



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

**ROYAL SCHOOL OF FASHION
DESIGN & TECHNOLOGY
(RSFT)**

**DEPARTMENT OF FASHION DESIGN AND
TECHNOLOGY**

COURSE STRUCTURE & SYLLABUS

(BASED ON NATIONAL EDUCATION POLICY 2020)

FOR

**BACHELORS IN DESIGN
(4YEARS SINGLE MAJOR)**

W.E.F AY-2025–26

1st Semester				
Sl.No.	Subject Code	Names of subjects	LEVEL	CREDIT
MAJOR/CORE PAPER				
1	FAS082M101	Overview of Fashion (T)	100	3
2	FAS082M112	Fashion Design & Process – I (FDP I)	100	3
MINOR PAPER (offered to other department)				
3	FAS082N114	Fashion Design & Concept	100	3
MINOR PAPER (offered to our department)				
INTERDISCIPLINARY				
4	IKS992K101	Introduction to Indian Knowledge System- I	100	3
ABILITY ENHANCEMENT COMPULSORY SUBJECTS (AEC)				
4	AEC982A101	Communicative English and Behavioural Science- I	100	2
SKILL ENHANCEMENT COURSE (SEC-1)				
6	FAS082S115	Digital Illustration	100	3
VALUE ADDITION COURSE (VAC-1)				
7		Indian Textile Traditions	100	3
		TOTAL		20

2nd Semester				
Sl.No.	Subject Code	Names of subjects	LEVEL	CREDIT
MAJOR/ CORE PAPERS				
1	FAS082M213	Fashion Design & Process – II (FDP II)	100	3
2	FAS082M202	History of World Costumes and Textiles	100	3
MINOR PAPERS(offered to other department)				
3	FAS082N214	Fashion Styling and Photography	100	3
MINOR PAPERS(offered to our department)				
INTERDISCIPLINARY				
		Introduction to Indian Knowledge System- II	100	3
ABILITY ENHANCEMENT COMPULSORY SUBJECTS (AEC)				
4	AEC982A201	Communicative English and Behavioral Science-II	100	2
SKILL ENHANCEMENT COURSE (SEC-1)				
8	FAS082S112	Introduction to Apparel Construction(P)	100	3

VALUE ADDITION COURSE (VAC-1)

9		Circular Fashion	100	3
	TOTAL			20

3rd Semester				
Sl.No.	Subject Code	Names of subjects	LEVEL	CREDIT
MAJOR/CORE PAPER				
1	FAS082M341	Study on Textiles & Surface Techniques	200	4
2	FAS082M312	Pattern Making & Garment Construction - I	200	4
MINOR PAPER (offered to other departments)				
3	FAS082N313	Fundamental of pattern making and garment construction	200	4
MINOR PAPERS(offered to our department)				
INTERDISCIPLINARY				
4	FAS082I314	Elements of Design	200	3
ABILITY ENHANCEMENT COMPULSORY SUBJECTS (AEC)				
5	AEC982A301	Communicative English and Behavioral Science-III	200	2
SKILL ENHANCEMENT COURSE (SEC-1)				
6	FAS082S315	Fashion Design & Process – II (FDP II)	200	3
	TOTAL			20

4th Semester				
Sl.No.	Subject Code	Names of subjects	LEVEL	CREDIT
MAJOR/ CORE PAPERS				
1	FAS082M411	Draping – I	200	3
2	FAS082M412	Pattern Making & Garment Construction - II	200	4
3	FAS082M403	Fashion Business Management – I	200	2
4	FAS082K414	Introduction to Indian Knowledge System – Craft Study & Experience	200	3
MINOR PAPERS (offered to other department)				
5	FAS082N415	Sustainable Product Development	200	3
6	FAS082N416	Introduction to Draping	200	3
MINOR PAPERS(offered to our department)				
ABILITY ENHANCEMENT COMPULSORY SUBJECTS (AEC)				

7	AEC982A401	Communicative English and Behavioral Science-IV	200	2
	TOTAL			20

5th Semester				
Sl.No.	SubjectCode	Namesof subjects	LEVEL	CREDIT
MAJOR/COREPAPER				
1	FAS082M511	DrapingII	300	4
2	FAS082M512	MenswearDesignandDevelopment	300	4
3	FAS082M513	StudyofApparelIndustry	300	4
MINORPAPER				
4	FAS082N514	FashionIllustrations	300	4
INTERNSHIP				
5	FAS082I521	SummerInternshipandDocumentation	300	4
	TOTAL			20

6th Semester				
Sl.No.	SubjectCode	Namesof subjects	LEVEL	CREDIT
MAJOR/CORE PAPERS				
1	FAS082M611	AdvancedDraping	300	4
2	FAS082M612	Evening wear design and development	300	4
3	FAS082M613	FashionBusinessManagement –II	300	4
4	FAS082M614	StudyonSustainability&Product Development	300	4
MINORPAPERS				
5	FAS082N615	Visual Merchandising	300	4
	TOTAL			20

7 th Semester				
Sl.No.	SubjectCode	Namesof subjects	LEVEL	CREDIT
MAJOR/COREPAPER				
1	FAS082M711	DesignCollection andDevelopment	400	4
2	FAS082I722	IndustryInternshipDocumentation	400	4
3	FAS082M713	OuterwearDesignand Development	400	4
4	FAS082M704	ResearchMethodology	400	4
MINORPAPER				
5	FAS082N515	Portfolio Development	400	4
	TOTAL			20

8 th Semester				
Sl.No.	SubjectCode	Namesof subjects	LEVEL	CREDIT
MAJOR/COREPAPERS				
1	FAS082M811	Dissertation (Research on DesignCollection&Portfolio Presentation)	400	12
2	FAS082M812	Documentation of Portfolio collection	400	4
3	FAS082M813	Entrepreneurship Management	400	4
	TOTAL			20

1st Semester		
Paper 1 Major Course	OVERVIEW OF FASHION L-T-P-C: 3-0-0-3 Credits: 3 Scheme of Evaluation: Theory	Subject Code: FAS082M101 Level: 100

Course Objective:

To equip students with knowledge of the foundational concepts of fashion and fashion terminologies. They will learn about the overview of fashion industry which will enhance their sensibility towards fashion, trends and styling and will understand the concept of fashion as a socio-cultural phenomenon.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Identify the basic terminology of fashion relate to its application, customer types and fashion market segmentation.	BT Level 1
CO2	Understand the knowledge of clothing culture, communication and fashion expression.	BT level 2
CO3	Compare and help to sketch the idea of ‘What is Fashion ‘.in a broader sense, through a series of moderated lectures, relevant audio visuals and presentations.	BT Level 3
CO4	Analyze a simple preview of fashion career which would be useful later in to choose the relevant area of Fashion Career.	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Fashion Terminology: The Language of Fashion – Introduction to Fashion concept; Fashion - Definitions and meaning, Style, Change, Acceptance, Taste, Fashion Look, Fashion trends, Fashion season; Classification of Fashion. Fashion capitals, Fashion Forecasting agencies, Indian and Western Fashion Designers, Fashion luxury & premium brands.	15	
UNIT II	Fashion Cycles & Fashion Motivation: Consumer Identification – Fashion leaders, Fashion Innovators, Fashion motivators or Role models, Fashion victims, Fashion followers; Consumer Buying Motivation;	15	

	Methods of Fashion Selection – Aesthetic Appeal, Color, Texture, Style, Price, Fit, Comfort, Appropriateness, Brand or Designer Label, Fabric performance and care, Quality, Convenience.		
UNIT III	Fashion Clothing Categories: Women’s Wear- Dresses, Social apparel, Suits, Outer wear, Sportswear, Active wear, Swimwear, Lingerie, Accessories. Styling – Couture, Designer, Traditional Styling. Size Range - Junior, Missy, Petite, Large or Women. Men’s Wear – Tailored, Furnishings, Sportswear, Active sportswear, Work cloths, Accessories. Styling – Designer Styling, Traditional Styling, Contemporary. Size Range – Men’s suits, Dress shirts. Children’s Wear – Girl’s dress, Boy’s Clothing, Sportswear, Swimwear, Outerwear, Sleepwear, Accessories. Styling – Infants, Toddlers and Young children, older children. Size Range – Newborn, Infant, Toddler, Girls’, Boys’, Body shapes/Imperfect shapes/Plus sizes	15	
UNIT IV	Fashion Career Scope - Work Details, SkillsRequired: Fashion Designer, Merchandiser, Fashion technologist - Pattern maker, Technical Designer/spec-tech, CAD/Operator, Fashion Research & Development Professionals – Colorist, Fashion Forecaster, Fashion Communication - Fashion Stylist, Fashion Photographer, Fashion Journalist, Fashion Editor. Costume Designer/Coordinator.	15	
TOTAL			60

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	60 hours	N/A	30 HOURS
			(STUDY TOUR ACTIVITY – make projects on different types of silhouette and body shape Interaction with Prominent personalities)

Text Book:

1. The Dynamics of Fashion; Elaine Stone; 4th Edition; 2015, Bloomsbury Publishing Inc.
2. From Concept to Consumer; Gini Stephens Frings; 6th Edition; 2016; Prentice Hall Career & Technology, New Jersey.
3. Design as Art by Bruno Munari
- 4.

Reference Books:

1. Inside Fashion Design; Sharon L. Tate & Mona S. Edwards ; 5th Edition; 2014, Pearson Prentice Hall.
2. Design History and the History of Design by Judy Attfield, 1989

1st Semester		
Paper 2 Major Course	Fashion Design & Process - I L-T-P-C: 0-0-6-3 Credits: 3 Scheme of Evaluation: Practical	Subject Code: FAS082M112 Level: 100

Course Objective: Students will learn about the basic elements of design which will help them understand the terminologies used in the process of designing and will understand colour and its moods. It will help them combine elements and principles of design to create designs and will help them in creating products or designs based on the principles and elements of design.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Identify knowledge in foundation of design, its rules, laws, principles that they can use throughout their education and career pursuits.	BT Level 1
CO2	Understand the language of design, how to think like a designer.	BT level 2
CO3	Judging between good and bad designs and where to go for additional resources of specialised design practice	BT Level 3
CO4	To calculate the design thinking and orient themselves towards design as a profession.	BT Level 4

Detailed Syllabus:

Modules	Topics & Subject Contents	Periods	
		L	P
UNIT I	Elements of Design: Point, Color, Texture, Line, Silhouette and their varieties and applications in design. Creating composition with the elements of design.	5	15
UNIT II	Color Theory: color perception, dimensions, Prang color system, Pantone Colors, color wheel, color value scale, grey scale, color schemes.	6	15
UNIT III	Color psychology, color and emotions, color harmony, color qualities-tint, tone, shade, pastel, light, dark, bright, or vivid, dull, neutral, warm & cool, color philosophy, color, and fashion.	6	15
UNIT IV	Principles of Design: Balance, Rhythm, Emphasis, Proportion, Harmony	5	15
TOTAL		82	

National Credit Hours for the course :30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Survey on different types body shapes, Presentations and Quiz

Text Book:

1. Elements of Fashion and Apparel Design; Sumathi G J; 2017, New Age International publishers Pvt Ltd.
2. Elements of Design and the Structure of Visual Relationships; Kostellow Rowena Reed, Gail Greet Hannah; 2nd Edition; 2016; Bloomsbury Publishing.

Reference Books:

1. Inside Fashion Design; Tate L. Sharon & Edwards L Mona ; 5th Edition; 2014, Pearson Prentice Hall.
2. Basic Principles of Design; Manfred Maier; vol 1-4; 2016; Fairchild Books.

1st Semester		
Paper 3 Minor Course	FASHION DESIGN & CONCEPT L-T-P-C: 1-0-4-3 Credits: 3 Scheme of Evaluation: Practical	Subject Code: FAS082N114 Level: 100

Course Objective: Students will be able to learn about basic concepts of fashion along with colour theory and different types of colour schemes.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	To remember about basic terminologies of fashion	BT Level 1
CO2	To Gather knowledge about colour theory.	BT level 2
CO3	To paint different schemes of colours	BT Level 3
CO4	To Illustrate the colour theory, different schemes of colour with selected pattern.	BT Level 4

Detailed Syllabus:

Modules	Topics & Subject Contents	Periods	
		L	P
UNIT I	Fashion Terminology: The Language of Fashion – Introduction to Fashion concept; Fashion - Definitions and meaning, Style, Change, Acceptance, Taste, Fashion Look, Fashion trends, Fashion season; Classification of Fashion. Fashion capitals	6	15
UNIT II	Color Theory: color perception, Pantone Colors, color wheel, color value scale, grey scale	6	15
UNIT III	Color schemes: color harmony, color qualities-tint, tone, shade, pastel, light, dark, bright, or vivid, dull, neutral, warm & cool,	5	15
UNIT IV	Color Theory Illustration Complementary, analogous, triadic, and split-complementary color harmonies	5	15

	Creating visually balanced color compositions		
TOTAL		82	

National Credit Hours for the course :30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on colour theory, presentation on fashion terminologies)

Text Book:

1. Fashion Illustration: Inspiration & Technique; Anna Kiper; 2017; F& W Media International; USA
2. Fashion Sketchbook; Abling Bina; ; 6th Edition; 2016; Fairchild books; USA

Reference Books:

1. Figure study made easy;Chari Aditya; 2013; Grace Publication, Mumbai
2. The Complete Book Of Drawing Human Body; Kumar Keshav; 2016;Adarsh Books New Delhi

Paper I/Subject Name: Introduction to Indian Knowledge System - I

Subject Code: IKS992I101

L-T-P-C – 3-0-0-3

Credit Units: 3

Course Level: 100

Course objectives:

This Foundation course is designed to present an overall introduction to all the streams of IKS relevant to the UG programme. It would enable students to explore the most fundamental ideas that have shaped Indian Knowledge Traditions over the centuries.

Course Outcomes:

On completion of this course students will be expected to –

CO Level	Contents	BT Level
CO ₁	Recall about the natural endowments	BT level 1
CO ₂	Illustrate literature of Indian civilization-the Vedic – Itihasas, languages, mathematics, and Ayurveda.	BT level 2
CO ₃	Explain observation of the motion of celestial bodies in the Vedic corpus	BT level 2

Module	Course Contents	Periods
I	<u>Bharatavarsha—A Land of Rare Natural Endowments</u> Demographical features of the ancient Bharatvarsha, Largest cultivable area in the world. Protected and nurtured by Himalayas. The Sindhu-Ganga plain and the great coastal plains. The great rivers of India. Climatic changes: Abundant rains, sunshine and warmth, vegetation, animals and mineral wealth. Most populous country in the world. India's prosperity held the world in thrall. Splendid geographical isolation of India and the uniqueness of Indian culture.	10
II	<u>Foundational Literature of Indian Civilization:</u> The Vedic Corpus. The Itihasas— Ramayana and Mahabharata, and their important regional versions. The Puranas. Foundational Texts of Indian Philosophies, including the Jaina and Bauddha. Foundational Texts of Indian Religious Sampradayas, from the Vedic period to the Bhakti traditions of different regions. i. The Vedangas and Other Streams of Indian Knowledge System: The Vedic Corpus: Introduction to Vedas and synopsis of the four Vedas and Sub-classification of Vedas; Messages in Vedas; Introduction to Vedāngas : Siksha, Vyakarana, Chandas, Nirukta, Jyotisha and Kalpa ; Vedic Life: Distinctive Features. Other streams of Indian Knowledge System such as Ayurveda, Sthapatya, Natyasastra, Dharmasastra, Arthasastra, etc. The Indian way of continuing the evolution of knowledge through commentaries, interpretations and revisions of the foundational texts. The large corpus of literature in Indian languages.	20

	<p>ii. Indian Language Sciences: Language Sciences and the preservation of the Vedic corpus. Varnamala of Indian languages based on classification of sounds on the basis of their origin and effort involved. The special feature of the scripts of most Indian languages, that each symbol is associated with a unique sound. Word formation in Sanskrit and Indian languages. Major insights in the Science of Vyakarana as established by Panini. Important texts of Indian Language Sciences — Siksha or phonetics, Nirukta or etymology, Vyakarana or Grammar, Chandas or Prosody. Navyanyaya and Navya-vyakarana in Navadvipa, Varanasi and West and South India.</p> <p>iii. Indian Mathematics: Numbers, fractions and geometry in the Vedas. Decimal nomenclature of numbers in the Vedas. Zero and Infinity. Simple constructions from Sulba-sutras. The development of the decimal place value system which resulted in a simplification of all arithmetical operations. Linguistic representation of numbers. Important texts of Indian mathematics. Brief introduction to the development of algebra, trigonometry and calculus. How Indian mathematics continued to flourish in the 18/19/20th centuries. Kerala School. Ramanujan.</p>	
III	<p>Indian Astronomy: Ancient records of the observation of the motion of celestial bodies in the Vedic corpus. Sun, Moon, Nakshatra & Graha. Astronomy as the science of determination of time, place and direction by observing the motion of the celestial bodies. The motion of the Sun and Moon. Motion of equinoxes and solstices. Elements of Indian calendar systems as followed in different regions of India. Important texts of Indian Astronomy. Basic ideas of the planetary model of Aryabhata and its revision by Nilakantha. Astronomical instruments. How Indian astronomy continued to flourish in the 18/19th centuries. Astronomical endeavours of Jaisingh, Sankaravarman, Chandrasekhara Samanta.</p>	15
IV	<p>Indian Health Sciences: Vedic foundations of Ayurveda. Ayurveda is concerned both with maintenance of good health and treatment of diseases. Basic concepts of Ayurveda. The three Gunas and Three Doshas, Pancha-mahabhuta and Sapta-dhatu. The importance of Agni (digestion). Six Rasas and their relation to Doshas. Ayurvedic view of the cause of diseases. Dinacharya or daily regimen for the maintenance of good health. Ritucharya or seasonal regimen. Important Texts of Ayurveda. Selected extracts from Astāngahrdaya (selections from Sūtrasthāna) and Suśruta-Samhitā (sections on plastic surgery, cataract surgery and anal fistula). The large pharmacopeia of Ayurveda. Charaka and Sushruta on the qualities of a Vaidya. The whole world is a teacher of the good Vaidya. Charaka's description of a hospital. Hospitals in ancient and medieval India. How Ayurveda continued to flourish till 18/19th centuries. Surgical practices, inoculation. Current revival of Ayurveda and Yoga.</p>	15
	Total	60

