

ಮಂಗಳೂರು
MANGALORE



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
UNIVERSITY

ಕ್ರಮಾಂಕ/No: MU/ACC/CR 7/2024-25/A8

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ- 574 199
Office of the Registrar
Mangalagangothri – 574 199
ದಿನಾಂಕ/Date: 09/07/2026

NOTIFICATION

Sub: Syllabi of UG Programmes/Courses under the Faculty of Science and
Technology as per the SEP guidelines reg.

Ref: Decision of the Academic Council meeting dated: 29.06.2026

Pursuant to the above the syllabi of following UG programmes/Courses, prepared in accordance with the guidelines of the SEP commission and approved by the Academic Council at its meeting held on 29.06.2026 are hereby notified for implementation with effect from the academic year 2026-27 .

Sl.No.	UG Programmes/Courses
1.	B.Sc (Food Technology)(V -VI sem)
2.	B.Sc.(Food Nutrition and Dietetics) (V-VI sem)
3.	B.Sc(Animation & Visual Effects) (V -VI sem)
4.	BCA (V -VI sem)
5.	BCA (Data Analytics) (V -VI sem)
6.	BCA(Artificial intelligence and Machine Learning) (V -VI sem)
7.	B.Sc (Fashion Design) (V-VI sem)
8.	Computer Science-(V-VI sem)
9.	Biotechnology-(V-VI sem)
10.	Microbiology (changes in skill courses)
11.	Environmental Science(I-II sem)

Copy of the syllabi shall be downloaded from the Mangalore University website
www.mangaloreuniversity.ac.in


REGISTRAR.

To:

- 1) The Registrar(Evaluation),Mangalore University.
- 2) The Chairpersons, U.G BOS in concerned subjects, Mangalore University.
- 3) The Director, College Development Council, Mangalore University.
- 4) The Principal's of all affiliated/Constituent colleges of Mangalore University.
- 5) The Director, computer centre, Mangalore University.
- 6) The Assistant Registrar/The superintendent, Academic section, O/O the Registrar,
Mangalore university.
- 7) Guard file.

MANGALORE UNIVERSITY



State Education Policy – 2024
[SEP-2024]

CURRICULUM STRUCTURE

For

B.Sc. Fashion Design

MANGALORE UNIVERSITY
Suggested Programme Structure for the Under Graduate Programme
B.Sc. Fashion Design

Semester	Major 1	Major 2	Major 3	Elective / Optional	Language (English + Hindi/ French)	Compulsory	Total Credit	Total Working hours
I	6 (4T+2P)	6 (4T+2P)	3 (3P)		3+3	2	23	5+4+5+4+6+4+4+3=35
II	6 (4T+2P)	6 (4T+2P)	3 (3P)		3+3	2	23	5+4+5+4+6+4+4+3=35
III	6 (4T+2P)	6 (4T+2P)	3 (3P)	2	3+3		23	5+4+5+4+6+2+4+4=34
IV	6 (4T+2P)	6 (4T+2P)	3 (3P)	2	3+3	2	25	5+4+5+4+6+2+4+4+2=36
V	6 (4T+2P)	6 (4T+2P)	3 (3P)	3T	3T	2	23	5+4+5+4+6+3+3+2=32
VI	6 (4T+2P)	6 (4T+2P)	Project work/Internship + Research Methodology (12)				24	5+4+5+4+P.W./In.+RM
							141	190 +P.W./In+RM

*Languages 3 credit – 4 contact hours

*4 credit course – 5 contact hours

COURSE DETAILS

Semester V								
Sl. No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week	SEE	IA	Total Marks	Credits
1	BFDFDCS 501	Fashion Accessories	Theory	5	80	20	100	4
2	BFDFDPS 501		Practical	4	40	10	50	2
3	BFDFDCS 502	Fashion Styling	Theory	5	80	20	100	4
4	BFDFDPS 502		Practical	4	40	10	50	2
5	BFDFDPS 503	Fashion Portfolio and Design Collection	Practical	6	80	20	100	3
6	BFDFDES 501	Elective	Theory	4	80	20	100	3
		1. Export Trade and Documentation						
	BFDFDES 502	2. Logistics & Supply Chain Management in Apparel Industry						
	BFDFDES 503	3. Forecasting and Trend Analysis						
7	BFDFDES 504	Elective	Theory	4	80	20	100	3
		1. Fashion Marketing and Merchandising						
	BFDFDES 505	2. Digital Fashion Marketing						
	BFDFDES 506	3. Business Ethics & Corporate Social Responsibility						
8	BFDFDSS 501	Basics of Computer Application	Practical	2	40	10	50	2
Semester VI								
1	BFDFDCS 601	Apparel Quality Management	Theory	5	80	20	100	4
2	BFDFDPS 601		Practical	4	40	10	50	2
3	BFDFDCS 602	Apparel Computer Aided Design	Theory	5	80	20	100	4
4	BFDFDPS 602		Practical	4	40	10	50	2
5	BFDFDCS603	Research Methodology	Theory	2	40	10	50	2
6	BFDFDPS603	Project Work/ Internship	Practical	--	200	50	250	10

