

Criteria 1

1.3.2 Number of courses that include experiential learning through project work/field work/internship during the year Choice Based Credit System (CBCS)

I. SOCIOLOGY

UNDERGRADUATE PROGRAMME

(Courses effective from Academic Year 2015-16)

BA (Program)

Skill Enhancement Course 03

Society through the Visual

This course intends to train students in the specialized technique of conducting visual research and analysis of visual data. It focuses on the broad fields of Photography, Film and Multimedia as significant tools, used in contemporary research practices.

1. Introduction to the Sociological Study of the Visual
2. Sociology and the Practice of Photography
3. Video and Film in Sociology
4. Sociology, Multimedia and Hypermedia

1. Introduction to the Sociological Study of the Visual (Week 1-3)

- 1.1 Mead, Margaret, 1995. 'Visual Anthropology in a Discipline of Words' in *Principles of Visual Anthropology* (ed) Paul Hockings, Second Edition, Mouton de Gruyter, pp 3-10
- 1.2 Pink, Sarah. 2013. *Doing Visual Ethnography*, Sage Publications Limited, Chaps 1 and 2

2. Sociology and the Practice of Photography (Week 4 -7)

- 2.1 Collier, John and Malcom Collier. 1986. *Visual Anthropology: Photography as a Research Method*, University of New Mexico Press, Chaps 1, 2 and 3
- 2.2 Becker, Howard S. 'Visual Sociology, Documentary Photography, and Photojournalism: It's (Almost) All a Matter of Context' in *Image-Based Research: A sourcebook for Qualitative Researchers*, Jon Prosser ed., Falmer Press, pp. 74-85
- 2.3 Prosser, Jon & Dona Schwartz, 1998. 'Photographs within the Sociological Research Process' in *Image-Based Research: A sourcebook for Qualitative Researchers*, Jon Prosser ed., Falmer Press, pp. 101-115

3. Video and Film in Sociology (Week 8 -11)

- 3.1 Asch, Timothy and Patsy Asch, 1995. 'Film in Ethnographic Research' in *Principles of Visual Anthropology* (ed) Paul Hockings, Second Edition, Mouton de Gruyter, pp. 335-362
- 3.2 MacDougall, David. 2011. 'Anthropological Filmmaking: An Empirical Art.' in *Sage Handbook of Visual Research Methods*, Eric Margolis & Luc Pauwels, eds, pp. 99-113
- 3.3 Schaeffer, Joseph H, 1995. 'Videotape: New Techniques of Observation and Analysis in Anthropology' in *Principles of Visual Anthropology* (ed) Paul Hockings, Second Edition, Mouton de Gruyter, pp. 255-284

4. Sociology, Multimedia and Hypermedia (Week 12-14)

4.1 Harper, Douglas. 2012. *Visual Sociology*, Routledge, Chaps 7,8 and 9

4.2 Pink, Sarah. 2004. 'Conversing Anthropologically: Hypermedia as Anthropological Text' in *Working Images: Visual Research and Representation in Ethnography*, Sarah Pink et al. eds, Routledge, pp. 164-181

4.3 Lewis, Rob W. 'Media Convergence and Social Research: The Hathaway Project' in *Image-Based Research: A sourcebook for Qualitative Researchers*, Jon Prosser ed., Falmer Press, pp. 143-156

Note: The prescribed readings are application and practice oriented, providing guidelines for conducting Visual Research. The students will be expected to carry out short field research exercises based on these guidelines.

Research Methods and Statistical Packages (BBE SEC 3)

Course Objective

This paper will equip the students to conceive a project, access data using scholarly database and run statistical analysis to do inferential analysis.

Course Learning Outcomes

Students will be able to

- i) Assess the roles of the researcher and the informant in the research process and be in a position to apply qualitative and quantitative research methodology.
- ii) Apply the probability rules and basic concepts relating to discrete and continuous random variables studied in core theoretical subjects in making effective business and economic decisions. Provide understanding of appropriate statistical techniques for summarizing and displaying business and economic data.
- iii) List a variety of formal inference procedures like correlation, regression, t-test and analysis of variance test which helps in statistical reasoning and performing exploratory analysis of data. Identify statistical tools needed to solve various business problems.
- iv) Perform the basic qualitative and quantitative data analysis in a clear concise and understandable manner with an in-depth, faster and accurate univariate, bivariate and multivariate data analysis.