Textbooks/Reference Books:

1. Baladev Upadhyaya, Samskrta Śāstrom ka Itihās, Chowkhambha, Varanasi, 2010.
2. D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., A Concise History of Science in India, 2nd Ed., Universities Press, Hyderabad, 2010.
3. Astāngahrdaya, Vol. I, Sūtrasthāna and Śarīrasthāna, Translated by K. R. Srikantha Murthy, Vol. I, Krishnadas Academy, Varanasi, 1991.
4. Dharampal, Some Aspects of Earlier Indian Society and Polity and Their Relevance Today, New Quest Publications, Pune, 1987.
5. Dharampal, Indian Science and Technology in the Eighteenth Century: Some Contemporary European Accounts, Dharampal Classics Series, Rashtrottana Sahitya, Bengaluru, 2021
6. Dharampal, The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century, Dharampal Classics Series, Rashtrottana Sahitya, Bengaluru, 2021.
7. J. K. Bajaj and M. D. Srinivas, Indian Economy and Polity in Eighteenth century Chengalpattu, in J. K. Bajaj ed., Indian Economy and Polity, Centre for Policy Studies, Chennai, 1995, pp. 63-84.
8. J. K. Bajaj and M. D. Srinivas, Annam Bahu Kurvita Recollecting the Indian Discipline of Growing and Sharing Food in Plenty, Centre for Policy Studies, Chennai, 1996.
9. J. K. Bajaj and M. D. Srinivas, Timeless India Resurgent India, Centre for Policy Studies, Chennai, 2001.
10. M. D. Srinivas, The methodology of Indian sciences as expounded in the disciplines of Nyāya, Vyākaraṇa, Ganita and Jyotisa, in K. Gopinath and Shailaja D. Sharma (eds.), The Computation Meme: Explorations in Indic Computational Thinking, Indian Institute of Science, Bengaluru, 2022 (in press)

COURSE PROGRAMME: Under Graduate (All courses under RGU)

SEMESTER:First SUBJECT: Communicative English- I: Developing Oral

Communication and Listening Skills

L-T-P-C-1-0-0-1 SubjectCode:CEN992101

CourseObjective:

The course primarily aims to develop and enhance the students' oral communication skills in English by engaging them to meaningful discussion and interactive activities.

Detailed Syllabus:

Modules	Course content/Topics	Periods
I	Basics of Communication-Introduction Communication-definition– meaning–elements-basics of communication-communication process - importance of communication Components of Communication Types/forms of Communication(Oral-written, Formal- Informal(Grapevine), Interpersonal- Intrapersonal, Mass- Group, Verbal- Non Verbal External communication, Organizational Communication- Upward, Downward, horizontal, Diagonal) Non-verbal Communication-Introduction; Body language- Personal Appearance, Postures, Gestures, Eye Contact, Facial expressions Paralinguistic Features- Rate, Pause, Volume, Pitch/Intonation/Voice/modulation Proxemics , Haptics, Artifacts, Chronemics	4
II	The Listening Process Types of Listening– Superficial, Appreciative, Focused, Evaluative, Attentive, Emphatic Listening with a Purpose Barriers to Communication, Barriers to Listening	4
III	Focusing on Oral Group Communication Nature of group communication Characteristics of successful Group Communication Selection of group discussion- subject knowledge, leadership skills, team management Group Discussion Strategies	4

IV	Language Styles-OralandWrittenCommunication TechnicalStyle ABCoftechnicalcommunication- accuracy,usingexactwordsandphrases,brevity,clarity. Objectivity of Technical Writing Impersonallanguage,Objectivityinprofessionalspea king. Formal language, Practice	4
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Text/ReferenceBooks:

1. Rizvi,M.A.EffectiveTechnicalCommunication.TataMcGrawHill.NewDelhi.,11reprint.2008
2. Kumar,Varinder.CommunicativeFunctionalEnglish1.KalyaniPublishers.NewDelhi.2012
3. Koneru,Aruna.ProfessionalCommunication.
4. Pocketguidetopublicspeaking.DanOhair.Pub:MacHigher.5thedn

Subject Name: Behavioural Sciences -1UG 1st semester

Course code:BHS982A102

Credit: 1

Course objectives: To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course Outcomes: On completion of the course the students will be able to :

CO1: Understand self & process of self exploration

CO2: Learn about strategies for development of a healthy self esteem

CO3: Apply the concepts to build emotional competencies.

Detailed Syllabus:

Modules	Course Contents	Periods
I	Introduction to Behavioral Science Definition and need of Behavioral Science, Self: Definition components, Importance of knowing self, Identity Crisis, Gender and Identity, Peer Pressure, Self image: Self Esteem, Johari Window ,Erikson's model.	4
II	Foundations of individual behavior Personality- structure, determinants, types of personalities. Perception: Attribution, Errors in perception. Learning- Theories of learning: Classical, Operant and Social	4
III	Behaviour and communication. Defining Communication, types of communication, barriers to communication, ways to overcome barriers to Communication, Importance of Non-Verbal Communication/Kinesics, Understanding Kinesics, Relation between behaviour and communication.	4
IV	Time and Stress Management Time management: Introduction-the 80:20, sense of time management, Secrets of time management, Effective scheduling. Stress management: effects of stress, kinds of stress-sources of stress, Coping Mechanisms. Relation between Time and Stress.	4
Total		16

Text books

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc
- K. Alex, Soft skills; S. Chand.

1st Semester		
Paper 4 SEC	Digital Illustration L-T-P-C: 0-0-6-3 Credits: 3 Scheme of Evaluation: Practical	Subject Code: FAS082S115 Level: 100

Course Objective:

The objectives of the subject is to identify current trends in fashion imagery. Schedule, coordinate and prop multiple model shoots and locations and create a studio still life of a fashion or beauty product.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	To be Well Versed and Relate terms in digital designing and understanding of basic designing software – Adobe Photoshop.	BT Level 1
CO2	To Examine the Adobe Illustrator application and determine the relationship with other multimedia applications and use Adobe Illustrator as the software to Express computer graphics	BT level 2
CO3	Apply fundamental drawing and editing techniques to create simple illustrations.	BT Level 3
CO4	Create Industry-Relevant Artwork and Design Projects Using Adobe Illustrator. Analyze the effectiveness and appropriateness of designs for specific purposes.	BT Level 4

Detailed Syllabus:

Modules	Topics & Subject Contents	Periods	
		L	P
UNIT I	<p>Introduction:</p> <ul style="list-style-type: none"> • Introduction to Adobe Illustrator CS6. • Working with Documents, Making and Saving Selections. • Working with Shapes and Objects. • Working with colour. • Working without side images. • Applying fill and stroke Using the eyedropper. • Working with pantone chips. • Working with the appearance dialogue box. • Compound paths and building shapes, drawing modes, magic wand, Selection tool, direct selection tool, group selection tool, drawing with path primitives, Rectangle Tool, Ellipse Tool. • Review all other primitive paths apply stroke and fill. • Work with align dialogue box. • Work with pathfinder dialog box. • Work with grid and snap to grid. 	5	15
UNIT II	<ul style="list-style-type: none"> • Drawing straight paths with the Pen tool. • Drawing curved paths with the Pen tool. • Drawing freeform paths with the Pencil tool. • Smoothing and erasing paths. • Editing anchor points, joining and averaging paths -Simplifying paths using Offset tool, Path Cleaning up errant paths, Gradients, Pattern Fills, and Blends Working without side images Applying fill and stroke using the eye dropper. • Working with pantone chips. • Working with the appearance dialogue box. • Compound paths and building shapes, drawing modes. 	6	15

<p>UNIT III</p>	<ul style="list-style-type: none"> • Character setting, paragraph setting, Text Threads Setting text on open paths Setting text on closed paths Text to paths, Fill and Stroke Making more than one stroke Changing stroke color and weight through the appearance panel Changing stacking order through the appearance panel. • Color dialogue box (three locations) Gradients Pattern fills Applying pattern fill to a stroke, Art Boards An artboard is what Illustrator refers to as a page. Illustrator will print whatever is visible on a page. Artboards can be any size or orientation and can all live in one document together. • Creating artboards through a new document. • Modifying artboards through the toolbar. Modifying artboards through the artboards dialogue box. Using smart guides to easily align artboards. • Transforming and Positioning Art Moving and copying artwork Scaling or resizing artwork Rotating artwork Reflecting and skewing artwork Using the Free Transform tool Repeating transformations. • Performing individual transforms across multiple objects. • Aligning objects and groups precisely. • Distributing objects and spaces between objects 	<p>6</p>	<p>15</p>
<p>UNIT IV</p>	<ul style="list-style-type: none"> • Working with images: Placing pixel-based content into Illustrator, Managing images with the Link panel relink go to link update link or original Convert to pixel to paths with Live Trace blur to get a cleaner trace low resolution less work best. • Making Live Trace adjustments live trace default, threshold tracing options dialogue box Controlling colors in Live Trace modifying color by outputting color to swatches working with pre established swatches. • Working Efficiently with Symbols: Managing repeating artwork with symbols Modifying and replacing symbol instances. • Working with Masks, Cropping photographs, Clipping artwork with masks. Defining masks with soft edges, Printing, Saving, and Exporting 	<p>5</p>	<p>15</p>
<p>TOTAL:</p>		<p>82</p>	

National Credit Hours for the course :30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on live photography, inside the campus and presentation)

Text books:

Learn Adobe Illustrator CC for Graphic Design & Illustration (ACA Prep)

Chad Chelius

Adobe Illustrator CC Classroom in a Book

Brian Wood

Adobe Photoshop Classroom in a Book (2024 Release)

Conrad Chavez & Andrew Faulkner

CorelDRAW X8 Training Guide

Satish Jain

Mastering Digital Art: A Comprehensive Beginner's Guide

Abhishek Sagar

Reference Book :

1. *IllustratorCCDigitalClassroom* ;SmithChristoper;2013;JohnWiley&Sons
2. *AdobeIllustratorCCClassroominabook*,KordesKelly,2018;AdobePress

Course Title:Indian Textile Traditions

Course Code: VAC992V1126

Course Level: 100

Total Credits: 3

L-T-P-C: 1-0-4-3**Scheme of Evaluation:** Practical

Course Objective:To explore and understand the diverse textile traditions across various regions of India, including their historical, cultural, and social significance.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Students will be able to identify various traditional Indian textiles and fabrics, gaining comprehensive knowledge of their unique characteristics, cultural significance, and traditional production methods.	BT Level 1
CO2	Students will be able to explain the various techniques used to create traditional Indian textiles, demonstrating an understanding of the distinct methods employed in weaving, dyeing, printing, and embroidery across different regions.	BT level 2
CO3	Students will be able to apply practical training to develop innovative textile and fabric designs.	BT Level 3

Course Contents:

- **Unit 1 (12 Periods) -**
 - History of Indian Textile
 - Ancient Textile Trade of India
 - Costumes and Textile of Royal India
 - British India
- **Unit 2 (12 Periods) –**
 - Basic Textile Weaves
 - Study of Indian Textiles (Ikat,Kalamkari, Banarsi Brocade,Kanjeevaram ,Patola,Baluchari, Jaamdani, Arjakh ,Brocade of Assam)
 - Overview of Indian Dying and printing process (Bandhni and Block print)
- **Unit 3 (12 Periods) –**
 - Over View of Indian Surface work(Embroidery)
 - State embroideries (Kantha, Kashida, Phoolkari, Chikan kaari)

- **Unit 4 (12 Periods) –**
 - Report making and Product development.

Textbook(s):

1. *Traditional Indian Textile – John Gillow & Nicholas Barnard*
2. *Traditional Indian Handcrafted Textile: History, Techniques, Processes, and Designs*
Anjali Karolia
3. *The Fabric of India*
Rosemary Crill (editor)
4. *Textiles of India*
Helmut Neumann & Heidi Neumann

Reference book(s):

1. *Traditional Indian Textiles*
John Gillow & Nicholas Barnard
2. *The Indian Textile Sourcebook: Patterns & Techniques*
Avalon Fotheringham
3. *Saris of India: Tradition and Beyond*
Rta Kapur Chishti & Martand Singh
4. *Handcrafted Indian Textiles: Tradition and Beyond*
Rta Kapur Chishti & Martand Singh
5. *Rapture: The Art of Indian Textiles*
Rahul Jain

2nd Semester		
Paper 1 Major Course	Fashion Design & Process - II L-T-P-C : 0-0-6-3 Credits : 3 Scheme of Evaluation : Practical	Subject Code: FAS082M213 Level : 100

Course Objective:

The objectives of the subject is to introduce students to the different stages in the design process – from perception of a problem to generating a solution to the problem through investigation, analysis and synthesis and deals with the study of the basic styles and the optical illusion they create the identification of styles – when, where and how to use.

Course Outcomes:

On successful completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	To Define the design process and develop basic design attitudes and skills, which is required to become a design professional, who is a creative thinker having developed perceptual abilities. The students will also be enhancing their Sketching skills by practising Necessary illustration.	BT Level 1
CO2	To Understand an overview of the process of design and Sketching different fabrics and materials that are required in a proper Fashion Illustration.	BT level 2
CO3	To Implement the idea of Design Process and Illustration in design based Collection which will later on help to enhance their portfolio.	BT Level 3
CO4	To Organise a collection of Apparel that introduce the design process and detailed Fashion Illustrations.	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Understanding the concept of design process categorized into three stages of analysis, synthesis, and evaluation. Mind mapping, techniques of idea generation, design exploration. Process book development. Selection of theme; create theme Board, depict the inspiration by creating Mood Board digitally.	6	15
UNIT II	Identify colors based on theme and create Color Board. Create an imaginary client and create a Client Board. Drawing body details with different movements. Drawing arms, legs, feet, palm, & different positions. Market sourcing for Swatch Board- Fabric & Trims	6	15
UNIT	Drawing different face positions such 3/4th, front, side. Facial details like eyes, nose, and lips. Rendering different fabrics to study their fall, fold, drape etc.	5	15

III	Prints, stripes, Checks, fur, Denim, leather, Leather, suede, velvet, silk, wool, embroidered fabric etc. Combining various garment details like silhouettes, lengths, drapes, folds, motion & shadows etc. for various Fabrics detailing and understanding the way fabric falls onto body.		
UNIT IV	Drawing various Fashion elements to form a garment such as, types of sleeves, necklines, pockets, cuffs, collars, yokes, waist bands, bows & ties, frills & flounces etc. Drawing and combining different Fashion elements on a Fashion figure to make a good Design.	5	15
TOTAL		82	

National Credit Hours for the course :30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on illustration based on chosen theme)

Text Book:

1. Fashion thinking: Creative approach to the Design Process; Dieffenbacher Fiona; 2013; Bloomsburry publishing India Pvt Ltd.
2. Research & Design for Fashion; Seivewright Simon & Sorger Richard; 3rd revised edition; 2016; Fairchild books
3. Fashion Portfolio: Design& Presentation; Kipper Anna; 2015; Batsford Ltd

Reference Books:

1. Costume and Fashion; Laver J; 5th edition;2015;Thames & Hudson publishing
2. Fashion Forecasting; PernaRita; 2nd edition;2015;Fairchild Books
3. Fashion Forecasting: Bundle Book + Studio access card;Brannon Evelyn I; 3rd edition;2015;Bloomsburry

2nd Semester		
Paper 2 Major Course	History of World Costumes and Textiles L-T-P-C : 3-0-0-3 Credits : 3 Scheme of Evaluation : Theory	Subject Code: FAS082M202 Level : 100

Course Objective:

Students will learn the appropriate vocabulary to describe costume and the influence of culture, art and history on trends and to the various facts fashion and about the ancient western costumes and will develop thorough understanding of history of fashion.