V Semester

Program Title	B.Sc. Fashion Design		Semester	V
Course Code	BFDFDCS501		Course Credits	4
Course Name	Fashion Accessories (Theory)		Contact hours	48 Hours
Formative Assessment Marks		20	Summative Assessment Marks	80
Duration of Exam	3 Hours			
Course Outcomes (COs): On successful completion of the course, the students will be able to • To impart knowledge of fashion Accessories. • To provide opportunity and to design and develop fashion accessories. • Gain understanding of the rich history, cultural significance of Indian jewelry. • Understand the various techniques and materials (gem stones, diamonds, and different metals) used in Indian jewellery.				
Course Content:				
Unit – 1			10 Hours	
Fashion accessories - Introduction, definition. History, Classification, anatomy. Accessory types and its uses- Head gears, Foot wear, Bows, ties and belts, Hand bags, Gloves, Scarves, Stoles, Shawls.				
Unit – 2			14 Hours	
Materials and processes - Material sourcing, materials required - leather, plastic, wood, resin and sustainable/eco-friendly materials. Design development and production. Jewellery - Jewellery Design and production, Types of Jewellery – precious, costume, bridge. Types of raw material used in jewelery, bone, gold, copper, brass, ivory.				
Unit – 3			12 Hours	
Traditional Indian jewelery - Temple, Kundan, Minakari, Thewa, Filigree, Terracotta. Gemology- Introduction to gems, Basic qualities of gems, Varieties of gems, sources & Identification of gems and healing properties of gems.				
Unit – 4			12 Hours	
Trends and marketing - Fashion trends and marketing of accessories. Study of accessory designers. (Indian - Suhani Pittie, Rashmi Vohraand, International - Cartier, Dominic Jones). Sustainable and Ethical fashion accessories – Importance of sustainability and ethical considerations. Eco-friendly fashion accessories.				
References 1. Claire Billcocks, “Century of Bags”, Chart well Books, New Jersey, 1997. 2. Jamila BrijBhusan, “Master Piece of Indian Jewellery”, Taraporevala, Bombay, 1979. 3. Jinks McGrath, “Basic Jewellery Making Techniques”, Krause Publications, 2003. 4. John Peacock, “Fashion Accessories - Men”, Thames and Hudson, London, 1996. 5. John Peacock, “The Complete 20th Century Source Book”, Thames and Hudson, London,				

2000.

6. Malolow Blahnik, Co Collin Mac Dolw, "Shoes - Fashion and Fantasies", Thames and Hudson, 1989.
7. Teresa Searless, "Fabric Jewellery: 25 Designs to Make Using Silk, Ribbon Buttons and Beads", St. Martin's Press, 1st edition, 2008.

Program Title	B.Sc. Fashion Design	Semester	V
Course Code	BFDFDPS501	Course Credits	2
Course Name	Fashion Accessories (Practical)	Contact hours	48 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	3 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to • Explore the various types of fashion accessories and their design principles. • Examine the relationship between fashion accessories and overall fashion trends. • Gain practical knowledge of the production and manufacturing processes of fashion accessories.			
Course Content:			
Unit - 1			14 Hours
Sketching and rendering of headgear, handbag, footwear, ties and bows, belts, scarves, and Gloves. (Minimum one each).			
Unit – 2			12 Hours
Sketching and rendering of Indian Jewellery – Mughal, Thewa, Kundan and Temple Jewellery set.			
Unit – 3			12 Hours
Recycled accessories - Development of products - Headwear, Hand Bags, Cell Phone Pouches, hand wear, Note Book Covers and Belts using conventional materials (any two).			
Unit – 4			10 Hours
Market survey and report on current fashion accessories trends and development of accessory folio with costing for the developed products.			

Note: Record should be spiral or book binded in A3 size.

