	
III	Trends in fashion change of men and women garments in India	
IV	Fashion accessories and intimate apparel.	
V	Fashion designer and his job, fashion forecast, design development, line presentation Job opportunities and careers in fashion	