Course Outcome :

On successful completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Define the characteristic styles of each century, thereby enabling them to accurately describe the images.	BT Level 1
CO2	Discuss the influence of culture, art and history on trends and to the various facts fashion can have in an Indian & western society.	BT level 2
CO3	Sketch out different traditional woven textiles of different states of India.	BT Level 3
CO4	Outline the Established an in-depth knowledge about Traditional Textile of India as well as other countries which will later help them as a Designer.	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Study on Ancient Indian costumes- Indus Valley civilization, indo Aryan & Vedic Age, Muryan & Sunga period Medieval Indian costumes- Satvahana & Kushan Period, Gupta Period, Mughal Period; Costumes during the rule of British. Presentations and documentation. Ancient western costumes, Renaissance & Victorian period. Presentations and documentation.	15	
UNIT II	Textiles & costumes of different states of India with special emphasis on textiles and costumes of northeast. Presentations and documentation. Western costumes of the modern world-1900s to 2000s. Presentations and documentation.	15	
UNIT III	Introduction - Definition of textile fibers, classification of Textile fibers; Desirable properties of an Ideal Textile fiber– Staple fiber, filament; Natural Cellulosic Fibers - Seed hair fibers- Cotton, Kapok, Coir. Bastfibers- Flax,	15	

	Ramie, Jute, Kenaf, and Hemp, Leaf fibers; Natural Protein Fibers - Animal hair fibers- Wool, Specialty hair fibers, Silk- Sericulture and type of silks. Natural Mineral Fibers, Manmade Synthetic Fibers –Polyamides - Nylon, Types of Nylon- Nylon-6 and Nylon-66, Polyesters, Varieties of Polyester, Acrylic, Modacrylics, Elastomers – Rubber, Spandex; Manmade Regenerated Fibers- Viscose Rayon, Cuprammonium Rayon, Identification of Textile Fibers (Practical testing). The Textile Yarns- Definition of yarns, Classification of yarns; Yarn Manufacturing – Yarn from staple fibers –Fiber preparation - Ginning, Spinning, Alternate spinning process – Rotor air jet, Friction, Twisters spinning, Self-twist spinning, Yarn without twist. Filament yarns: manufacturing techniques – Twisted & Textured filaments,		
UNIT IV	Properties of yarns – Yarn count or yarn number – Indirect system, Direct system. Yarn torque – S twist, Z twist, Flexibility. Types of Yarns- Simple and complex yarns, Types of complex yarns, Textured Yarns. Fiber Blends- General characteristics, Production. Threads - Difference between thread and yarn, Sewing threads- Types and properties. The Overview of Textile Industry- Introduction to textiles; Major segments of the textile industry; Market planning for apparels; Primary and secondary sources of fabric buying and selling of finished fabric. Indian & Western textile market.	15	
TOTAL		60	

National Credit Hours for the course :30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	60 hours	N/A	30 HOURS
			(STUDY TOUR ACTIVITY – make projects on different types of costumes of India) (Burning text of different types of fibers and yarns).

Text Book:

1. Indian Costumes; A. Biswas; 2017; Publications Division Ministry of Information & Broadcasting Govt of India
2. Ancient Indian Costumes Vol. I and II; RoshenAlkazi, 2013; Art Heritage
3. The chronicle of Western Costumes; Peacock Joh; ,2010; Thames & Hudson Publications.
4. Clothing Technology, H.eberly Berger; 2012;Verlag Europa LeherMittel

Reference Books:

1. The Dynamics of Fashion; Stone Elaine; 4th Edition; 2015, Bloomsbury Publishing Inc.
2. Indian Costume; Ghurye Govind Sadashiv; 2010; Popular Prakashan

2nd Semester		
Paper 3 Minor Course	Fashion Styling and Photography L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practical	Subject Code: FAS082N214 Level : 100

Course Outcome:

The objectives of the subject is to identify current trends in fashion imagery. Schedule, coordinate and prop multiple model shoots and locations and create a studio still life of a fashion or beauty product.

Course Objective:

On successful completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Recall fundamental concepts and terminology related to fashion styling and photography.	BT Level 1
CO2	Understand the appropriate styling techniques for various fashion contexts.	BT level 2
CO3	Apply styling techniques in practical scenarios, considering different fashion genres and themes	BT Level 3
CO4	Analyze and critique photographs in terms of composition, lighting, and visual storytelling	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		I	P
I.	Introduction to fashion styling, fashion trends and wardrobe. Understanding body types and suitable fashion silhouettes. Types of Fashion Styling	6	15
II.	Definition, meaning & concept, Different types of Photography, camera – types and parts of camera body – aperture, shutter speed, focus , SLR cameras in brief and the various functions , Lenses – types of lenses and the usage. Lights – types; filters, camera techniques, Indoor and outdoor photography, Depth of field.	5	15

III.	To make – Theme board, Inspiration Board, Client Board, Colour Board, Mood Board and Design illustration.	6	15
IV	Students will have to submit two photography project portfolios. In the first project they will submit 5 photographs of each genre with caption and technical details. In the second project they will have to submit a photo story.	5	15
TOTAL		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on illustration based on chosen theme)

Text Book:

1. Kumar, Kewal J; Mass Communication in India; Jaico Books; New Delhi; 2012.
2. McCartney, Susan; Mastering Flash Photography; Amphoto Books, 1997.

Reference Books:

1. Fox, Anna, Smith, Richard Sawdon; Langford's Basic Photography: The Guide for Serious Photographers; Taylor & Francis, 2015.
2. *The Curated Closet*
Anuschka Rees
3. *How to Look Expensive*
Andrea Pomerantz Lustig
4. *The Fashion Book*
Phaidon Editors
5. *Color Your Style: How to Wear Your True Colors*
David Zyla
6. *The Pocket Stylist*
Kendall Farr

Paper II/Subject Name: Introduction to Indian Knowledge System - II
Subject Code: IKS992K201
L-T-P-C – 3-0-0-3
Credit Units: 3
Course Level: 100

Course objectives:

This Foundation course is designed to present an overall introduction to all the streams of IKS relevant to the UG programme. It would enable students to explore the most fundamental ideas that have shaped Indian Knowledge Traditions over the centuries.

Course Outcomes:

On completion of this course students will be expected to –

CO Level	Contents	BT Level
CO ₁	Recall about classical literature in Sanskrit and other languages	BT level 1
CO ₂	Recall traditional Indian knowledge system and Indian education	BT level 1
CO ₃	Summarize the Indian Art, Architecture, Agriculture, Polity and Economy	BT level 2

Module	Course Contents	Periods
I	<p><u>Classical Literature in Sanskrit and Other Indian Languages:</u> The nature and purpose of Kavya. Drisya and Sravya Kavyas. The ideas of Indian aestheticians on what constitutes the soul of Kavya. Important examples of classical literature in Sanskrit and other Indian languages</p> <p><u>Indian Education:</u> Preservation of culture, tradition and Dharma through education. Svadhyaya, Pravachana. Also continuity of the family and the vamsha, who are the carriers of knowledge, tradition and Dharma. The extent, inclusiveness and the sophistication of indigenous education in early 19th century India.</p> <p><u>The Purpose of Knowledge in India:</u> Para Vidya and Apar Vidya. The corpus connected with Para Vidya. Learning and formalization of concepts associated with Para Vidya also form part of Apar Vidya. Nature and purpose of sciences, technologies, and all human knowledge concerning the world and the society. The concept of Rita, Dharma. The cycle of mutual dependence of humans and all aspect of creation. Yajna and the inviolable discipline of sharing and caring.</p>	10
II	<p><u>Methodology of Indian Knowledge System:</u> Systematization of knowledge fields as Sastra. Each Sastra has a clearly defined purpose in Vyavahara. The means of valid knowledge (Pramanas). Perception (Pratyaksha), Inference (Anumana) and Textual Tradition (Agama), as discussed in the canonical texts of all the disciplines. The importance of Pratyaksha and Agama in relation to Anumana.</p> <p><u>Indian Architecture and Town Planning:</u> The importance of Sthapatya-veda. The ancient cities of the Indus Saraswati region. Town planning and drainage systems. Examples of the significance of architecture and materials in Ramayana and Mahabharata. Public opulence and private austerity in Indian architecture. Why there are many more of Temples than Palaces. Important texts of Architecture and Sculpture. The prevalence of</p>	20

	<p>high Indian architecture in almost all parts of India except the Ganga plains. Examples of high Indian architecture from ancient and medieval periods from different parts of India. The building of Jaipur in the 18th century. How temple art and architecture continue to flourish in modern India.</p> <p><u>Indian Fine Arts:</u> The importance of Gandharva-veda. Natyasastra on the nature and purpose of fine arts. Basic concepts of Indian music and dance. Important texts of Indian music, dance and painting. Indian musical instruments. Different schools of music, dance and painting in different regions of India. Important examples of Indian painting in various part of India. Musicology as a science. Harmonising Lakshya and Lakshana (practise and theory). Major developments in the science and practice of music the 17/18/19th centuries. The current revival of music and dance in India.</p>	
III	<p><u>Indian Agriculture:</u> The significance of agriculture and irrigation as emphasised in the Ramayana, Mahabharata and other texts. Mention of Indian agriculture by the Greek historians and later travellers. Significance of agriculture and irrigation for the kings of Indian tradition. Major water-bodies of the ancient times. The Ery system of south India. Excellence of Indian agricultural technologies as observed by more recent European observers. Productivity of Indian agriculture in medieval Thanjavur and eighteenth century Allahabad, Chengalpattu, etc. Indian attitude towards agriculture, based on Walker and later reports.</p> <p><u>Indian Textiles:</u> India as the ancient home of cotton and silk fabrics. Weaving formed the most significant part of Indian economy after agriculture. Varieties of textiles and dyes developed in different regions of India. India as a leading exporter of textiles in the world in the 17/18/19th centuries.</p> <p><u>Indian Metallurgy:</u> Vedic references to metals and metal working. Mining and manufacture in India of Zinc, Iron, Copper, Gold, etc., from ancient times. Indian texts which refer to metallurgy. Important specimens of metal workmanship preserved/found in different parts of India. The significance and wide prevalence of ironsmith and other metal workers in the pre-modern era. European observers on the high quality and quantity of Indian iron and steel in the 18/19th centuries.</p>	15
IV	<p><u>Indian Polity and Economy:</u> Indian conception of well-organised Polity and flourishing Economy as expounded in the foundational texts. The notion of Bharatavarsha as a Chakravarti-Kshetra and important attributes of Chakravartin. King as the protector of Dharma. King as the strength and support of the weak. King as the protector of Varta. King as the protector of the times. Meaning of Varta: Krishi, Gopalana and Vanijya forming the basis of Varta and the core of economic activity in society. The importance of sharing. Grama as the centre of the polity.</p> <p><u>The Outreach of Indian Knowledge System:</u> The outreach of Indian Knowledge System beyond Indian boundaries forms the ancient times. Outreach to East, Southeast, Central and Southeast Asia of Indian phonetic script, decimal value place system-based arithmetic, algebra, astronomy and calendar, medical pharmacopeia, architecture, methods of making iron and steel, cotton textiles, etc. The transmission of Indian linguistics, knowledge of plants, iron and steel metallurgy, textiles and dyeing, shipbuilding etc., to Europe in 17/18/19th centuries. Current global outreach of Ayurveda, Yoga and Indian Fine Arts.</p>	15

Total	60
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Textbooks/Reference Books:

1. Baladev Upadhyaya, Samskrta Śāstrom ka Itihās, Chowkhambha, Varanasi, 2010.
2. D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., A Concise History of Science in India, 2nd Ed., Universities Press, Hyderabad, 2010.
3. Astāngahrdaya, Vol. I, Sūtrasthāna and Śārīrasthāna, Translated by K. R. Srikantha Murthy, Vol. I, Krishnadas Academy, Varanasi, 1991.
4. Dharampal, Some Aspects of Earlier Indian Society and Polity and Their Relevance Today, New Quest Publications, Pune, 1987.
5. Dharampal, Indian Science and Technology in the Eighteenth Century: Some Contemporary European Accounts, Dharampal Classics Series, Rashtrottana Sahitya, Bengaluru, 2021
6. Dharampal, The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century, Dharampal Classics Series, Rashtrottana Sahitya, Bengaluru, 2021.
7. J. K. Bajaj and M. D. Srinivas, Indian Economy and Polity in Eighteenth century Chengalpattu, in J. K. Bajaj ed., Indian Economy and Polity, Centre for Policy Studies, Chennai, 1995, pp. 63-84.
8. J. K. Bajaj and M. D. Srinivas, Annam Bahu Kurvita Recollecting the Indian Discipline of Growing and Sharing Food in Plenty, Centre for Policy Studies, Chennai, 1996.
9. J. K. Bajaj and M. D. Srinivas, Timeless India Resurgent India, Centre for Policy Studies, Chennai, 2001.
10. M. D. Srinivas, The methodology of Indian sciences as expounded in the disciplines of Nyāya, Vyākaraṇa, Ganita and Jyotisa, in K. Gopinath and Shailaja D. Sharma (eds.), The Computation Meme: Explorations in Indic Computational Thinking, Indian Institute of Science, Bengaluru, 2022 (in press).

COURSE PROGRAMME: Under Graduate (All courses under RGU)

SEMESTER:Second SUBJECT: Communicative English- II: Conversation and

Public Speaking

L-T-P-C-1-0-0-1SubjectCode:CEN982A201

CourseObjective:

This course prepares students for a variety of academic and other situations in which formal presentations are required. Topics will include cultural conventions and speech,

perceptions of others, and techniques of oral presentation and persuasion. Students will learn how to research, outline, and deliver short, informal presentations as well as longer speeches. This course will give them the opportunity to develop and strengthen skills in preparing and presenting public oral presentations in a variety of situations.

Detailed Syllabus:

Modules	Topics/Course content	Periods
I.	Speaking Skills Speaking – The Art of Speaking, Goals, Speaking Styles, The Speaking Process Importance of Oral Communication, Choosing the form of Communication, Principles & Guidelines of Successful Oral Communication, Barriers to Effective Oral Communication Three aspects of Oral Communication – Conversing, Listening and Body Language Intercultural Oral Communication	4
II.	Conversational Skills: Listening and Persuasive Speaking Introduction Conversation – Types of Conversation, Strategies for Effectiveness, Conversation Practice, Persuasive Functions in Conversation, Telephonic Conversation and Etiquette Dialogue Writing Conversation Control	4
III.	Transactional Analysis The Role of Intonation, Strokes Psychological Characteristics of Ego States (The Parent, The Adult, The Child) Structure and Aspects of Human Personality Analysing Transactions – Complementary Transactions, Crossed Transactions, Duplex or Ulterior Transactions How to Identify the Ego States of Interacting Individuals How to Manage Conversations, Structural Analysis Certain Habits of Ineffective Conversationalists	4
IV.	Business Presentation and Public Speaking Business Presentation and Speeches – Difference Elements of a Good Speech – Planning, Occasion, Audience, Purpose, Thesis, Material Organising and Outlining a Speech Outline Types of Delivery Guidelines for Delivery – Verbal Elements, Non-Verbal Elements, Vocal Elements, Visual Elements Controlling Nervousness and Stage Fright	4

Text/ReferenceBooks:

1. RamanMeenakshiandPrakashSingh.BusinessCommunication.OxfordUniversityPresss.Page123–165
2. RamanMeenakshiand SangeetaSharma.TechnicalCommunication.OxfordUniversityPress.Page137–148
3. SenguptaSailesh.BusinessandManagerialCommunication.PHILearningPvt.Ltd.Page 136-153
4. MehraPayal.BusinessCommunicationforManagers.Pearson.Page75–83

Subject Name: Behavioural Sciences –II UG 2nd semester

L-T-P-C-1-0-0-1

Course code:BHS982A202

Course objectives: To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course outcomes: On completion of the course the students will be able to:

CO 1: Develop an elementary level of understanding of culture and its implications on personality of people.

CO2: Understand the concept of leadership spirit and to know its impact on performance of employees.

CO3: Understand and apply the concept of Motivation in real life.

Modules	Course Contents	Periods
I	Culture and Personality Culture: Definition, Effect, relation with Personality, Cultural Iceberg, Overview of Hofstede's Framework, Discussion of the four dimensions of Hofstede's Framework.	4
II	Attitudes and Values Attitude's definition: changing our own attitudes, Process of cognitive dissonance Types of Values, Value conflicts, Merging personal and Organisational values	4
III	Motivation Definition of motivation with example, Theories of Motivation (Maslow, McClelland's theory & Theory X and Y)	4
IV	Leadership Definition of leadership, Leadership continuum, types of leadership, Importance of Leadership, New age leaderships: Transformational & transactional Leadership, Leaders as role models.	4
Total		16

Text books:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.
- Organizational Behaviour by Kavita Singh (Vikas publishers, 3rd Edition).

2 nd Semester		
Paper 4 SEC	Introduction to Apparel Construction L-T-P-C: 0-0-6-3 Credits: 3 Scheme of Evaluation: Practical	Subject Code: FAS082S112 Level: 100

Course objective:

This course is design to increase student's ability to understand the process for creating and constructing garment from ground level.