Program Title	B.Sc. Fashion Design		Semester	V
Course Code	BFDFDCS 502		Course Credits	4
Course Name	Fashion Styling (Theory)		Contact hours	48 Hours
Formative Assessment Marks		20	Summative Assessment Marks	80
Duration of Exam	3 Hours			
Course Outcomes (COs): On successful completion of the course, the students will be able to • Understand the principles of fashion styling and their ethical applications. • Analyse fashion trends and apply them to create new looks. • Develop a personal style and creative vision as a stylist. • Understand the role of styling in editorial shoots, advertising campaigns, and runway shows.				
Course Content				
Unit – 1				12 Hours
Introduction to Fashion Styling: Definition, Scope of fashion styling, Evolution and significance, general rules and basics of styling. Roles and responsibilities of fashion stylist, misconception about styling, stylist kit and personality traits of stylists, influence of stylist. Elements of styling, study of body types for styling, figure types - men, women, and kids, creating harmony and balance in styling.				
Unit – 2				12 Hours
Styling according to different face shapes, understanding facial features, selection of accessories and hairstyle to suit various face shapes, choices for the neckline. Styling for corporate, entertainment, commercial and professionals – Introduction, definition, wardrobe styling for corporate, TV and films, buying and renting wardrobe, general rules for wardrobe styling. Image management – Introduction, definition, personal stylist, celebrity stylist, concierge service and the stylist, stylist – client relationship, understanding personal styles and interpretation of style Categories.				
Unit – 3				12 Hours
Fashion styling diversification – Runway styling, off-figure, on-figure, digital styling, social media and fashion blogging. Makeover – Introduction to make-up, types of make-up based on skin type, shape of face, eyes, nose, lips. Choice of colours based on skin colours. Make-up for corporate outing, special Occasions – wedding, party, award ceremony. Etiquette – Etiquette of styling, clothing etiquette, dress code for various occasions, styling concepts for special events – editorial shirts, commercials, advertisements, social media and digital platforms, stylists of National and International repute.				

Unit - 4	12 Hours
Fashion styling and Photography – Importance of photography in fashion styling portfolio, different types of photographs – editorial, beauty and still life. Fashion Magazines and Editorial Styling – The role of fashion magazines in the digital Era; Analysis of editorial styling techniques and trends; Collaboration and role between stylists, photographers, and creative teams in fashion magazines. Sustainable and ethical fashion styling – importance of sustainability and ethical considerations. Eco-friendly styling practices.	
References 1. Gillian Armour, “Fashion Stylist – A how to guide”, Create Space, 2012. 2. Jo Dingmans, “Mastering Fashion Styling”, Palgrave master series, 1999. ISBN: 978-0-333-77092-4. 3. Kathleen Fifield, “InStyle Instant style- your season-by-season guide for work and weekends”, Style books, 2006. 4. Kendall Farr, “The Pocket Stylist: Behind-the-Scenes Expertise from a Fashion Pro on Creating Your Own Look.” Avery, 1st edition, 2004. 5. Luanne McLean, “Contemporary Fashion Stylist”, Artis Publishers, 2014, ISBN-13: 978-1908-126-184. 6. Shannon Burns, Tran, “Style wise – A practical guide to becoming a Fashion Stylist” Bloom berry Books, 2018 ISBN: 9781501323836. 7. Somer Flaherty, “The Book of Styling – The Insider’s Guide to Creating Your Own Look”, Zest Book, 2012, ISBN -13: 978-0982-732243. 8. Sophie Benson, “Fashion Styling”, Bloomsbury, 2022, ISBN: 978-13500-74101. 9. William Strunk, “Elements of Style”, Fingerprint publishing, 2020, ISBN-10:	

Program Title	B.Sc. Fashion Design		Semester	V
Course Code	BFDFDPS 502		Course Credits	2
Course Name	Fashion Styling (Practical)		Contact hours	48 Hours
Formative Assessment Marks		10	Summative Assessment Marks	40
Duration of Exam	3 Hours			
Course Outcomes (COs): On successful completion of the course, the students will be able to - Analyze fashion trends and apply them to create new looks. - Develop a personal style and creative vision as a stylist. - Understand the role of styling in editorial shoots, advertising campaigns, and runway shows.				
Course Content				
Unit – 1				10 Hours
Sketching and practice of styling - Selection of accessories, hairstyles and neckline for the various face shape (3 styles each)				
Unit – 2				12 Hours
Sketching and practice of hairstyles and accessories for - Runway styling, Corporate styling, TV and films professionals, creative and fantasy styling. (2 styles each on full croquis) Sketching of wardrobe styling for - corporate, entertainment, commercial and TV professionals. (2 styles each)				
Unit – 3				14 Hours
Demonstration and Practice of Makeover - introduction to make-up, types of make up for face, Eyes, nose, and lips. Choice of colours based on skin tones. Make-up for corporate outing, special occasions - wedding, party, award ceremony and bridal. (Photograph should be included)				
Unit – 4				12 Hours
Market analysis of types of make-up for face, eyes, nose, lips etc. Skin care, Hair care etc. Trend Analysis of styling. Portfolio development.				