Unit 1: Meaning of Research Design

Research Process (8 step mode)l, Research design and Types - Exploratory, Descriptive, Causal.

Hypothesis Testing and errors in testing of Hypothesis.

Sources of data: NSSO, CSO, RBI, World Bank, Accessing financial data base like Capital Line.

Unit 2: Steps in Data Collection

Primary vs Secondary Data

Methods of Data Collection in quantitative and qualitative Research through Observation, Interview and Questionnaire/Survey method.

Designing questionnaire (leading, loading and personal questions sequencing): Measurement Scale (Graphic Rating, Likert scale, a paired comparison, ranking, constant sum, semantic differential scale).

Sample design, Probability and non probability sampling, calculation of sample size, sampling Error.

Unit 3: Handling Data in Spreadsheet

Understanding how to use various formulas, Analysing the data through various charts and tables (including pivot tables), Macros, Use of solver, Sorting of data, Filtering of data, lookup, Using Data Analysis, Running Regression in spreadsheet.

Unit 4: Handling Data in relevant statistical software

Note : licensed statistical software or open source software (R can be used) Identifying Variables: Nominal, Ordinal, Interval, Ratio, entering data, labelling and sorting of data, computing new variable, recoding existing variable into new variable.

Steps to be followed for Computing Variable, and Recoding. Conditions when to apply different tests while comparing means with assumptions.

One Sample t-test, Independent Sample t-test, Paired Sample t-test, (Assumptions Testing and Inferential Analysis).

One-way ANOVA, Two-way ANOVA, Repeated Measure ANOVA, MANOVA., Cluster Analysis, Discriminant Analysis and PCA. (Assumptions Testing and Inferential Analysis). Non Parametric Tests: Kolmogorov-Smirnov, Kruskal-Wallis and Wilcoxon tests.

Unit 5: Introduction to Regression and Interpretation of Multiple Regression Output

Interpretation of Differential Mean Output using above specified methods

R^2 , Adjusted R^2 , Unstandardized Coefficients with their Significance Levels, Detection of Multi-Collinearity using Variance Inflation Factor (VIF) and Tolerance Factor, Detection of Autocorrelation using DW Statistic

Testing of Assumptions: Linearity, Normality of Independent/Dependent Variables, Normality of Error Term, Homoscedasticity, Testing Structural Stability of the Regression Model.

References

Essential Readings:

Latest editions of the following to be used:

1. Donald R Cooper & Pamela S Schindler, “Business Research Methods”, Mc Graw Hill
2. Naresh K. Malhotra, “Marketing Research: An Applied Orientation” PHI
3. Ranjit Kumar, “Research Methodology : A Step-by- Step Guide for Beginners” Sage Publications

Suggested Reading

Latest editions of the following to be used:

Amir D Aczel, “Complete Business Statistics”, McGraw Hill Education.

Teaching Learning Outcome

Use of Spread sheet software and relevant statistical software to learn data analysis during lab sessions in the Computer Lab.

Assessment Method

1. Theory Examination: 75 marks
2. Practical lab Examination: 15 marks
3. Group project (Primary or Secondary Data): 10 marks

Keywords

Hypothesis Testing, Multiple Linear Regression, ANOVA, PCA

Semester – III/IV
SEC-2
PAPER NAME: INTRODUCTORY RESEARCH METHODS

Survey Design: Focus should be given to the analysis and evaluation of corporate and Government policies

Data Collection: Designing a Questionnaire, Sampling, threats to external validity, random and non-random sampling, random sampling methods, sampling bias and error, sample size

Data: variables measurement levels and types, Importing Data in Excel or SPSS, Use of If, Conditional Formatting, Vlookup and Filter in Excel. Data Transformations (Log, Difference and other arithmetic),

Data representation: Cross Tabulations, Bar and Column Diagram, Histogram, Line chart etc

Data Analysis: Use of Basic Statistical Functions in Excel or SPSS, correlation and causality (Concept only), Hypothesis Formulation, Report writing