Course Outcome:

On successful completion of the course the students will be able to:

CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Define methods of apparel construction	BT Level 1
CO2	Recognize different components of garments and their applications.	BT level 3
CO3	Develop real garments with the desired shape, style and fit.	BT Level 3
CO4	Analyse the garment construction process	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Introduction to basic hand stitches: Even basting, uneven basting, Diagonal basting, Slip basting, Pin basting Permanent stitches: Run stitch, Back stitch, Hemming, Slip stitching, Over handing, Whipping Decorative stitches: Button hole, Blanket stitch, Herringbone, Smocking, Applique Introduction to fabric Woven fabric structure: warp, weft, selvedge	6	15
UNIT II	Introduction to a sewing machine, Parts of sewing machine and their function Demonstration and practice of learning the running of sewing machine on paper on straight lines, curved lines and corners. Seams: Plain seam, Self-finished seam, Special or decorative seam, Types of seam finishes, Suitability for different fabrics	6	15
UNIT III	Darts: straight dart, a double pointed straight dart, general rules for stitching a dart. Tucks: Pin tucks, Plain/Wide, Corded or piped tucks, Shell tucks Criss Crossed tucks, Calculating fabric quantities for tucks and pleats Pleats: Knife or side pleat, Box pleat, Inverted box pleat, Kick pleats, Accordion Pleats , Gathers: Hand Gather, Machine Gathers, Shirring Thread shirrs – Hand and machine, Elasticized Shirrs. Ruffles and frills	5	15
UNIT IV	Neckline finishes, Choice of a neckline, How to cut bias, Marking the bias, Joining bias Importance and uses of bias, Binding, Facings Fitted or Shaped facings Difference between facings and bindings Placket openings Standards of a placket Classification Inconspicuous plackets Continuous Bound placket Bound and faced placket or two piece placket Faced placket Conspicuous plackets	5	15
TOTAL		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1. Pattern making for fashion design; Armstrong Joseph Helen; 5th Edition; 2016 Pearson
2. Pattern cutting made easy ; Holman Gillian, 2014; Batsford
3. Pattern Cutting; Zarapkar; Zarapkar; 2nd edition, 2013, Navneet Publications
4. Handbook of textile design; Jacquie Wilson, Woodhead; 2015 ; Publishing Limited England
5. The Technology of Clothing Manufacture; Carr- Harold & Latham Barbara; 5th Edition, 2012, Om Books.
6. A Guide to Fashion Sewing; Crawford- Amaden Connie; ; 6th Edition; 2015; Fairchild Books; Bloomsbury.
7. The Practical Encyclopedia Of Sewing; Wood Dorothy; 2011; Om Books International

Reference Book:

1. *Metric Pattern Cutting for Women's Wear (6th Ed.)*
Winifred Aldrich
2. *The Theory of Garment-Pattern Making: A Textbook for Clothing Designers*
W.H. Hulme

Title of the Paper: Circular Fashion and Environmental Impact

Subject code: VAC992V2128

L-T-P-C: 1-0-4-3 Total Credit :3

Course objective:

To equip students with foundational knowledge of **sustainability** and to develop their understanding and skills in **sustainable product development** within the context of the fashion and lifestyle industry.

Course Outcome:

On successful completion of the course the students will be able to:

CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Students will be able to identify and recall the basic concepts of sustainability and its relevance to fashion by recognizing environmental impacts, resource use, key industry challenges, and ethical issues.	BT Level 1
CO2	Students will be able to explain sustainable fashion concepts such as upcycling, recycling, slow fashion, circular fashion, and digital fashion by interpreting the lifecycle of a fashion product from raw material to disposal.	BT level 3
CO3	Students will be able to apply sustainable design principles by creating documentation boards, research notes, and developing four innovative, functional, and eco-conscious fashion products.	BT Level 3
CO4	Students will be able to analyze sustainable fashion methods by examining and constructing a complete sustainable product look, including the use of zero waste practices, upcycled materials, and biodegradable components.	BT Level 4

Module s	Topics & Subject Contents	Periods
I.	Introduction to Sustainability, Basic concept of sustainability and its relevance to fashion, Understanding environmental impact through fashion production and consumption, Resource Use & Impact, Key Industry Challenges, Ethical Issues in Fashion.	12
II.	Upcycling & Recycling in Fashion, Slow Fashion Principles, Overview of the lifecycle of a fashion product—from raw material to disposal, Circular fashion, rental clothing, digital fashion, repair culture	12
III.	Documentation Board ,Research notes, references, visuals tied to the concept. Design 4 sustainable products , Focus on innovation, functionality, and eco-conscious design.	12
IV	Prototype Development- Create a complete sustainable product look , including the product and its complementary accessories. Use of sustainable methods with a focus on zero waste practices (upcycling, minimal cutting, biodegradable materials).	12
TOTAL		48

Text book(s):

1. *The Sustainable Fashion Handbook*
Sandy Black
2. *A Practical Guide to Sustainable Fashion*
Alison Gwilt
3. *Shaping Sustainable Fashion: Changing the Way We Make and Use Clothes*
Alison Gwilt & Timo Rissanen
4. *Zero Waste Fashion Design*
Timo Rissanen & Holly McQuillan

References:

1. *The Sustainable Fashion Handbook*, Black Sandy; Reprint edition; 2013; Thames & Hudson
2. *A Practical Guide to Sustainable Fashion (Basics Fashion Design)*; Gwilt Alison; Reprint Edition; 2018; Bloomsbury Visual Arts
3. *Shaping Sustainable Fashion: Changing the way we make and use clothes*; Gwilt Alison & Rissanen Timo; 1st edition ;2011; Routledge Publishing
4. *Zero Waste Fashion Design*, Rissanen Timo & Mcquillan Holly; Reprint edition; 2013; Thames & Hudson
5. *Sustainable Fashion and Textiles: Design Journeys*; Fletcher Kate; 2016; 1st Edition; Routledge
6. *ReFashioned: Cutting-Edge Clothing from Upcycled Materials*, Brown Sass; October 2013; Lawrence King Publishing.

3rdSemester		
Paper 1 Major Course	Study on Textiles & Surface Techniques L-T-P-C: 1-0-6-3 Credits: 4 Scheme of Evaluation: Theory & Practical	Subject Code: FAS082M341 Level: 100

Course objective:

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Discuss the basic knowledge of the Textile industry and identify behavioral characteristics of various fibers and yarns in relation to their application and end use and Recall various techniques used to impart various decorative skills on fabric through practical exercises.	BT Level 1
CO2	Identify different types and weaves of fabrics, behavioural characteristics of various fibres and fabrics. They will Develop samples that provide an understanding of basic techniques used in handling fabric.	BT level 3
CO3	Choose fabrics with knowledge of the properties of Yarns and Fabric. They will be able to Practice an understanding of basic techniques used in handling fabric.	BT Level 3
CO4	Testing fabrics and will be able to interpret technical aspects of textiles. By Planning and Organizing a portfolio, the students will acquire skills of different techniques of surface ornamentation.	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Introduction - Definition of textile fibers, classification of Textile fibers; Desirable properties of an Ideal Textile fiber– Staple fiber, filament; Natural Cellulosic Fibers - Seed hair fibers- Cotton, Kapok, Coir. Bastfibers- Flax, Ramie, Jute, Kenaf, and Hemp, Leaf fibers; Natural Protein Fibers - Animal hair fibers- Wool, Specialty hair fibers, Silk- Sericulture and type of silks. Natural Mineral Fibers, Manmade Synthetic Fibers –Polyamides - Nylon, Types of Nylon- Nylon-6 and Nylon-66, Polyesters, Varieties of Polyester, Acrylic, Modacrylics, Elastomers – Rubber, Spandex; Manmade Regenerated Fibers- Viscose Rayon, Cuprammonium Rayon, Identification of Textile Fibers (Practical testing). The Textile Yarns- Definition of yarns, Classification of yarns; Yarn Manufacturing – Yarn from staple fibers –Fiber preparation - Ginning, Spinning, Alternate spinning process – Rotor air jet, Friction, Twisters spinning, Self-twist spinning, Yarn without twist. Filament yarns: manufacturing techniques – Twisted & Textured filaments,	6	15
	Properties of yarns – Yarn count or yarn number – Indirect system, Direct system. Yarn torque – S twist, Z twist, Flexibility. Types of Yarns- Simple and	6	15

UNIT II	complex yarns, Types of complex yarns, Textured Yarns. Fiber Blends- General characteristics, Production. Threads - Difference between thread and yarn, Sewing threads- Types and properties. The Overview of Textile Industry- Introduction to textiles; Major segments of the textile industry; Market planning for apparels; Primary and secondary sources of fabric buying and selling of finished fabric. Indian & Western textile market.		
UNIT III	Introduction to fabric decoration- Mirror Work - Mirror work places of India, Types of mirrors, stitches and designs. Bead Works – Definition, Bead work places of India, Articles, materials and stitches used for bead work. Metal thread embroidery - Definition, Metal thread embroidery places of India, Articles, materials and stitches used for Metal thread embroidery. Fabric manipulation: Smocking – Definition, stitches used for smocking – Honey comb smocking.	5	15
UNIT IV	Basics of Fabric Embellishment: Dye & Print Artistry - Tie & Dye, Batik, Stencil, Screen, Block Printing. (Practical) Indian Hand-Painted Artistry – Pichvai of Rajasthan, Pad of Rajasthan, Kalamkari of Andhra Pradesh, Patachitra of Orissa. (Theory)	5	15
TOTAL			82

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1. Textiles: fiber to fabric, Bernard P. Corbman, 2014; McGraw-Hill Professional
2. Clothing Technology, H.eberly Berger; 2012;Verlag Europa LeherMittel
3. Fabric for Fashion: The Swatch Book; Hallett Clive , Johnston Amanda; 2nd Edition, 2015 ; Laurence King Publications Ltd; London,
4. Technology of Textile Processing Vol III Textile Fibres; Shenai V.A.; 2010;Sevak Publications

Refernce :

1. *Fabric Reference*
Mary Humphries
2. *Textile Science*
Deepali Rastogi & Sheetal Chopra
3. *Textilepedia: The Ultimate Textile Bible*
— (Fashionary editors)

3rdSemester		
Paper 2 Major Course	Pattern Making & Garment Construction - I L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M312 Level: 100

Course objective:

The objective of the subject is to help the students to learn patterns and the practical process of garment construction. They will understand the importance of garment Construction and will understand and learn pattern preparation.

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Discuss and Observe the skills of developing the ideas into real garments by pattern making to get the required style, shape and fit.	BT Level 1
CO2	Identify and develop basic bodice blocks, sleeve blocks, yokes, collars, and dart manipulation.	BT level 3
CO3	Practice and Establish different patterns of yoke, pleats construction by creating blocks.	BT Level 3
CO4	Planning and organizing a portfolio presentation by implementing the different types of necklines for construction of a dress and will understand plotting of pattern.	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Basic elements to make drafts or patterns, Pattern making tools; Workroom terminology, Accurate measurements Pattern making methods; Types of patterns; Standard body measurements; Master patterns: Giving details like grain, notches, style marks, dart marks, balance marks, seam allowances, turnings etc, Dart manipulation	6	15
UNIT II	Drafting of Bodice Block and variations; Basic necklines; Centre front openings. Drafting of skirt block and variations, Drafting different types of pockets & of Sleeves & Collars	6	15
UNIT III	Introduction to sewing machine. Basic stitches and seams with hand and sewing machines. Types of Seam- its Properties, Appearance and performance.	5	15
UNIT IV	Fabric manipulation like fullness, trims & attachment	5	15

TOTAL	82
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National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1. Pattern making for fashion design; Armstrong Joseph Helen; 5th Edition; 2016 Pearson
2. Pattern cutting made easy ; Holman Gillian, 2014; Batsford
3. Pattern Cutting; Zarakar; Zarakar; 2nd edition, 2013, Navneet Publications
4. Handbook of textile design; Jacquie Wilson, Woodhead; 2015 ; Publishing Limited England
5. The Technology of Clothing Manufacture; Carr- Harold & Latham Barbara; 5th Edition, 2012, Om Books

3rdSemester		
Paper 3 Minor Course	Fundamental of pattern making and garment construction L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082N313 Level: 100

Course objective:

The objective of the subject is to help the students develop a thorough understanding of various techniques used to impart various decorative skills on fabric through practical exercises. The subject will also help the students explore fabric towards surface generation and provide an understanding of basic techniques used in handling fabric.

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Discuss and Observe the skills of developing the ideas into real garments by pattern making to get the required style, shape and fit.	BT Level 1
CO2	Identify and develop basic bodice blocks, sleeve blocks, yokes, collars, and dart manipulation	BT level 2
CO3	Practice and Establish different patterns of yoke, pleats construction by creating blocks.	BT Level 3
CO4	Planning and organizing a portfolio presentation by implementing the different types of necklines for construction of a dress and will understand plotting of pattern.	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Basic elements to make drafts or patterns, Pattern making tools; Workroom terminology, Accurate measurements Pattern making methods; Types of patterns; Standard body measurements; Master patterns: Giving details like grain, notches, style marks, dart marks, balance marks, seam allowances, turnings etc, Dart manipulation	6	15
UNIT II	Drafting of Bodice Block and variations; Basic necklines; Centre front openings. Drafting of skirt block and variations, Drafting different types of pockets & of Sleeves & Collars	6	15

UNIT III	Introduction to sewing machine. Basic stitches and seams with hand and sewing machines. Types of Seam- its Properties, Appearance and performance.	5	15
UNIT IV	Fabric manipulation like fullness, trims & attachment	5	15
TOTAL		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1. *The Practical Guide to Sewing*; Wood Dorothy; 2014; Om Books International; New Delhi
2. *A Guide to Fashion Sewing*; Crawford Connie Amanda; 6th Edition; 2013; Fairchild Books; London
3. *Practical Sewing Techniques*; Sleigh Johnson Ruth; 2016, A & C Black Publishers; London
4. *The Sewing Book*; Smith Alison; 2012; Dorling Kindersley Limited; London

3rdSemester		
Paper 4 Interdisciplinary	Elements of Design L-T-P-C: 1-0-4-3 Credits: 3 Scheme of Evaluation: Practical	Subject Code: FAS082I314 Level: 100

Course objective:

1. The objective of the subject is to give students a foundation understanding of design rules, laws, and guidelines that they can use throughout their education and career pursuits.

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Students will learn the language of design, how to think like a designer, how to judge between good and bad design execution, and where to go for additional resources of specialized design practice. . The subject will help sensitize and orient the students towards ‘design thinking and design as a profession.	BT Level 1
CO2	Students will learn about the basic elements of design which will help them understand the terminologies used in the process of designing and will understand color and its moods	BT level 3
CO3	It will help them combine elements and principles of design to create designs.	BT Level 3
CO4	It will help them in creating products or designs based on the principles and elements of design.	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Point, Color, Texture, Line, Silhouette and their varieties and applications in design. Creating composition with the elements of design.	6	15
UNIT II	Color Theory: Color perception and dimensions. Prang color system. Pantone Colors. Color wheel, color value scale, greyscale, color schemes.	6	15
UNIT III	Color psychology. Color and emotions. Color harmony. Color qualities- tint, tone, shade, pastel, light, dark, bright or vivid, dull, neutral, warm & cool. Color philosophy. Color and fashion	5	15

UNIT IV	Principles of Design: Balance, Rhythm, Emphasis, Proportion, Harmony	5	15
TOTAL		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1. *ElementsofFashionandApparelDesign*; SumathiGJ;2017,NewAgeInternational publishers Pvt Ltd.
2. *ElementsofDesignandtheStructureofVisualRelationships*;KostellowRowenaReed,Gail Greet Hannah; 2nd Edition; 2016; Bloomsbury Publishing.
3. *InsideFashionDesign*;TateL.Sharon&EdwardsLMona;5thEdition ;2014,Pearson Prentice Hall.
4. *BasicPrinciplesofDesign*;ManfredMaier;vol1-4;2016;Fairchild Books.

Reference book :

1. *Fashion Design Reference & Specification Book*
Jay Calderin
2. *The Theory of Fashion Design*
Helen L. Brockman
3. *Clothing: The Portable Environment*
Susan Margaret Watkins
4. *The Complete Book of Technical Design for Fashion and Technical Designers*
Deborah Beard

Type of Course: AEC

UG programmes Semester: 3rd Course

Code: CEN982A301

Course Title: CEN III – Fundamentals of Business Communication

Total Credits: 1

Course level: 200

L-T-P-C: 1-0-0-1

Scheme of Evaluation: Theory

Course Objective: The aim of the course is to develop essential business communication skills, including effective writing, speaking, and interpersonal communication, to enhance professional interactions, collaboration, and successful communication strategies within diverse corporate environments.