Note: Record should be spiral or book binded in A3 size.

Program Title	B.Sc. Fashion Design	Semester	V
Course Code	BFDFDPS503	Course Credits	3
Course Name	Fashion Portfolio and Design Collection (Practical)	Contact hours	72 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to • Understand the importance and significance of portfolio. • Adapt their artistic abilities to support future design careers. • Develop confidence to contribute to the world of Fashion.			
Course Content:			
Unit – 1			12 Hours
Design Development – Research, Mind mapping, Idea Generation – Clarify, ideate, develop and implement the design. Selection of themes, Preparation of Inspiration, Mood, Client, Color, Swatch board.			
Unit – 2			10 Hours
Development of individual design collection based on a theme. (Autumn, Winter, Spring, Summer choose any one season) It should have a minimum of 1 collection of 7 ensembles each (6 wearable’s, 1 non-wearable) a) Portfolio should include development of Inspiration, story, mood, colour, texture, and Swatch board, logo, working drawing – Spec-sheet and cost sheet.			
Unit – 3			10 Hours
Development of garments by drafting, draping and flat pattern method. One collection from the portfolio to be presented in fashion show.			
Unit – 4			20 Hours
Preparation of Photo-shoot folio of the designed collection – Based on Indoor, and Outdoor Location, and Lighting and ramp.			
Details of the Portfolio The Portfolio must be created as an album in A4 and should contain the following : • Client Profile • Inspiration/Theme Board • Mood Board, Story Board • Colour board, Swatch Board • Accessory Board(optional) • Fashion illustration of collection & Line ups • Flats, Spec sheet, Cost sheet • Photograph of all the Garment			

Program Title	B.Sc. Fashion Design	Semester	V
Course Code	BFDFDES501	Course Credits	3
Course Name	Export Trade & Documentation (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to			
• Understand the legal and practical aspects of export documentation and trade. • Develop the knowledge and skills to prepare and manage export documents. • Analyse the risks and challenges associated with export trade and develop strategies to mitigate them. • Understand the key components of international trade agreements and trade financing.			
Course Content			
Unit – 1			14 Hours
Introduction to Export Documentation - Domestic and International Trade 6 Regulations, Documentation Requirements, packing list, bill of lading, Intellectual Property Protection and Licensing. Export documentation and compliance for Apparel Industry Process - International Trade Transactions, Trade Regulations and Compliance adherents, export control laws, sanctions, labeling and packaging requirements, and documentation related to trade agreements (such as Free Trade Agreements).			
Unit – 2			14 Hours
Fashion Export and Trading Strategies - Document Legalities in Entering and expanding international fashion markets - direct exporting, licensing, franchising, e-commerce, pricing Strategies, branding, distribution channels and international partnerships. Export Promotional Organizations - Export Promotional Councils and Commodity Boards – functions - awareness initiatives, research and development - identification of potential market and products, education and training, seminars and workshops, dissemination of information, events, trade delegation.			
Unit – 3			10 Hours
Fashion E-commerce Platforms and Export Documentation -Digital Trade Facilitation Initiatives - initiatives and frameworks aimed in promoting digital trade facilitation, data sovereignty, data localization, and their implications for fashion export documentation compliance in E-commerce channels. Incoterms – Meaning, significance, advantages and disadvantages, commercial terms – Free alongside ship, free on board, cost and freight, cost insurance and freight, ex works, free carrier, carriage paid to, carriage and insurance paid to, delivered at place, delivered at place Unloaded, delivered duty paid.			

Unit – 4	10 Hours
Customs Declarations - Definitions, import/export declarations documents: Description of the goods, value, quantity, weight, and relevant customs codes, customs clearance, and compliance with import/export regulations. Export payments - Clean payment – advance payment, open account, Payment collection of bills – documents against payment, documents against acceptance, letter of credit – revocable and irrevocable, sight and time, confirmed L/c.	
References 1. Edward G. “Dictionary of International Trade”. World Trade Press, 6th Edition, 2005. 2. Khushpat Jain, S. “Export Import Procedures & Documentation”, Himalaya publishing house. 2010. 3. Madhurima Lall, Sultan Ahmad “Export-Import Procedure published by Sultan Chand & Sons, First Edition 2021 and Documentation”. 4. Rama Gopal C, “Export Import Procedures Documentation and Logistics”, New age International Pvt. Ltd, 2016, ISBN-13: 978-81-224-2326-6. 5. Senthil Velmurugan J and S Mahalakshmi, “Export and Import Documentation and Procedures”, MJP publishers, 2021, ISBN-13: 978-8180-941832.	