Secondary Source of Survey data: NSSO, CSO, DLHS, DISE, AIHES, structure, extraction and use, Review of Literature (Studies Evaluating Government Policies)

Randomized Controlled Trials (Experiments): Basic Concepts, Applications in exploring the human behavior, Few Case studies based on designing of policy based on Randomized Controlled Trials, Brief Introduction of Factorial Experiments

References

Social science research: principles, methods, and practices: AnolBhattacharjee,

Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty: Abhijit Banerjee, Esther Duflo

<http://www.povertyactionlab.org/methodology> Accessed on 27/03/2015

<http://www.fao.org/docrep/003/x6831e/x6831e08.htm> Accessed on 27/03/2015

Guidelines:

The lecture should be divided in to 60:40. For every 3-theory lecture two practical sessions must be held in a batch of 15-20 Students. Either Excel or SPSS can be used in practical session depending upon the availability. A team of ten students should write a report as a part of assessment.

**SSEC- FT 1: FOOD PRODUCT
DEVELOPMENT (CREDITS:
PRACTICAL- 4)**

COURSE OBJECTIVES:

- To understand the concept of development of a new food product.
- To develop new food products scientifically based on special dietary requirements/functionality/convenience/improvisation of existing traditional Indian foods.

COURSE LEARNING OUTCOMES:

- Identify the area/product on which they want to pursue their trials on the basis of their skills, aptitude and acquired knowledge.
- Develop a food product scientifically.
- Understand the concept of market survey and literature review for new product development.
- Standardize a recipe, do packaging and cost analysis of the developed product.
- Write a project report.

PRACTICAL:

PERIODS: 120 (CREDITS 4)

- Development of New Product: Definition, importance, objectives and need of product development, reasons of failure, types and steps of product development, product development tools and their use.
- Market and literature survey to identify the concepts of new products based on special dietary requirements, functionality, convenience and improvisation of existing traditional Indian foods.
- Screening of product concept on the basis of techno-economic feasibility.
- Development of prototype product and Standardization of formulation process.
- Proximate Analysis of New Product.
- Packaging, labeling and shelf-life studies.
- Cost analysis and final project report.
- Each team/group of students would develop a food product on the basis of above mentioned lines/steps and would submit a project report.

Fuller, Gordon W. (2004). *New Product Development- From Concept to Marketplace*. Delhi: CRC Press, Chapter 1, pg 1-30; Chapter 3, pg 67-122

COMPULSORY READING:

- Fuller, Gordon W. (2004). *New Product Development- From Concept to Marketplace*. Delhi: CRC Press.
- Kumar, A.S., Poornima, S.C., Abraham, M.K. & Jayashree, K. (2004). *Entrepreneurship*

Development. Delhi: New Age International Publishers.

- Moskowitz, Howard and Saguy, R. I. Sam. (2009). *An Integrated Approach to New Food Product*. Delhi: CRC Press.

ADDITIONAL RESOURCES:

- Aramouni, F. & Deschenes, K. (2015). *Methods for developing new food products: An instructional guide*. Lancaster: DES Tech Publications Inc.
- Longvah, T., Ananthan, R., Bhaskarchary, K. & Venkaiah, K. (2017). *Indian Food Composition Tables*. Telangana: NIN (ICMR).
- Osborn, S. & Wayne M. (2016). *Developing Food Products for consumers with specific dietary needs*. USA: Woodhead Publishing.

Sharma, S., Aggarwal, M. & Sharma, D. (2018). *Food Frontiers*. Delhi: New

SEC FT 6: HOME BASED CATERING
SEMESTER: III/IV/V/VI

COURSE OBJECTIVES:

- To teach students the importance of food safety, hygiene and sanitation in catering business.
- To enable students to plan a food catering unit, developing the ideology behind good teamwork and hierarchical structures for business development.
- To enable students proposal for a catering unit establishment and menu for an event.

COURSE LEARNING OUTCOMES:

- Identify, develop and determine the factors contributing to the growth and planning of food catering unit.
- Describe the importance of menu planning and also factors affecting it in different food service establishments.
- Determine different food purchasing methods, techniques of food preparation, standardization of recipe, portion control and resources management.
- Understand the importance of food safety, hygiene and sanitation in catering business.
- Write proposal for a catering unit establishment and menu for an event.
- Understand the ideology behind good teamwork and hierarchical structures for business development.