Course Outcomes: On successful completion of the course the students will be able to:

CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Define and list business documents using appropriate formats and styles, demonstrating proficiency in written communication for various business contexts.	BT1
CO2	Demonstrate confident verbal communication skills through persuasive presentations, active listening, and clear articulation to engage and influence diverse stakeholders.	BT2
CO3	Apply effective interpersonal communication strategies, including conflict resolution and active teamwork, to foster positive relationships and contribute to successful organizational communication dynamics.	BT3

Detailed Syllabus		
Units	Course Contents	Periods
I	Business Communication: Spoken and Written <ul style="list-style-type: none"> <input type="checkbox"/> The Role of Business Communication <input type="checkbox"/> Classification and Purpose of Business Communication <input type="checkbox"/> The Importance of Communication in Management <input type="checkbox"/> Communication Training for Managers <input type="checkbox"/> Communication Structures in Organizations <input type="checkbox"/> Information to be Communicated at the Workplace <input type="checkbox"/> Writing Business Letters, Notice, Agenda and Minutes 	5
II	Negotiation Skills in Business Communication <ul style="list-style-type: none"> • The Nature and Need for Negotiation <ul style="list-style-type: none"> ○ Situations requiring and not requiring negotiations • Factors Affecting Negotiation <ul style="list-style-type: none"> ○ Location, Timing, Subjective Factors • Stages in the Negotiation Process <ul style="list-style-type: none"> ○ Preparation, Negotiation, Implementation • Negotiation Strategies 	5
III	Ethics in Business Communication <ul style="list-style-type: none"> • Ethical Communication • Values, Ethics and Communication • Ethical Dilemmas Facing Managers • A Strategic Approach to Business Ethics • Ethical Communication on Internet • Ethics in Advertising 	5
IV	Business Etiquettes and Professionalism <ul style="list-style-type: none"> • Introduction to Business Etiquette • Interview Etiquette • Social Etiquette • Workplace Etiquette • Netiquette 	5

Text:

1. *Business Communication* by Shalini Verma

References:

1. *Business Communication* by PD Chaturvedi and Mukesh Chaturvedi
2. *Technical Communication* by Meenakshi Raman and Sangeeta Sharma

SubjectName:BehaviouralSciences-III

UG3rdsemesterCoursecode:BHS982A302

Credit:1

Courseobjectives:Toincreaseone'sabilitytodrawconclusionsanddevelop inferencesaboutattitudes and behaviour, when confronted with different situations that are common in modernorganizations .To enable the students to understand the process of problem solving andcreativethinking.

Course outcomes: On completion of the course the students will be able to:CO1: Understandtheprocessofproblem solving and creative thinking.

CO2:Developand enhanceofskillsrequiredfordecision-making.

Module s	CourseContent s	Per iods
I	ProblemSolvingProcess Definingproblem,theprocessofproblemsolving,Barrierstoproblemsolving(Perception,Expression,Emotions,Intellect,surroundingenvironment)	4
II	Thinkingasa toolforProblemSolving Whatisthinking:TheMind/Brain/BehaviourCriticalThinkingand Learning: -MakingPredictionsandReasoning. -Memoryand CriticalThinking. -EmotionsandCritical Thinking.	4
III	CreativeThinking - Definitionand meaningofcreativity, - Thenatureofcreativethinking:ConvergentandDivergent thinking, - Ideagenerationandevaluation(BrainStorming) - Imagegenerationand evaluation. - Thesix-phasemodel ofCreativeThinking:ICEDIPmodel	4
IV	Building Emotional Competence Emotional Intelligence – Meaning,components, Importance and RelevancePositiveandNegativeemotions HealthyandUnhealthyexpressionofemotions	4
Total		16

Textbooks:

1. JWilliam Pfeiffer(ed.)Theoriesand ModelsinApplied BehaviouralScience,Vol3,Management;Pfeiffer&Company
2. Blair J. Kolasa, Introduction to Behavioural Science for Business,John Wiley & SonsInc.

3rd Semester		
SEC – I Course	Fashion Design & Process - III L-T-P-C: 0-0-6-3 Credits: 3 Scheme of Evaluation: Practical	Subject Code: FAS082S315 Level: 200

Course objective:

The objectives of the subject is to introduce students to the different stages in the design process – from perception of a problem to generating a solution to the problem through investigation, analysis and synthesis. The subject will sensitize and orient student towards visual skills through observation, experience, perception and representation

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	They will develop the ability to reconsider concepts, ideas, design issues and evaluate them. They will also develop the ability to transmit ideas through different medium.	BT Level 1
CO2	Develop the level of understanding and comprehension, linking new learning to the existing knowledge for better organization of information. Ability to understand concepts comprehensively, remember and articulate them.	BT level 3
CO3	Students will learn to illustrate detailing of fabrics on a fashion figure. They will learn to render fabric to give a realistic appeal.	BT Level 3
CO4	They will learn how to develop a collection and create a design portfolio	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Trend forecasting and its types, selection of target market, developing style directions based on selected market trends. Create a process book for idea generation/designs/techniques	6	15
UNIT II	Create 10 technical sketches-detailed with trims, seams lines etc Design a range of 5 ensemble based on the selected theme. Create a design portfolio.	6	15
UNIT III	Rendering of different fabric types-velvet, denim, chiffon, net, sheer fabric, silk, suede, fur, leather, knits Rendering of prints-plaids, floral, animal prints etc	5	15
UNIT IV	Flat sketch of garments Ensemble illustration on fashion figure. Create a design portfolio	5	15

TOTAL			82

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1. *Fashionthinking: Creative approach to the Design Process*; Dieffenbacher Fiona; 2013; Bloomsbury publishing India Pvt Ltd.
2. *Research & Design for Fashion*; Seivewright Simon & Sorger Richard; 3rd revised edition; 2016; Fairchild books
3. *Fashion Portfolio: Design & Presentation*; Kipper Anna; 2015; Batsford Ltd
4. *Fashion Illustration: Inspiration & Technique*; Anna Kiper; 2017; F&W Media International; USA
5. *Advanced Fashion sketchbook*; Bina Abling; 2nd Edition; 2017; OM Book Service.

Reference Book :

1. *Encyclopedia of Fashion Illustration Techniques*
— (Chronicle Books Editors)
2. *Fashion Illustration Techniques: A Super Reference Book for Beginners*
Zeshu Takamura
3. *The Fashion Design Reference & Specification Book*
Jay Calderin
4. *Fashion Portfolio: Design and Presentation*
Anna Kiper
5. *Drawing for Fashion Designers*
— (Danielle Meder)

4th Semester		
Paper 1 Major Course	Draping – I L-T-P-C: 0-0-6-3 Credits: 3 Scheme of Evaluation: Practical	Subject Code: FAS082M411 Level: 200

Course objective:

The objective of the student is to learn material handling and understand and visualize design, proportion and styling. Students will have an understanding of converting 2D material into 3 D form. They will have hands on experience of material handling & converting a design ketch in actual garment.

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Discuss and Observe the basics of draping and to be able to drape and manipulate fabric to achieve the desired fit and style.	BT Level 1
CO2	Identify and Develop basic bodice blocks, sleeve blocks, yokes, collars, and dart manipulation.	BT level 3
CO3	Practice and Establish different draping techniques of yokes, pleats construction by creating blocks.	BT Level 3
CO4	Plan and Organize a portfolio presentation by implementing the different types of necklines for construction of a dress and Advertise a Collection of garments.	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Tools & supplies for draping, aligning grain lines, finding the cross grains, draping shortcuts, facings, padding the dress form, establishing the side seam & princess lines, the dress form cover- stitch or baste the first drape, armhole & neckline shaping. Closure options, stitching facing, finishing the bottom, Draping the basic dress, three draping principles, three draping techniques, pinning & marking, front bodice drape, draping neckline & shoulder, bridging hollows, armhole ease, folding seams, back bodice drape, centre alignment of the bodice, armhole, gap above mid armhole, gap below mid armhole, trueing front & back bodice	6	15
UNIT II	Basic skirt drape: front skirt drape, back skirt drape, pinning draped bodice to the skirt, trueing front & back skirt, transferring front & back skirt to paper, outlying front & back skirt seamless pattern, seamed pattern, Basic sleeve: sleeve draft, seamed & seamless sleeve patterns, cap ease & notch placements, increase & decrease cap ease, setting sleeve into arm hole,	6	15
UNIT III	Dart manipulation: French dart, armhole dart, shoulder dart, dividing dart excess, waist/ side dart, waist/shoulder dart, gathers, pleats, tucks, curved dart, intersecting dart, asymmetric darts, design with flare overlay, lily dart bodice, gathered dart leg.	5	15
UNIT	Bodice styles: princess design, armhole princess, the basic empire, panel bodice, halter style lines- halter with V neck, torso halter, surplice, off shoulder designs.	5	15

IV			
TOTAL			82

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1. Draping for Apparel Design; Armstrong Joseph Helen; 5th Edition;2016; Pearson
2. Draping The Complete Course;Kiisel, Karolyn; 2013; Lawrence King Publishing: London, United Kingdom
3. Sewing for the apparel industry; Shaeffer, C. 2001; Prentice-Hall; New Jersey

Reference Book:

1. *Draping for Apparel Design*
Helen Joseph-Armstrong & Susan P. Ashdown
2. *Advanced Creative Draping*
Karolyn Kiisel
3. *The Art of Fashion Draping*
Patricia N. Walsh (ed.)
4. *Sewing for the Apparel Industry*
Claire B. Shaeffer & Judith K. Munk
5. *Professional Sewing Techniques for Designers*
Julie Cole & Sharon Czachor

4thSemester		
Paper 2 Major Course	Pattern Making & Garment Construction - II L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M412 Level: 200

Course objective:

The objective of the subject is to learn to make the pattern for different variety of women's wear according to standard body measurements. On completion of this subject students will

be expected to, develop practical skill of garment construction for Women's wear and will also be expected to develop patterns for different designs

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Define methods of pattern making and Understand garment construction.	BT Level 1
CO2	Recognize different types and components of garments their patterns.	BT level 3
CO3	Develop real garments with the desired shape, style and fit.	BT Level 3
CO4	Analyse the complex factors that can affect the garment construction process.	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Style lines & fullness- classic princess line, armhole princess line, panel style line, fullness on princess line, at semi yoke above bust, to dart leg, gathers on a style dart, to insets, design variations. Yokes, pin tucks, pleats: Basic front yoke-slash & spread technique, pivotal & transfer, back yoke with inverted box pleat, back yoke with added fullness and gathers, yoke design variations, Pleat tucks, pin tucks.	6	15
UNIT II	contour guide patterns, cutout neckline, cutout armholes, armhole ease, empire style line, contour between the busts, strapless designs, surplice or wrap design, off shoulder designs- gathered shoulders, halters- V neck halter, Stovepipe neckline, built up bateau neckline, rounded inset band, inset band variation, types of cowls, back cowls, one piece armhole cowl, pleated cowl Contouring.	6	15
UNIT III	Construction of Dress using a combination of the above techniques (sloper block to be submitted with the final garment for evaluation)	5	15
UNIT IV	Study of jewellery, bags, shoes, belts and scarves, Design Research, market survey, Experiment with materials, Design Presentation, final concept, Sample exploration, surface ornamentation	5	15
TOTAL		82	

National Credit Hours for the course : 30 x 3 = 90

4thSemester			
Paper 3 Major Course	Fashion Business Management L-T-P-C: 2-0-0-2 Credits: 2 Scheme of Evaluation: Practical		Subject Code: FAS082M403 Level: 200
Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

Pattern making for fashion design; Armstrong Joseph Helen; 5th Edition; 2016 Pearson
 Pattern cutting made easy; Holman Gillian, 2014; Batsford

Reference Book:

1. *Metric Pattern Cutting for Women's Wear (6th Ed.)*
Winifred Aldrich
2. *How Patterns Work*
Assembly (Kate Hedley)
3. *Fitting and Pattern Alteration: A Multi-Method Approach to the Art of Style Selection, Fitting, and Alteration (3rd Ed.)*
Elizabeth Liechty, Judith Rasband & Della Pottberg-Steineckert

Course objective:

The objective of the subject is to develop and enhance the management skills of the students by teaching them the importance of branding, marketing and communications.

Course Outcome:

On successful completion of the course the students will be able to:

CO Level	Course Outcome	Blooms Taxonomy Level
CO1	On completion of this subject students will learn the designing of fashion brand in terms of branding, planning etc.	BT Level 1
CO2	Develop and design brand promotion strategies. Understand brand marketing concepts and strategies	BT level 3
CO3	Identify the elements of fashion communication Recognize how fashion communication is related to and influences advertising and fashion consumption	BT Level 3
CO4	Perform effective communication solutions for the fashion lifestyle industry. Analyse fashion media, fashion thinking and related genres of these areas.	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Review of brand management and brand leadership ideas, Review branding and the marketing mix. Marketing communication overview, Understanding customer-based brand equity. Building strong brands Developing marketing and communication programs for brands, Leveraging brand associations, Social Media and the branded customer experience	6	15
UNIT II	Measuring brand performance, Introducing the brand audit, Understanding the role of emotion and affect in brand building, Branding research and brand measurement, Brand design and structures, Brand extensions, Managing brand equity for long-term success.	6	15
UNIT III	Introduction to Written Communication. Consumer Behaviour in Fashion, factors affecting consumer decision making, Attitudes and values in fashion	5	15
UNIT IV	Communication Concepts & Processes Fashion Advertising and their importance, types of advertisements	5	15
TOTAL		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1. Uncovering Fashion: Fashion Communications Across the Media; Marian Frances Wolbers, 2015; Fairchild Books; USA
2. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* Kevin Lane Keller
3. *Consumer Behavior in Fashion* Michael R. Solomon & Nancy J. Rabolt
4. *The Why of the Buy: Consumer Behavior and Fashion Marketing* Patricia Mink Rath & Stefani Bay
5. Michael R. Solomon & Mona Mrad

Reference Book:

1. *Brand Management: Principles and Applications for Effective Branding* Jaywant Singh & Paurav Shukla
2. *Fashion Branding and Consumer Behaviors: Scientific Models* Tsan-Ming Choi (ed.)
3. *Brand Management Strategies: Luxury and Mass Markets* — (Bloomsbury Editors)
4. *Fashion Branding: The Role of Emotion and Affect in Brand Building* (David Aaker insights)
5. *Trending Chic: Social Media's Influence on Fashion Brands* Lydia Manikonda, Ragav Venkatesan, Subbarao Kambhampati & Baoxin Li
6. *Style in the Age of Instagram: Predicting Success in Fashion* Jaehyuk Park, Giovanni L. Ciampaglia & Emilio Ferrara

4thSemester		
Paper 4 Major (IKS) Course	Introduction to Indian Knowledge System – Craft Study & Experience L-T-P-C: 0-0-6-3 Credits: 3 Scheme of Evaluation: Practical	Subject Code: FAS082K414 Level: 200

Course objective:

The objective of the subject is to demonstrate specific ways in which the project work deepens their understanding of the knowledge and skills gained through traditional subject work.

Course Outcome:

On successful completion of the course the students will be able to:

CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Students will learn about traditional motifs, textiles and crafts of India	BT Level 1
CO2	Understand the influence of the specific craft and work with the artisans	BT level 2
CO3	Apply their learning of the crafts into design development	BT Level 3
CO4	Analysis on the traditional craft study and how to promote to the current market	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Study of indigenous craft of an area	6	15
UNIT II	Inspiration for product development	6	15
UNIT III	Identification of USP, Limitations and scope	5	15
UNIT IV	Documentation & Presentation	5	15
TOTAL		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1. *The Craft of Research*; Wayne C. Booth, Gregory G. Colomb, Joseph Bizup, William T. FitzGerald; 2016
2. *Handmade in India: A Geographic Encyclopedia of Indian Handicrafts*
Aditi Ranjan & M. P. Ranjan
3. *The Routledge Handbook of Craft and Sustainability in India*
Reubens Kachru (ed.)

Reference Book:

1. *Principles of Indigenous Crafts and Design*
(noeljrpaajares (Scribd document))
2. *Let's Know Handicrafts of India*
— (*Exotic India Art*)
3. *Arts and Crafts of the Native American Tribes*
Michael G. Johnson

4thSemester		
Minor Paper 1	Sustainable Product Development L-T-P-C: 1-0-4-3 Credits: 3 Scheme of Evaluation: Practical	Subject Code: FAS082N415 Level:200

Course objective:

The objectives of the subject is to help the students study and understand sustainable clothing and its influence in today's fashion industry and modern life.

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Identify basic sustainability principles relevant to product development	BT Level 1

CO2	Analyze and recognize the environmental and social impacts of different product design choices.	BT level 3
CO3	Design and develop sustainable products by integrating eco-friendly materials and manufacturing processes	BT Level 3
CO4	Implement sustainable product development practices by analyzing the environmental impact of various design choices, selecting materials and manufacturing processes that minimize resource consumption and waste generation	BT Level 4

Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Overview of Sustainability. Understanding the impacts of environment, resource consumption, depletion, resource choices. Key issues faced by the fashion and textiles industry. Ethical issues within the fashion design industries associated to: labour, conditions, health & safety, remuneration, waste management.	6	15
UNIT II	Up-cycling and recycling within the fashion design industries. Study and research the principles of slow fashion. The fashion supply chain 'lifecycle of a fashion product'. Case Study on successful sustainable fashion initiatives/brands/labels. Future trends within sustainable fashion. Innovations in sustainable materials and technologies associated to the fashion design industries: cotton/linen/silk – peace silk/Bamboo/pineapple/other innovative materials, Recycled and up-cycled materials. Research presentation and documentation.	6	15
UNIT III	Selection of a theme- theme board, inspiration board, colour board, mood board, client board. Design 2 sustainable garments on the given theme (textile recycling options) along with sustainable accessories	5	15
UNIT IV	Making the prototype of complete look - the garments and accessories by using only sustainable methods with zero waste. Portfolio presentation.	5	15
TOTAL		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1.A Practical Guide to Sustainable Fashion (Basics Fashion Design); Gwilt Alison; Reprint Edition; 2018; Bloomsbury Visual Arts

2.Sustainable Fashion and Textiles: Design Journeys; Fletcher Kate; 2016; 1st Edition; Routledge

1. *TheGreenistheNewBlack:HowtoChangeTheWorldwithStyle*
2008Michael Braungart and William McDonough
2. *ReFashioned:CuttingEdgeclothingfrom RecycledMaterials2013*Elisabeth Cline
3. *TheGreenistheNewBlack:HowtoChangeTheWorldwithStyle*
2008Michael Braungart and William McDonough

5. *ReFashioned:CuttingEdgeclothingfrom RecycledMaterials2013*Elisabeth Cline

4thSemester		
Minor Paper 2	Introduction to Draping L-T-P-C: 1-0-4-3 Credits: 3 Scheme of Evaluation: Practical	Subject Code: FAS082N416 Level: 200

Course objective:

The objective of the student is to learn material handling and understand and visualize design, proportion. Students will have an understanding of converting 2D material into 3 D form. They will have hands on experience of material handling & converting a design ketch in actual garment.

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Discuss and Observe the basics of draping and to be able to drape and manipulate fabric to achieve the desired fit and style.	BT Level 1
CO2	Identify and Develop basic bodice blocks, sleeve blocks, yokes, collars, and dart manipulation.	BT level 3
CO3	Practice and Establish different draping techniques of yokes, pleats construction by creating blocks.	BT Level 3

CO4	Plan and Organize a portfolio presentation by implementing the different types of necklines for construction of a dress and Advertise a Collection of garments.	BT Level 4
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Detailed Syllabus:

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Tools & supplies for draping, aligning grain lines, finding the cross grains, draping shortcuts, facings, padding the dress form, establishing the side seam & princess lines, the dress form cover- stitch or baste the first drape, armhole & neckline shaping. Closure options, stitching facing, finishing the bottom, Draping the basic dress, three draping principles, three draping techniques, pinning & marking, front bodice drape, draping neckline & shoulder, bridging hollows, armhole ease, folding seams, back bodice drape, centre alignment of the bodice, armhole, gap above mid armhole, gap below mid armhole, trueing front & back bodice.	6	15
UNIT II	Basic skirt drape: front skirt drape, back skirt drape, pinning draped bodice to the skirt, trueing front & back skirt, transferring front & back skirt to paper, outlying front & back skirt seamless pattern, seamed pattern, Basic sleeve: sleeve draft, seamed & seamless sleeve patterns, cap ease & notch placements, increase & decrease cap ease, setting sleeve into arm hole.	6	15
UNIT III	Dart manipulation: French dart, armhole dart, shoulder dart, waist/ side dart, waist/shoulder dart, gathers, pleats, tucks, curved dart, gathered dart leg.	5	15
UNIT IV	Bodice styles: princess design, armhole princess, the basic empire, panel bodice, Foundation of Torso and types of dress – shift, sheath, A line.	5	15
TOTAL		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			(Project on different types of seams)

TEXT Book:

1. *Draping for Apparel Design*
Helen Joseph Armstrong
2. *The Art of Fashion Draping*
Connie Amaden-Crawford
3. *Draping: The Complete Course*
Karolyn Kiisel

4. *Patternmaking for Fashion Design*
Helen Joseph Armstrong

Reference Book:

1. *Advanced Creative Draping*
Karolyn Kiisel
2. *Building Patterns: The Architecture of Women's Clothing*
Suzy Furrer
3. *Draping Basics: An Intermediate Guide to Fashion Design*
Sally Mitzner
4. *Patternmaking Made Easy*
Connie Amaden-Crawford
5. *Designing Apparel through the Flat Pattern*
Ernestine Kopp, Victorina Rolfo, Beatrice Zelin
6. *Professional Sewing Techniques for Designers*
Julie Cole & Sharon Czachor

Type of Course: AEC (w.e.f. 2023-24)UGprogrammes

Semester:4thCourse Code:CEN982A401

Course Title: CEN IV – Employability and Communication

Totalcredits:1

Courselevel:200

L-T-P-C:1-0-0-1

SchemeofEvaluation:TheoryandPractical

Course Objectives: This course is designed to enhance employability and maximize

thestudents'potentialbyintroducingthemtotheprinciplesthatdeterminepersonalandprofessional success, thereby helping them acquire the skills needed to apply these principlesintheir lives andcareers.

CourseOutcomes:Afterthesuccessful completionofthecourse,thestudentswill be ableto

CO Level	Course Outcome	Blooms TaxonomyLevel
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CO1	Demonstrate understanding the importance of verbal and non-verbal skills while delivering an effective presentation.	BT2
CO2	Develop professional documents to meet the objectives of the workplace	BT3
CO3	Define and identify different life skills and internet competencies required in personal and professional life.	BT3

Detailed Syllabus		
Units	Course Contents	Periods
I	Presentation Skills Importance of presentation skills, Essential characteristics of a good presentation, Stages of a presentation, Visual aids in presentation, Effective delivery of a presentation	5
II	Business Writing Report writing: Importance of reports, Types of reports, Format of reports, Structure of formal reports Proposal writing: Importance of proposal, Types of proposal, structure of formal proposals Technical articles: Types and structure	5
III	Preparing for jobs Employment Communication and its Importance, Knowing the four-step employment process, writing resumes, Guidelines for a good resume, Writing cover letters Interviews: Types of interview, what does a job interview assess, strategies of success at interviews, participating in group discussions.	5

IV	<p>Digital Literacy and Life Skills</p> <p>Digital literacy: Digital skills for the '21st century', College students and technology, information management using Webspaces, Dropbox, directory, and folder renaming conventions. Social Media Technology and Safety, Web 2.0.</p> <p>Life Skills: Overview of Life Skills: Meaning and significance of life skills, Life skills identified by WHO: self-awareness, Empathy, Critical thinking, Creative thinking, Decision making, problem-solving, Effective communication, interpersonal relationship, coping with stress, coping with emotion.</p> <p>Application of life skills: opening and operating bank accounts, applying for pan, passport, online bill payments, ticket booking, gas booking</p>	5
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Keywords: Employability, business writing, presentations skills, life skills

Text:

1. *Business Communication* by PD Chaturvedi and Mukesh Chaturvedi

References:

1. *Business Communication* by Shalini Verma
2. *Technical Communication* by Meenakshi Raman and Sangeeta Sharma

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
15 hours	-	10 hours <ul style="list-style-type: none"> - Movie/ Documentaries screening - Field visits - Peer teaching - Seminars - Library visits

Subject Name: Behavioural Sciences -IV

UG 4th semester Course code: BHS982A404

Credit: 1

Course objectives: To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course outcomes: On completion of the course the students will be able to:
CO1: Understand the importance of individual differences
CO2: Develop a better understanding of self in relation to society and nation
CO3: Facilitation for a meaningful existence and adjustment in society

Modules	Course Content	Periods
I	Managing Personal Effectiveness Setting goals to maintain focus, Dimensions of personal effectiveness (self disclosure, openness to feedback and perceptiveness), Integration of personal and organizational vision for effectiveness, A healthy balance of work and play, Defining Criticism: Types of Criticism, Destructive vs Constructive Criticism, Handling criticism and interruptions.	4
II	Positive Personal Growth Understanding & Developing positive emotions Positive approach towards future, Impact of positive thinking, Importance of discipline and hard work, Integrity and accountability, Importance of ethics in achieving personal growth.	4
III	Handling Diversity Defining Diversity, Affirmation Action and Managing Diversity, Increasing Diversity in Work Force, Barriers and Challenges in Managing Diversity.	4
IV	Developing Negotiation Skills Meaning and Negotiation approaches (Traditional and Contemporary) Process and strategies of negotiations. Negotiation and interpersonal communication. Rapport Building – NLP.	4
Total		16

Textbooks:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company

- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.

5thSemester		
Major Paper 1	Draping-II L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M511 Level: 300

Course Objective:

The objectives of the subject is to design and develop a complete range of Menswear and learn the in-depth details of menswear by doing market research to final designing of the product.

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Identify different types of collars and neck designs used in draping.	BT Level 1
CO2	Explain and demonstrate various finishing techniques used in garments to enhance fit.	BT level 2
CO3	Construct a variety of collars and neck designs.	BT Level 3
CO4	Design garments integrating finishing techniques, neck variations, and sleeves.	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	Collars: Mandarin collar, Peter pan- full roll, partial roll, sailor, open neckline. Built up necklines: stovepipe neckline, bateau neckline, set in bands. Cowls & its variations	6	15
UNIT II	Kimono, Raglan & drop shoulder, Dress foundations & designs: the torso foundation, semi fitted- shift silhouette, princess dress with flare, panel dress, empire dress. Strapless foundation: strapless princess torso, Princess with gathered overlays, strapless princess bodice, strapless empire bra top torso	6	15
UNIT III	Support for strapless garments, lining & underlining, attaching the boning on the undergarment, bustier/ corset.	5	15

UNIT IV	Product development: 1 princess line dress, 1 empire line dress	5	15
TOTAL		82	

Text Book:

1. Draping for Apparel Design; Armstrong Joseph Helen; 5th Edition; 2017; Pearson

Reference Books:

1. *Draping for Apparel Design*; Armstrong Joseph Helen; 5th Edition; 2017; Pearson
2. *Pattern Cutting*; Zarpakar; Zarpakar; 2nd edition, 2013, Navneet Publications
3. *Draping The Complete Subject*; Kiisel, Karolyn; 2016; Lawrence King Publishing: London, United Kingdom
4. *Couture Sewing Techniques*; Shaeffer, C; 2016; Pretince Hall; New Jersey
Sewing for the apparel industry; Shaeffer, C. 2013; Pretince-Hall; New Jersey

5thSemester		
Major Paper 2	Menswear Design and Development L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M512 Level: 300

Course Objective:

The objectives of the subject is to design and develop a complete range of Menswear and learn the in-depth details of menswear by doing market research to final designing of the product.

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Understand the basic designing concept for men's wear	BT Level 1
CO2	Apply different techniques to create design for men's wear	BT level 2
CO3	Construct different types of patterns for men's wear	BT Level 3
CO4	Classify and construct different patterns for men's wear according to different sizes	BT Level 4

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Mind mapping, techniques of idea generation, design exploration for Menswear	6	15
UNIT II	Market research: Trend forecasting and its types, selection of target market, developing style directions based on selected market trends	6	15
UNIT III	Sourcing for fabric, trims, accessories.	5	15

UNIT IV	Study different menswear looks and create a stylised range of ensemble based on the previous modules	5	15
TOTAL		82	

Text Book:

1. *The Men's Fashion Book : Phaidon Editor ; Phaidon Press Ltd : First Edition (27th October 2021) Phaidon Press Ltd*
2. *Bespoke Menswear Tailoring for Gentlemen : Bernhard Rotzel*

References:

1. *Metric Pattern Cutting for Menswear 5th Edition*; Aldrich Winifred; 5th Edition; 2012; Wiley-Blackwell
2. *Fashion thinking: Creative approach to the Design Process*; Dieffenbacher Fiona; 2013; Bloomsbury publishing India Pvt Ltd.
3. *Fashion Portfolio: Design & Presentation*; Kipper Anna; 2015; Batsford Ltd.
4. *Fashion Focus Man Formal Wear Magazine, A/W & S/S*
5. *Research & Design for Fashion*; Seivewright Simon & Sorger Richard; 3rd revised edition; 2016; Fairchild books.

5thSemester		
Major Paper 3	Study of Apparel Industry L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M513 Level: 300

Course Objective:

The objective of the subject is to develop understanding with an in-depth learning about the apparel and the accessory industry, its various departments and functions that play an important role. The students will learn the basics about jewelry design, explore with products like bags, shoes, belts and scarves and also to study the present trends in the market and then interpret it and create their own designs

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Define and identify manufacturing process of apparel and accessory industry	BT Level 1
CO2	Apply the knowledge of apparel and accessory industry and develop designs, concepts and its process	BT level 2
CO3	Construct prototype and learn the process of designing a full range of accessories. Analysis the role of an apparel merchandiser and the importance of maintaining quality parameters in the apparel industry.	BT Level 3
CO4	Classify and construct collection of accessories and Illustratesketches of the final products which will later be the part of their portfolio which can be presented while applying for jobs in future aspects.	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	1.Introduction to Apparel Industry – various departments and their functioning, its parameters, planning and lead-time, pre-production activities, product development from prototype to production model, product data management, understanding specification sheet, operation sequence and garment breakdown with machine and attachment details 2. Development of production flowchart, introduction to bundle tickets –	6	15

	<p>guidelines and functions, different manufacturing systems, introduction to apparel merchandising, different types, merchandise planning, sampling and cost estimation.</p> <p>3. Different documents in an apparel industry - documents relating to goods; invoice, packing note and list, certificate of origin, certificates related to shipment, shipping bills, documents related to payment, letter of credit, bill of exchange, document related to inspection – certificate of inspection – GSP and other forms, ECGC and its role. Import License – procedure, import trade control regulation procedure, replenishment license, advance license, bill of entry. Quality testing and its importance, quality terminologies – sources of international standards.</p>		
UNIT II	<p>1. Quality Parameters of yarn: Yarn evenness & hairiness and their effect on fabric quality. Quality parameters of fabric: Brief study of fabric pilling resistance, bursting strength, colour fastness and dimensional stability. Testing of sewing threads, zippers, fusible interlinings, buttons and fasteners. Inspection: Incoming and raw material inspection: Fabric inspection – 4-point system. In process/ on-line inspection: Advantages – On line inspection during spreading, pattern making, cutting, sewing and ironing.</p> <p>2. Final inspection: Sampling plans and AQL charts – Level of final inspection. Packing & packaging quality tests. Care labelling and international care symbols.</p> <p>3. Principles of TQM – Deming’s PGDCA Cycle - KAIZAN concepts – 5 S “ applications in apparel industry.</p> <p>The Apparel industry in India- Domestic Industry, Export Industry, their sizes and natures. Sourcing and production centers – fabric dyeing, printing, finishing, trimmings and accessories. Major domestic retailing/overseas retailing, Auxiliary fashion Enterprises, Fashion Information service, Advertising & publicity Agencies.</p>	6	15
UNIT III	<p>Face mask designing and making. Study of jewelry, bags, shoes, belts and scarves. Design Research. Market survey Experiment with materials.</p>	5	15
UNIT IV	<p>Design Presentation, final concept. Sample exploration. Surface ornamentation.</p>	5	15
TOTAL		82	

Text Book-

1. *Accessory design: Aneta Genova: Fairchild Publication: 1st Edition (20 September)*

References:

1. *Fashion from Concept to Consumer*; FringeG.S; 2014; Prentice Hall.

Minor Paper 1V	Fashion Illustrations L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082N514 Level: 300
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Course Objective:

To enhance students' creative thinking and observational skills through traditional drawing techniques, with a focus on perspective and spatial understanding. They will also explore the role of color in design and develop an appreciation for its application in visual expression.

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	To Recollect and Relate the basic ideas of visualisation of different shapes and putting them in the concept of fashion garments.	BT Level 1
CO2	To Gather and Sketching figures by using different illustration techniques and explores other media for creating concepts through practical assignments.	BT level 2
CO3	To Construct different stylized croquis for fashion illustrations based on different themes	BT Level 3
CO4	To Analyse role of Fashion Illustration and Visualisation	BT Level 4

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Understanding Inch Increments: Introduction to ruler measurements in inches, including recognition and usage of increments such as 1/16, 1/8, 1/4, 1/2, and full inches with practical examples.	6	15
UNIT II	Pencil Grades and Shading Techniques: Understanding pencil grades and their applications in drawing. Practice various shading techniques, create reference charts, and develop a composition using different shading styles.	6	15
UNIT III	2D and 3D Shapes :Introduction to 2D and 3D shapes, their definitions, and properties. Practice drawing basic geometric forms such as circles, squares,	5	15

	triangles, cubes, spheres, and cylinders.		
UNIT IV	Drawing Female Block Figures :Learn to draw 8-head, 10-head, and 12.5-head female block figures (front and back), understand figure fleshing, and develop female croquis for fashion illustration.	5	15
TOTAL		82	

Text Book:

4. Fashion thinking: Creative approach to the Design Process; Dieffenbacher Fiona; 2013; Bloomsburry publishing India Pvt Ltd.
5. Research & Design for Fashion; Seivewright Simon & Sorger Richard; 3rd revised edition; 2016; Fairchild books
6. Fashion Portfolio: Design& Presentation; Kipper Anna; 2015; Batsford Ltd

Reference Books:

4. Costume and Fashion; Laver J; 5th edition;2015;Thames & Hudson publishing
5. Fashion Forecasting; PernaRita; 2nd edition;2015;Fairchild Books
6. Fashion Forecasting: Bundle Book + Studio access card;Brannon Evelyn I; 3rd edition;2015;Bloomsburry

5thSemester		
Internship Paper V	Summer Internship and Documentation Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M521 Level: 300

Course Objective:

The objective of the subject is to introduce students to the industry and understanding of designer's role & responsibility in this context. It is aimed at providing the fashion design students with a professional design experience by familiarizing them with a working knowledge of the functioning of the apparel industry and the relationship between design and production.