THEORY:

LECTURES: 60

UNIT I: INTRODUCTION TO FOOD SERVICE

8

- Factors contributing to the growth of food service industry
- Kinds of food service establishments

UNIT II: RESOURCES

8

- Tangible resources- Money, Manpower, Time, Facilities and Equipment, Utilities

UNIT III: FOOD PRODUCTION 10

- Menu planning: Importance & Functions of menu, Types of Menu, Skills required for Menu Planning, Factors affecting menu planning, Menu planning for different kinds of food service units

UNIT IV: FOOD PURCHASE AND STORAGE 14

- Food Purchase: Definition, Principles, Function, Process and Methods, Receiving and Inspection of deliveries
- Food Storage: Definition, Storage procedure (Dry & Wet, Perishable & Non Perishable), Organization of Storage

UNIT V: QUANTITY FOOD PRODUCTION 10

- Definition, Standardization of recipes (percentage method), Recipe adjustments and portion control
- Hygiene and Sanitation

UNIT VI: PLANNING OF A FOOD SERVICE UNIT 10

- Preliminary Planning: Management process, Define preliminary planning and Planning, Steps and types of plan, Planning guide/ prospectus, identifying clientele, menu, operations and delivery.

COMPULSORY READINGS:

- Sethi, M. (2005). *Institution Food Management*, New Age International Publishers.
- West, B. B. and Wood, L. (1986). *Food service Institutions*, 6th edition, Mac Millian Publishing Co.
- Taneja, S. and Gupta, S. L. (2001). *Entrepreneurship Development*, Galgotia Publishing.

ADDITIONAL RESOURCES:

- Knight, J. B. & Kotschevar, L.H. (2000). *Quantity Food Production Planning and Management* (3rd edition). John Wiley & Sons.
- Philip, E Thangam. (2008). *Modern Cookery for Teaching and Trade Part I & II*, Orient Longman.
- Khan, M A. (1987). *Food Service Operations*, AVI Publishing INC, Connecticut.
- Malhotra, R K. (2002). *Food Service and Catering Management*, Anmol Publication Pvt Ltd.
- Taylor, E. and Taylor, J. (1990). *Mastering Catering Theroy*, Macmilan Press Ltd. London.
- Wood R C. (1994). *Organizational behaviour for Hospitality Management* (First ed.), Oxford , London, Boston.

WEBSITES:

- <http://egyankosh.ac.in/bitstream/123456789/33548/1/Unit-2.pdf>
- <http://ncert.nic.in/textbook/pdf/lehe104.pdf>
- <http://foodplanning.umich.edu/download/FoodServicePlanningGuidelines.pdf>

TEACHING LEARNING PROCESS:

- Power point presentation
- Lecture
- Group discussions
- Assignments
- Mid-term

			reports
PRAC	CO15, CO16, CO17, CO18	PowerPoint Presentations, Experiential learning through illustration demonstrations and workshop, Substantial Fashion Illustration practical component,	Observation of practical skills, Evaluation of practical files and illustration projects.

* Assessment tasks listed here are indicative and may vary

DSE-ADC-01: APPAREL INDUSTRY AND QUALITY ASSESSMENT (CREDITS: THEORY 4, PRACTICAL 2)

COURSE OBJECTIVES:

- To impart knowledge about the assessment of the quality of readymade garments and create an awareness and understanding of the garment labels as well as the rights and responsibilities of consumers.
- To give the learners an overview of the readymade garment industry, marketing principles and the entrepreneurship process.

COURSE LEARNING OUTCOMES:

After completing this course, the learner will be able to:

- CO1: Evaluate the quality of ready-made garments based on various criteria.
- CO2: Interpret the labels attached to garments particularly the wash and care labels
- CO3: State the rights and responsibilities of apparel consumers and the available legal options
- CO4: Explain the methods of construction of components such as necklines, collars, sleeves, plackets, pockets, hemlines
- CO5: Describe the fullness disposal techniques such as darts, tucks, pleats and gathers
- CO6: List the factors influencing designing garments for different seasons, age groups, occasions & professions
- CO7: State the principles and special requirements for designing self-help garments and maternity wear
- CO8: Explain the role of the 4 Ps in apparel marketing
- CO9: List the various criteria used in market segmentation
- CO10: Explain the role of merchandiser and various merchandising techniques
- CO11: Describe the structural changes in the Indian apparel industry
- CO12: Describe the entrepreneurship process and list the entrepreneurship promotion schemes of the Govt. and Banks
- CO13: Draft an adult's basic bodice and sleeve block
- CO14: Draft one piece and two-piece shirt collar, Chinese band collar on a basic neckline.
- CO15: Develop a basic skirt block and adapt these to slim, flared, gored, wrap-around skirts

- CO16: Adapt the basic block to construct skirt, saree blouse, simple kameez
 CO17: Construct Salwar and Churidar

THEORY

CONTENTS

PERIODS: 60 (CREDITS-4)

UNIT I: Quality Assessment and Consumer Awareness

10

- Evaluating the quality of readymade garments: overall appearance, fabric, fit, workmanship, finishing, price
- Project work: Visit to readymade garment retail outlets belonging to three different levels (designer outlets, middle class outlets, ordinary outlets) and compare the quality of the garments. Presentation of report by the students
- Garment Labels: Types and importance of labels with special reference to care labels
- Consumer Problems and protection, Rights and Responsibilities

Marshall S G, et al. (2009). *Individuality in Clothing & Personal Appearance* (6th Edition). USA: Pearson Education, Chapter 13, pp. 354-357

Stamper A.A. Et al., (1991). *Evaluating Apparel Quality* (2nd Edition). New York: Fairchild Publications, Chapter 2, 12, 13 pp. 14-44, 295- 316

UNIT II: Apparel Design

15

- Apparel classification and categories
- Study of garment components: necklines, collars, sleeves, plackets, pockets, hemlines
- Disposal of fullness- Darts, tucks, pleats and gathers
- Garment designing according to age, climate, occasion, occupation
- Garment designing for special needs: basic principles and requirements – Self-help, maternity wear

Stamper A.A. Et al., (1991). *Evaluating Apparel Quality* (2nd Edition). New York: Fairchild Publications, Chapter 3, 5, 6, 7, pp. 46-186

Vatsala R. (2003). *Textbook of Textiles & Clothing*. Indian Council of Agricultural Research (ICAR) Publications, Chapter 18, pp. 281-290

UNIT III: Marketing in Apparel Industry

20

- Introduction to Apparel marketing: Basic 4Ps of Marketing- Product, Price, Place and Promotion
- Product classification, product life cycle and marketing strategies
- Price objectives, Methods of price fixation
- Place – Channels of distribution
- Promotion – Advertising, Publicity, Personal selling, Sales promotion
- Market Segmentation- advantages and types
- Role of a merchandiser - Principles and techniques of merchandising
- Indian Readymade garment industry: Importance in Export and Domestic sector, Recent Structural changes in garment industry, Problems and prospects

Frings G. (1996). *Fashion-From Concept to Consumer* (5th Edition). USA: Prentice Hall Publications, Chapter 14, pp. 321-342

Trt
5 lectures + 2 learning

Theory of practical → 4 Th + 2

Kotler P and Armstrong G. (2017). *Principles of Marketing* (17th Edition). New Delhi: Prentice Hall of India, Chapter 1, 2 & 7, 9, pp. 4- 44, 160-178, 222-236
 Stamper A.A. Et al., (1991). *Evaluating Apparel Quality* (2nd Edition). New York: Fairchild Publications, Chapter 1, pp. 1-12

UNIT IV: Introduction to Entrepreneurship

15

- Entrepreneurship: Concept, Functions and Importance
- Essential Qualities of an Entrepreneur
- Entrepreneurial Process - Basic steps
- Entrepreneurship promotion schemes of Government and Financial Institutions
- Project: Case study of a successful entrepreneur

Sharma Sangeeta. (2017). *Entrepreneurship Development* New Delhi: PHI Learning Private Limited Chapter 2, 5 pg 30-31, 36-37, 51-55, 109-122