Course Outcome:

On successful Completion of the course the students will be able to :		
CO level	Course Outcome	Blooms Taxonomy Level
CO1	To Understand how the functioning of Fashion Industries	BT Level 1
CO2	Use of ideas to design according to the market demands	BT level 2
CO3	Classification of different patterns according to different human sizes	BT Level 3
CO4	Construct different patterns according to different sizes.	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	Components of a business oriented collection, factors contributing to a commercial collection, interpretation of key forecast, decision making on colors, trade sketching, design development sheets, range planning as a synthesis of creativity and utility, criteria for mass production/ prêt..	6	15
UNIT II	Methods of Sourcing, Vendors- terms, conditions & policies. Fabrics, Processing & Printing. Trims & Closures/ Accessories. Fabrics: Different types of Fabrics- Developments & Production. Different types of printing, sampling & production. Different types of dyestuff and application	6	15

UNIT III	Process, Planning, Selection & managing workforce. Interaction, communication & coordination. Pattern Making, Cutting, Quality Measures, Fit, Grading, Finishing & Packing.	5	15
UNIT IV	background of the organization, marketing policies & production, quality assurance & control, export formalities & shipping and a brief overview of the export potential.	5	15
TOTAL		82	

References:

1. *Fashion from Concept to Consumer*; FringeG.S; 2014; Prentice Hall
2. *Apparel Manufacturing: Sewn Product Analysis* ; Glock Ruth E. & Kunz Grace , 4th Edition; 2016, Pearson
3. *Apparel Merchandising*; R. Surjit & Rathinamoorthy. R; 1st edition; 2018, WPI publishing; India
4. *Apparel Production Management and the Technical Package*; Myers-McDevitt Paula J; 2012; Fairchild Publication
5. *VP Apparel Production Management & Technical Package/Complete Guide to Size Specification & Technical Design*; Myers-McDevitt Paula J, 2nd edition; 2015; Bloomsbury Academic USA

6thSemester		
Major Paper 1	Advanced Draping L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M611 Level: 300

The objectives of the subject is to enhance the skill of students by developing their ideas into real garments by incorporating an advanced form of draping directly on a dress form to get the required style, shape and fit.

Course Outcome:

On successful Completion of the course the students will be able to :

CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Identify and recall various design analysis techniques.	BT Level 1
CO2	Interpret and explain advanced draping concepts such as bustiers and corsets.	BT level 2
CO3	Apply advanced draping methods to develop final design outcomes.	BT Level 3
CO4	Analyze and present individual portfolios showcasing advanced draping techniques.	BT Level 4

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Coats and jackets: Two piece sleeve, Easy two piece sleeve draft, Raglan Jacket, Trench Coat, Swing coat with shawl collar.	6	15
UNIT II	Gown: Corset, gown with ruffled petticoat.	6	15
UNIT III	Draping on Bias: Bias draped camisole, Bias chemise with princess line, asymmetric draped neckline	5	15
UNIT	Final product presentation with portfolio: 2 Jacket/ Coat, 2 Draped Gown	5	15

IV			
TOTAL			82

References:

1. *Draping for Apparel Design*; Armstrong Joseph Helen; 5th Edition; 2017; Pearson
2. *Pattern Cutting*; Zarakar; Zarakar; 2nd edition, 2013, Navneet Publications
3. *Draping The Complete Subject*; Kiisel, Karolyn; 2013; Lawrence King Publishing: London, United Kingdom
4. *Couture Sewing Techniques*; Shaeffer, C; 2016; Pretince Hall; New Jersey
5. *Sewing for the apparel industry*; Shaeffer, C. 2013; Pretince-Hall; New Jersey

Text Book:

1. *Draping for Apparel Design*; Armstrong Joseph Helen; 5th Edition; 2017; Pearson

6thSemester		
Major Paper II	Pattern Making & Garment Construction-III L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M612 Level: 300

Course Objective:

The objectives of the subject is to teach the students the pattern making and garment construction of formal outer wear for both women's wear and menswear on actual fabric. To understand the application of computers in pattern making.

Course Outcome:

On successful Completion of the course the students will be able to :		
SI No	Course Outcome	Blooms Taxonomy Level
CO1	Understand the different techniques used pattern drafting for men's wear	BT Level 1
CO2	Create patterns for formal wear for both men's and women's wear	BT level 2
CO3	Create final collection using the patterns developed	BT Level 3
CO4	Analyze and construct formal outerwear patterns for both women's and men's wear using actual fabric, and evaluate the application of computer-aided tools in pattern making.	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	Pattern development of 2 formal full sleeved shirt(1 Male + 1Female) and formal trousers(1 Male + 1Female). Tech pack(spec sheet, costing sheet, fabric sheet, trim sheet) to be developed simultaneously. Design innovation is encouraged. Developing toile of the formal full sleeved shirt (1 Male + 1Female) and the formal trousers- flat front or pleated (1 Male + 1Female)	6	15
UNIT II	Sewing 2 Formal shirt (1 Male + 1Female) in the actual fabric-striped or checked; taking care of mitring, finished product presentation to be done along with sloper and toile. Sewing 2 Formal trouser (1 Male + 1Female) in the actual fabric, finished product presentation to be done along with sloper , toile and tech pack.	6	15

UNIT III	<p>Introduction about Reach CAD, Features of reach cad, Applications of reach cad, Style creation - To create a new style, Size setup, Unit set up, Size view, Style setup, Line draw, Curve draw, Save tracing. Open tracing, Select. Delete. Undo edit, Redo edit. Refresh view Zoom, to insert point in tracing, pattern and delete the points, Replace, Cut Draw internal – To draw Internal line, Grain line, Center line, Mirror line, Convert drawing –To convert tracing into internal, Draw Notches –To insert U notch, V notch, I notch, T notch Other Markings – To insert button hole, apex point, buttons, Duplicate – To create a copy of Pattern, Pattern segment, Trace segment & Internal, Open –To open the saved pattern, Save –To save the pattern, Save all–To save the entire pattern pieces. Measure–To measure pattern segment, tracing segment, Internal, Move – To move patterns & points Enclosed Angle, Join, Open, Cut a pattern Flip, Rotate, Align patterns, Fold, Parallel Seam, Hem, Shrink, Darts, Pleat, Fullness. Different File Extensions: Next Piece, Previous Piece, All Pieces, Visible pieces, Select Pieces, Drafting a pattern using Block Method</p>	5	15
UNIT IV	<p>.Extraction of the Drafted Pattern, Grading the Drafted pattern. Stack-To stack the pattern at point, on x, on y, centre, by value, Move pin, Move Parallel, Fix piece, Drafting pattern using graph method, Piece attributes, Matching. Reach Marker: Marker-new, Add, Reference marker, Open, Save, Save as, Plot. Report – To get the consumption sheet for a particular marker Refresh pieces, Undo, Redo, Select, Delete and select all, View ,Zoom, Refresh, Repeat, Overlap Set up marker, Piece ,Fabric Variant – To open a PDS file in the marker module, Garment – To specify the color for respective size. Ratio – To give size ratio for a given size, Others – To specify the end allowance, selvedge allowance</p> <p>2. Buffer –To create buffer or space around the piece to avoid overlapping, Shrinkage. Place – To move the piece through Move, Move\ Bump, Bump, Cursor</p> <p>3. Insert fabric – To insert fabric by Width, Length, Width irregular, Length irregular. Remove fabric – To remove the inserted fabric</p> <p>4. Rotate, Rotate ccw, Flip horizontal, Flip vertical, Open, Close, Mark Align &Measure, Advanced duplicate</p> <p>5. Marry – To join two or more pieces, Divorce – To divorce the married pieces</p> <p>6. Match, Cancel match, Buffer, Block, Fine rotate, Fine rotate ccw, Calculations</p> <p>7. Consumption Sheet – displays the consumption sheet for a particular marker, Auto Nest, Shake pieces.</p>	5	15
TOTAL			82

Text Book:

1. *Pattern making for fashion design; Armstrong Joseph Helen; 5th Edition; 2016 Pearson*
2. *Pattern cutting made easy; Holman Gillian, 2014; Batsford*

References:

1. Pattern making for fashion design; Armstrong Joseph Helen; 5th Edition; 2016 Pearson
2. Pattern cutting made easy ; Holman Gillian, 2014; Batsford
3. Pattern Cutting; Zarakar; Zarakar; 2nd edition, 2013, Navneet Publications
4. *Handbook of textile design; Jacquie Wilson, Woodhead; 2015 ; Publishing Limited England*
5. *The Technology of Clothing Manufacture; Carr- Harold & Latham Barbara; 5th Edition, 2012, Om Books*
6. *A Guide to Fashion Sewing; Crawford- Amaden Connie; ; 6th Edition; 2015; Fairchild Books; Bloomsbury*
7. The Practical Encyclopedia Of Sewing; Wood Dorothy; 2011; Om Books International
8. *REACH CAD 2018 training guide; 2014; REACH*

6thSemester		
Major Paper III	Fashion Business Management - II L-T-P-C: 4-0-0-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M613 Level: 300

Course Objective:

The objectives of the subject is to enhance the entrepreneurship and management skills of the students by teaching them the traits of an entrepreneur- preparation & planning of a fashion business

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	To Understand of the infrastructural set up and mode of functioning of the industry	BT Level 1
CO2	To Classification of the psychographic to demographic profile of the customer segment, the production system right upto the development of a commercially viable range	BT level 2
CO3	Identify their area of interest for own branding	BT Level 3
CO4	Prepare their own business plan for future.	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	1. Concept of Entrepreneurship and traits of an entrepreneur- distinction between entrepreneurs & manager, function of entrepreneur, types of entrepreneur. 2. Product identification and type of ownership- nature & scope of Fashion Business, Components of Business, Sole proprietorship, partnership, joint stock company. 3. Steps for launching a small enterprise- Scope & type of small business, object of	6	15

	small business, project identification		
UNIT II	1. Preparation of business plan/project report- assessment of project feasibility, technical data (raw material, labour, technical process, output capacity), market survey, financial data, economic data. 2. Plant location and plant layout- product design, production planning & control, Assessing Technical feasibility of a project. Assessing commercial viability of a project in terms of market and demand- marketing concepts, market problems of small scale units, product branding	6	15
UNIT III	1. Assessing project cost and sources of finance including role of financial institutions and banks in rendering financial assistance for setting up small enterprise- fixed capital management, borrowed capital, financial institutes. 2. Assessing financial viability of a project including profitability, rate of return, break even point, debt service coverage ratio, payback period, internal rate of return, net value- concept of profit planning, break even analysis, zero base budgeting	5	15
UNIT IV	.1. Project planning, scheduling and control- application of bar chart & network diagrams. 2. Production functions/management, quality control, maintenance of plant, material management-office organization, management of personnel, regulatory framework.	5	15
TOTAL			82

Text Book –

1. Management: *A Global and Entrepreneurial Perspective*”, Heinz wehrich, Mark V Cannice, Harold Koontz, 13th Edition Tata McGraw Hill
2. *Entrepreneurship Development And Management: Publisher : Write And Print Publications (1 January 2017)*

References:

1. *Entrepreneurship and Small Business Management*; Gupta C.B; 2014; Sultan Chand & Sons
2. *Entrepreneurship Development and Small Business Enterprises*; Charantimath M. Poornima; 3rd edition;2018, Pearson

6thSemester		
Major Paper IV	Study on Sustainability & Product Development L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M614 Level: 300

Course Objective:

The objectives of the subject is to help the students study and understand sustainable clothing and its influence in today's fashion industry and modern life. **Course Outcome:**

On successful Completion of the course the students will be able to :		
SI No	Course Outcome	Blooms Taxonomy Level
CO1	Identify basic sustainability principles relevant to product development	BT Level 1
CO2	Analyzeand recognize the environmental and social impacts of different product design choices.	BT level 2
CO3	Design and develop sustainable products by integrating eco-friendly materials and manufacturing processes	BT Level 3
CO4	Implement sustainable product development practices by analyzing the environmental impact of various design choices, selecting materials and manufacturing processes that minimize resource consumption and waste generation	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	Overview of Sustainability. Understanding the impacts of environment, resource consumption, depletion, resource choices. Key issues faced by the fashion and textiles industry. Ethical issues within the fashion design industries associated to: labour, conditions, health & safety, remuneration, waste management.	6	15
UNIT II	Up-cycling and recycling within the fashion design industries. Study and research the principles of slow fashion. The fashion supply chain 'lifecycle of a fashion product'. Case Study on successful sustainable fashion initiatives/brands/labels. Future trends within sustainable fashion. Innovations in sustainable materials and technologies associated to the fashion design industries: cotton/linen/silk – peace silk/Bamboo/pineapple/other innovative materials, Recycled and up-cycled materials. Research presentation and documentation.	6	15

UNIT III	Selection of a theme- theme board, inspiration board, colour board, mood board, client board. Design 2 sustainable garments on the given theme (textile recycling options) along with sustainable accessories	5	15
UNIT IV	Making the prototype of complete look - the garments and accessories by using only sustainable methods with zero waste. Portfolio presentation.	5	15
TOTAL			82

Text Book(S):

1. *Sustainable Product Design and Development*
Anoop Desai & Anil Mital
2. *Design for Sustainability: A Practical Approach*
Tracy Bhamra & Vicky Lofthouse
3. *Sustainability in Fashion and Textiles: Values, Design, Production and Consumption*
Miguel Angel Gardetti & Ana Laura Torres (eds.)

References:

7. *The Sustainable Fashion Handbook*, Black Sandy; Reprint edition; 2013; Thames & Hudson
8. *A Practical Guide to Sustainable Fashion (Basics Fashion Design)*; Gwilt Alison; Reprint Edition; 2018; Bloomsbury Visual Arts
9. *Shaping Sustainable Fashion: Changing the way we make and use clothes*; Gwilt Alison & Rissasen Timo; 1st edition ;2011; Routledge Publishing
10. *Zero Waste Fashion Design*, Rissasen Timo & Mcquillan Holly; Reprint edition; 2013; Thames & Hudson
11. *Sustainable Fashion and Textiles: Design Journeys*; Fletcher Kate; 2016; 1st Edition; Routledge
12. *ReFashioned: Cutting-Edge Clothing from Upcycled Materials*, Brown Sass; October 2013; Lawrence King Publishing.

6thSemester		
Minor Paper V	Visual Merchandising L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082N615 Level: 300

Course Objective:

The objective of the subject is to develop and understand the visual merchandise display of the fashion industry along with Planning and programming of a fashion brand's window display strategies.

Course Outcome:

On successful Completion of the course the students will be able to :

SI No	Course Outcome	Blooms Taxonomy Level
CO1	Students will be able to identify the importance of visual appeal in fashion stores and recognize various display strategies used in visual merchandising..	BT Level 1
CO2	Students will be able to explain the principles of aesthetic presentation and the underlying function of lighting in enhancing product appeal.	BT level 2
CO3	tudents will be able to apply appropriate props and design elements to create visually appealing store displays and develop window facades within a given budget.	BT Level 3
CO4	Students will be able to analyze the effectiveness of different visual merchandising techniques and evaluate the use of design strategies for improving customer experience.	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India	6	15
UNIT II	TheMerchandiseMix:Introduction,Objectives,Conceptof MerchandiseMix,Merchandise line,TheAssortmentofProducts,Assortmentstrategy,MerchandiseMixofShowOff,Rol e of a merchandiser, Other Atmospheric in Merchandising, Colour scheme, Lighting	6	15

UNIT III	Store Image & Security: Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers	5	15
UNIT IV	Marketing Communication, and Thematic Communication, Methods of Communication, Graphics, and Signage	5	15
TOTAL			82

Text book:

1. *Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization* by Paul J. Russell
2. *Visual Merchandising* by Swati Bhalla & Anuraag Singha

References:

1. *Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization*; Paul J. Russell.
2. *Visual Merchandising*; Bhalla Swati; Singha Anuraag; 1st Edition; Tata McGraw-Hill Education India.

7thSemester		
Major Paper I	Portfolio Development L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M711 Level: 400

Course Objective:

To train students in fashion garment design and enable them to showcase their creations for a target market through a design portfolio.

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Recall and describe the stages involved in designing a garment through practical exposure.	BT Level 1
CO2	Explain the process of designing theme-based garments both manually and digitally.	BT level 2
CO3	Develop a full fashion range and design portfolio suitable for industry placements.	BT Level 3
CO4	Analyze and apply fashion design concepts and software skills in real-world garment creation.	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	Definition and importance of a portfolio, Types of portfolios (physical vs. digital) Purpose: Academic, professional, or personal branding, Elements of a strong portfolio	6	15
UNIT II	Understanding the target audience (employers, institutes, clients) Researching current portfolio trends Theme selection and concept development	6	15

	Collecting inspiration and references (mood boards, color palettes)		
UNIT III	Structuring the portfolio (cover page, index, introduction, projects, resume) Presentation of work: sketches, illustrations, CADs, photoshoots Textual content: descriptions, captions, and concept explanations Design principles: layout, alignment, typography, and visual hierarchy	5	15
UNIT IV	Editing and refining the content Choosing formats: print or digital tools (PDF, website, slideshow) Preparing for interviews or exhibitions Peer and mentor reviews, portfolio critique sessions	5	15
TOTAL			82

Text Book:

1. *The Sustainable Fashion Handbook*, Black Sandy; Reprint edition; 2013; Thames & Hudson
2. *A Practical Guide to Sustainable Fashion (Basics Fashion Design)*; Gwilt Alison; Reprint Edition; 2018; Bloomsbury Visual Arts
3. *Shaping Sustainable Fashion: Changing the way we make and use clothes*; Gwilt Alison & Rissasen Timo; 1st edition ;2011; Routledge Publishing
4. *Zero Waste Fashion Design*, Rissasen Timo & Mcquillan Holly; Reprint edition; 2013; Thames & Hudson
5. *Sustainable Fashion and Textiles: Design Journeys*; Fletcher Kate; 2016; 1st Edition; Routledge
6. *ReFashioned: Cutting-Edge Clothing from Upcycled Materials*, Brown Sass; October 2013; Lawrence King Publishing.

References:

1. *Fashionthinking: Creative approach to the Design Process*; Dieffenbacher Fiona; 2013; Bloomsbury publishing India Pvt Ltd.
2. *Research & Design for Fashion*; Seivewright Simon & Sorger Richard; 3rd revised edition; 2016; Fairchild books
3. *Fashion Portfolio: Design & Presentation*; Kipper Anna; 2015; Batsford Ltd

7thSemester		
Major Paper II	Industry Internship Documentation Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M722 Level: 400

Course Objective:

To introduce students to the fashion industry by developing an understanding of the designer's role, responsibilities, and the relationship between design and production through professional design exposure.

Course Outcome:

On successful Completion of the course the students will be able to :

CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Identify and recall basic principles involved in design analysis.	BT Level 1
CO2	Explore and interpret concepts to develop creative design ideas.	BT level 2
CO3	Apply design knowledge to create a final design outcome.	BT Level 3
CO4	Analyze and present individual design work through a structured portfolio.	BT Level 4

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Components of a business oriented collection, factors contributing to a commercial collection, interpretation of key forecast, decision making on colors, trade sketching, design development sheets, range planning as a synthesis of creativity and utility, criteria for mass production/ prêt.	6	15
UNIT II	MethodsofSourcing,Vendors-terms,conditions&policies.Fabrics, processing & printing. Trims & Closures/ Accessories.Different types of Fabrics- Developments & Production. Different types of printing, sampling & production. Different types of dyestuff and application.	6	15
UNIT III	Process, Planning, Selection & managing workforce. Interaction, communication & coordination. Pattern Making, Cutting, Quality Measures, Fit, Grading, Finishing & Packing.	5	15

UNIT IV	Background of the organization, marketing policies & production, quality assurance & control, export formalities & shipping and a brief overview of the export potential.	5	15
TOTAL		82	

References:

1. *Fashion from Concept to Consumer; FringeG.S; 2014; Prentice Hall*
2. *Apparel Manufacturing: Sewn Product Analysis ; Glock Ruth E. & Kunz Grace , 4th Edition; 2016, Pearson*
3. *Apparel Merchandising; R. Surjit & Rathinamoorthy. R; 1st edition; 2018, WPI publishing; India*
4. *Apparel Production Management and the Technical Package; Myers-McDevitt Paula J; 2012; Fairchild Publication*

7thSemester		
Major Paper III	Outerwear Design & Development L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M713 Level: 400

Course Objective:

The objectives of the subject is to design and develop a complete range of Outerwear and learn the in-depth details of Outerwear by doing market research to final designing of the product.

Course Outcome:

On successful Completion of the course the students will be able to :

CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Identify and recall different variations of coats and jackets.	BT Level 1
CO2	Interpret design elements through concept exploration related to coats and jackets.	BT level 2
CO3	Apply creative skills to develop a final design outcome for coats or jackets.	BT Level 3
CO4	Construct and analyze a professional portfolio showcasing individual coat and jacket designs.	BT Level 4

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	Mindmapping, techniques of ideation, design exploration for Outerwear.	6	15
UNIT II	Market research: Trend forecasting and its types, selection of target market, developing style directions based on selected market trends.	6	15
UNIT III	Sourcing for fabric, trims, accessories.	5	15
UNIT IV	Study different Outerwear looks and create a stylized range of ensemble based on the previous modules.	5	15
TOTAL		82	

Text Book(s):

1. *Fashion Thinking: Creative Approaches to the Design Process*
Fiona Dieffenbacher
2. *Research & Design for Fashion*
Simon Seivewright & Richard Sorger
3. *Fashion Portfolio: Design & Presentation*
Anna Kipper (Author known; citation available on publisher sites)
4. *Costume and Fashion*
Joan Laver (Classic reference, widely catalogued)
5. *Fashion Forecasting*
Rita Perna (Multiple editions documented)

References:

1. *Fashion thinking: Creative approach to the Design Process; Dieffenbacher Fiona; 2013; Bloomsbury publishing India Pvt Ltd.*
2. *Research & Design for Fashion; Seivewright Simon & Sorger Richard; 3rd revised edition; 2016; Fairchild books*
3. *Fashion Portfolio: Design & Presentation; Kipper Anna; 2015; Batsford Ltd*
4. *Costume and Fashion; Laver J; 5th edition; 2015; Thames & Hudson publishing*
5. *Fashion Forecasting; Perna Rita; 2nd edition; 2015; Fairchild Books*
6. *Fashion Forecasting: Bundle Book + Studio access card; Brannon Evelyn I; 3rd edition; 2015; Bloomsbury.*

7thSemester		
Major Paper IV	Research Methodology L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082M714 Level: 400

Course Objective:

To provide a foundation in research by introducing essential tools, techniques, and data analysis methods necessary for conducting effective academic and industry-related research.

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Identify the fundamental concepts and purposes of research.	BT Level 1
CO2	Explain various aspects, methods, and types of research.	BT level 2
CO3	Apply appropriate research tools and techniques for data analysis.	BT Level 3
CO4	Analyze research data using suitable tools and interpret the results effectively.	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	Meaning, Types of Research, Objectives of Research, Research Process. Research problem identification, Literature survey, Research Design Exploratory Research Design. Descriptive Research Design - Survey and Observation methods, Causal Research Design- Experimentation and conditions for causality, Pilot survey, Ethics in Research.	6	15
UNIT II	Sampling Vs Census, Probability and Non-Probability Sampling Techniques, Sample Size Determination. Errors in Sampling. Measurement and Scaling: Scales of Measurement, Comparative and Non-Comparative scaling techniques, Reliability & Validity of Scale, Questionnaire and Form Design, Methods of Collecting Data- Primary & Secondary.	6	15
UNIT III	1.Descriptive Vs Inferential Statistics, Descriptive Statistics. 2.Measures of Central Tendency – Mean, Median, Mode. 3.Measures of Dispersion- Range, Mean Deviation, Quartile Deviation, Standard Deviation, Variance.	5	15

	4. Inferential Statistics- Hypothesis testing – Process of Hypothesis testing, t test, Z and F test		
UNIT IV	1. Meaning and Importance of Research report, Types of reports, Contents of Research Report, Layout of research report, Qualities of a good research report. 2. Report writing stages, Bibliography and Referencing. 3. Presentation of Research Report.	5	15
TOTAL		82	

Text Book(s):

1. *Research Methodology – Methods & Techniques*
C. R. Kothari
2. *Research Methodology – Concepts & Cases*
Deepak Chawla & Neena Sondhi

References:

1. *Research Methodology-Methods & Techniques; Kothari C R; 2nd Edition; New Age International Publishers, New Delhi*
2. *Research Methodology-Concepts and Cases; C Deepak, Sondhi N; 2nd Edition; Vikash Publishing House, Noida.*

7thSemester		
Minor Paper V	Design Process and Development L-T-P-C: 1-0-2 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082N515 Level: 400

Course Objective:

The objective of the subject is to train students in designing and developing a range of fashion garments and to enable them to present their innovative collections through a professional design portfolio targeted at a specific market.

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Recall and identify the various stages involved in designing a garment through hands-on experience.	BT Level 1
CO2	Explain and demonstrate how to create different types of garments on a single theme using both manual and digital methods.	BT level 2
CO3	Apply research and development skills to design a complete fashion range along with an industry-ready fashion portfolio.	BT Level 3
CO4	Analyze and integrate all aspects of fashion design, including software applications, into the creation of comprehensive design solutions.	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	Designing five well-accessorized ensembles.	6	15
	Focusing on distinct looks and avoiding repetition in style, silhouette, and color.		
UNIT II	Ensuring strong stage presence through color, style, and overall design details.	6	15
	Emphasis on the collective class presentation with visual harmony and diversity.		
UNIT III	Designing collections for a specific target market and occasion.	5	15
	Creating unique, original concepts and avoiding duplication of past or existing designs.		

UNIT IV	Achieving high-quality fit and finishing for professional design quality.	5	15
	Exploring themes from historical to futuristic for broader creative interpretations.		
TOTAL		82	

References:

1. *Fashion thinking: Creative approach to the Design Process; Dieffenbacher Fiona; 2013; Bloomsbury publishing India Pvt Ltd.*
2. *Research & Design for Fashion; Seivewright Simon & Sorger Richard; 3rd revised edition; 2016; Fairchild books*
3. *Fashion Portfolio: Design & Presentation; Kipper Anna; 2015; Batsford Ltd*
4. *Pattern making for fashion design; Armstrong Joseph Helen; 5th Edition; 2016 Pearson*
5. *Costume and Fashion; Laver J; 5th edition;2015;Thames & Hudson publishing*
6. *Fashion Forecasting; Perna Rita; 2nd edition;2015;Fairchild Books*
7. *Fashion Forecasting: Bundle Book + Studio access card; Brannon Evelyn I; 3rd edition;2015;Bloomsbury*

8thSemester		
Major Paper I	Dissertation(Research on Design Collection and Portfolio Presentation) Credits: 12 Scheme of Evaluation: Practical	Subject Code: FAS082M811 Level: 400

Course Objective:

To equip students with the ability to research, conceptualize, and develop an innovative fashion collection targeted to a specific market, culminating in a professionally presented design portfolio.

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Identify and understand the various stages of garment designing through practical application.	BT Level 1
CO2	Apply research and development methods to design a cohesive range of garments based on a single theme using both manual and digital tools.	BT level 2
CO3	Develop a complete fashion collection along with a professional portfolio tailored for industry placement.	BT Level 3
CO4	Integrate and implement design principles and software knowledge to produce industry-ready fashion outputs.	BT Level 4

Module s	Topics &Subject Contents	Periods	
		L	P
UNIT I	Understanding design themes and inspirations.	6	15
	Designing 5 well-accessorized ensembles.		
	Interpreting themes through historical, contemporary, or futuristic lenses.		
	Selecting appropriate silhouettes, fabrics, and color palettes.		
	Sketching and visual development of the collection.		
UNIT II	Identifying and analyzing a specific target market. Developing occasion-focused garment ideas (e.g., evening wear, formal, performance).Ensuring originality by	6	15

	avoiding replication of existing designs. Creating a distinctive style identity for the collection.		
UNIT III	Planning the overall visual impact of the collection.Emphasizing style, color coordination, garment details, and accessories.Strategies for effective stage presentation and cohesion in group/class showcases.Avoiding repetition in styles, silhouettes, and tones across the class collection.	5	15
UNIT IV	Techniques to achieve a good fit and clean finish.Precision in stitching, seam finishing, and embellishments.Final assembly of garments for showcase.Quality control and presentation-readiness.	5	15
TOTAL			82

References:

1. *Fashion thinking: Creative approach to the Design Process; Dieffenbacher Fiona; 2013; Bloomsburry publishing India Pvt Ltd.*
2. *Research & Design for Fashion; Seivewright Simon & Sorger Richard; 3rd revised edition; 2016; Fairchild books*
3. *Fashion Portfolio: Design & Presentation; Kipper Anna; 2015; Batsford Ltd*
4. *Pattern making for fashion design; Armstrong Joseph Helen; 5th Edition; 2016 Pearson*
5. *Costume and Fashion; Laver J; 5th edition;2015;Thames & Hudson publishing*
6. *Fashion Forecasting; Perna Rita; 2nd edition;2015;Fairchild Books*
7. *Fashion Forecasting: Bundle Book + Studio access card; Brannon Evelyn I; 3rd edition;2015;Bloomsburry*
8. *Pattern Cutting; Zarapkar; Zarapkar; 2nd edition, 2013, Navneet Publications*
9. *Draping The Complete Subject; Kiisel, Karolyn; 2016; Lawerence King Publishing: London, United Kingdom*

Minor Paper II	Documentation of Portfolio collection L-T-P-C: 0-0-8-4 Credits: 4 Scheme of Evaluation: Practical	Subject Code: FAS082N812 Level: 400
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Course Objective:

The objective of the subject is to develop student's abilities in the field of fashion and the techniques for the development of designs and making of garments, responding to changing needs in the fashion industry

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Conduct design analysis and explore creative concepts to initiate a contemporary fashion collection.	BT Level 1
CO2	Apply research methods and design processes to identify problems, develop hypotheses, and implement creative solutions for garment design.	BT level 2
CO3	Develop a complete fashion collection along with a professional portfolio tailored for industry placement.	BT Level 3
CO4	Present a professional design portfolio that reflects the final design outcome, individual creativity, and industry standards.	BT Level 4

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	1. Identification of problem 2. Research, Analysis and Planning 3. Detailed Design & Concept Development 4. Final Implementation of Design Development 5. Introduction to Mood Board, Theme Board, Inspiration Board, Color Palette, Look Board, Design Board and Story Board Design Conception 6. Select final 5 ensembles for development 7. Select an appropriate theme for design development 8. Research on theme, colors, product design and other components before design development 9. Make a theme board, color palette and story board based on the selected theme and product.	6	15

UNIT II	<p>1.Work in detail on the final selected concept for final collection</p> <p>2.Create a detailed illustration of the collection</p> <p>3.Documentation, Portfolio and Presentation.</p>	6	15
UNIT III	<p>1.Document the complete concept development process through appropriate scrap book, pictures, material swatches / samples, research material etc.</p> <p>2.Record the stepwise design development process through photography</p> <p>3.Compile a portfolio of the theme board, color palette, story board, all doodles, initial concepts, detailed illustration of the final selected design with specifications, proper mounting and appropriate labelling and the detailed product illustration in suitable surroundings</p> <p>4.Submit all initial product samples and final prototype with all other documentation and portfolio for evaluation.</p> <p>5.A research proposal (Knowledge and understanding) Demonstrate knowledge and understanding in the main field of study, including both broad knowledge of the field and a considerable degree of specialized knowledge in certain areas of the field as well as insight into current research and development work.</p>	5	15
UNIT IV	<p>1.A literature review</p> <p>2.Document the complete concept development process and presentation..</p>	5	15
TOTAL		82	

References:

1. *Research design: Qualitative, quantitative and mixed methods approaches* (J.W.Creswell) by Thousand Oaks.
2. *Designing and Conducting Mixed Methods Research (3rd Ed.)*
John W. Creswell & Vicki L. Plano Clark
3. *A Concise Introduction to Mixed Methods Research*
John W. Creswell
4. *Qualitative Inquiry and Research Design: Choosing Among Five Approaches (4th Ed.)*
John W. Creswell & Cheryl N. Poth

8thSemester		
Major Paper III	Entrepreneurship Management L-T-P-C: 4-0-0 Credits: 4 Scheme of Evaluation: Theory	Subject Code: FAS082M813 Level: 400

Course Objective:

The objectives of the subject is to enhance the entrepreneurship and management skills of the students by teaching them the traits of an entrepreneur- preparation & planning of a fashion business.

Course Outcome:

On successful Completion of the course the students will be able to :		
CO Level	Course Outcome	Blooms Taxonomy Level
CO1	Describe the fundamental concepts of planning and scheduling within the fashion business industry.	BT Level 1
CO2	Explain the processes involved in establishing and managing a fashion entrepreneurship venture.	BT level 2
CO3	Apply business planning strategies to schedule operations in a fashion enterprise.	BT Level 3
CO4	Develop a basic entrepreneurial project or business proposal for a new fashion venture.	BT Level 4

Module s	Topics & Subject Contents	Periods	
		L	P
UNIT I	1. Concept of Entrepreneurship and traits of an entrepreneur- distinction between entrepreneurs & manager, function of entrepreneur, types of entrepreneurs. 2. Product identification and type of ownership- nature & scope of Fashion Business, Components of Business, Sole proprietorship, partnership, joint stock company. 3. Steps for launching a small enterprise- Scope & type of small business, object of small business, project identification.	6	15
UNIT II	1. Work in detail on the final selected concept for final collection 1. Preparation of business plan/project report- assessment of project feasibility, technical data (raw material, labour, technical process, output capacity), market survey, financial data, economic data. 2. Plant location and plant layout- product design, production planning &	6	15

	control, Assessing Technical feasibility of a project. Assessing commercial viability of a project in terms of market and demand- marketing concepts, market problems of small scale units, product branding		
UNIT III	1.Assessing project cost and sources of finance including role of financial institutions and banks in rendering financial assistance for setting up small enterprise- fixed capital management, borrowed capital, financial institutes. 2.Assessing financial viability of a project including profitability, rate of return, break even point, debt service coverage ratio, payback period, internal rate of return, net value- concept of profit planning, break even analysis, zero base budgeting.	5	15
UNIT IV	1.Project planning, scheduling and control- application of bar chart & network diagrams. 2.Production functions/management, quality control, maintenance of plant, material management-office organization, management of personnel, regulatory framework.	5	15
TOTAL		82	

Textbook(s):

Entrepreneurship and Small Business Management

C. B. Gupta & S. S. Khanka

Entrepreneurship Development and Small Business Enterprises

M. Poornima Charantimath

References:

*Entrepreneurship and Small Business Management; Gupta C.B; 2014; Sultan Chand & Sons
Entrepreneurship Development and Small Business Enterprises; Charantimath M. Poornima; 3rd
edition;2018, Pearson*