PRACTICAL

PERIODS: 60 (CREDITS-2)

- Adult's basic bodice and sleeve block.
- Drafting of collars on basic neck line- shirt collar- one piece, two-piece, Chinese band.
- Basic skirt block. Adaptation to slim, A-Line, flared, gored, wrap-around.
- Adaptation of basic blocks to construct Saree blouse, Simple kameez, Skirt
- Construction of any two lower garments: Salwar, Churidar, Palazzo, Culottes

COMPULSORY READING:

- Frings G. (1996). *Fashion-From Concept to Consumer* (5th Edition). USA: Prentice Hall Publications
- Kotler P and Armstrong G. (2017). *Principles of Marketing* (17th Edition). New Delhi: Prentice Hall of India.
- Marshall S G, et al. (2009). *Individuality in Clothing & Personal Appearance* (6th Edition). USA: Pearson Education
- Sharma Sangeeta. (2017). *Entrepreneurship Development* New Delhi: PHI Learning Private Limited
- Stamper A.A. Et al., (1991). *Evaluating Apparel Quality* (2nd Edition). New York: Fairchild Publications.
- Vatsala R. (2003). *Textbook of Textiles & Clothing*. New Delhi: Indian Council of Agricultural Research (ICAR) Publications

ADDITIONAL RESOURCES:

- Bharadwaj S.K. and Mehta P.V. (1998). *Managing Quality in the Apparel Industry*. New Delhi: New Age International
- Charantimath Poornima M., (2018). *Entrepreneurship Development and Small Business Enterprises*. NOIDA: Pearson Education India
- Constantino M. (1998). *Fashion Marketing*. London: BT Batsford
- Fritz A and Cant J. (1988). *Consumer Textiles*. Oxford: Oxford University Press.
- Grace E. (1978). *Introduction to Fashion Merchandising*. New Jersey: Prentice Hall

- Jackson T. (2001). *Mastering Fashion and Merchandising Management*. London: Millan Press
- Stone E. (1990). *Fashion Merchandising* (5th Edition). New York: Mc Graw Hill Inc

TEACHING LEARNING OUTCOMES:

- Lectures
- PowerPoint Presentations
- Video Presentations
- Demonstrations
- Substantial garment construction practical component
- Case Study, Survey and Field-based learning

ASSESSMENT METHODS:

As per University of Delhi rules.

For this course, the assessment is as follows:

- Shorie, G.P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila., Vastra Vigyan Avam Paridhan, Madhya Pradesh Hindi Granth Akademy, Bhopal, 2003. (Hindi Book)

DSC- ADC -2 C: TEXTILE DESIGN TECHNIQUES (CREDITS: THEORY-4, PRACTICAL-2)

Objectives

- To provide comprehensive knowledge about the concepts of dyeing and printing of textiles.
- To foster understanding of traditional Indian embroideries-motifs used, colour combinations used etc.

THEORY

LECTURES 60

UNIT I Introduction to Dyes

20

- S. • Natural and Synthetic dyes
 - Preparation of fabric for dyeing
- S. • Dye classes : their suitability and fastness on different fabrics-direct, reactive, acid, vat and disperse dyes
- M. • Dyeing procedure for Direct, reactive and acid dyes
- S. • Stages of dye application and their effect on finished fabric
- M. • Colorfastness: Factors affecting colorfastness, Testing Wash fastness, Light fastness

UNIT II Concept of Printing

14

- S. • Dyeing vs. Printing
- S. • Styles of printing – Direct, Resist, Discharge
- SIM. • Methods of printing – Block, Roller, Screen, Rotary screen, Heat Transfer, Digital, Flock
- M. • Common dyeing and printing defects - *Stencil*

UNIT III Traditional Indian Textiles and Embroidery

26

- Indian Hand Embroideries: Kantha, Phulkari, Kashida, Mirrorwork (Gujarat), Chikankari with reference to Motifs, Color combination, Type of thread used, Stitches
- Traditional Indian Textiles : Brocades, Baluchari, Jamdani, Bandhni, Ikat with reference to: History, production centres, techniques, designs and colours

Visit: Visit to Crafts Museum and Crafts Fairs