Program Title	B.Sc. Fashion Design	Semester	V
Course Code	BFDFDES502	Course Credits	3
Course Name	Logistics and Supply Chain Management in Apparel Industry (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to • Understand the role and importance of logistics in supply chain management. • Identify and analyse the key components of logistics operations. • Evaluate and select appropriate transportation modes and carriers. • Design and optimize warehouse layout and operations.			
Course Content			
Unit – 1			12 Hours
Introduction to Logistics and Supply Chain Management -Definition, scope, and importance. Key components of logistics and Supply Chain systems; Overview of supply chain management and its relationship with logistics; Understanding the fashion supply chain and its unique characteristics.			
Transportation and Distribution Management - Modes of transportation-road, rail, air, sea and their characteristics, Freight management and carrier selection, Route optimizations and transportation cost analysis; Last-mile delivery and urban logistics for apparels.			
Unit – 2			12 Hours
Supply Chain Integration and Collaboration - Role of information systems in supply chain management; Collaborative, Planning, Forecasting, and Replenishment (CPFR); Vendor-managed inventory (VMI) and supplier partnerships; Integration with suppliers, manufacturers, and customers.			
Performance Measurement and Continuous Improvement - Key Performance Indicators (KPIs) for logistics and Supply Chain Management; Balanced scorecard approach and performance measurement frameworks; Continuous improvement methodologies - Six Sigma, Kaizen.			
Unit – 3			10 Hours

Demand Forecasting and Order Fulfillment - Techniques for demand forecasting and planning, Order processing - picking, and packing operations, Order fulfillment strategies - drop-shipping, just-in-time, Customer service and order tracking.
Warehouse Management Systems and Technology for order fulfillment: Cross Docking and drop Shipping.

Forecasting and Fulfillment in E-commerce - Forecasting considerations for e-commerce businesses; Fulfillment models for online retail-drop shipping, third-party logistics; Order tracking and visibility in e-commerce; Managing peak seasons in e-commerce.

Unit – 4

14 Hours

Technology and Data Analytics in Logistics - Role of technology in logistics management-RFID, WMS, TMS; Data analytics and predictive modeling for logistics optimizations; Real-time tracking and visibility in logistics operations.

Sustainable Logistics and Green Supply Chain - Concepts of sustainability in logistics management; Green transportation and fuel-efficient practices; Reverse logistics and recycling programs; Carbon footprint measurement and reduction strategies in apparel Industry.

Global Logistics and Emerging Trends in Apparel Industry - Challenges and opportunities in global logistics management; International trade regulations and customs procedures, such as e-commerce logistics, Omni-channel distribution, and block chain technology.

References:

1. Bowersox, D. J., and Closs, D. J. (1996), "Logistical Management - The Integrated Supply Chain Process", New York, McGraw-Hill, ISBN: 978-007-006-8834.
2. David Simchi Levi, Philip Kaminsky, "Designing and Managing Supply Chain", McGraw Hill, 2022, ISBN-13:978-9355-321787.
3. Fernie, J., and Sparks, L., (EDS), (1998), "Logistics and Retail Management, Insight into Current Practice and Trends from Leading Experts", Kogan Page Ltd, London.
4. John Fernie and David Grant "Fashion Logistics: Insights into the Fashion Retail Supply Chain" Kogan Page; 1st edition, 2015, ISBN-13: 978-0749472986.
5. Rajkishore Nayak, "Supply Chain Management and Logistics in the Global Fashion Sector", The Sustainability Challenge, by Routledge, 2020, ISBN 9780367543860.
6. Richard B Chase, Ravi Shankar and F Robert Jacobs, "Operations and Supply Chain Management (SIE) 2018, McGraw Hill Education. ISBN-13: 978-9353-161170.
7. Tsan-Ming Choi "Fashion Retail Supply Chain Management: A Systems Optimization

Approach", CRC Press, 1st Edition, 2017, ISBN 9781138074248.

Program Title	B.Sc. Fashion Design	Semester	V
Course Code	BFDFDES503	Course Credits	3
Course Name	Forecasting and Trend Analysis (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs) : On successful completion of the course, the students will be able to			
• Develop an understanding of forecasting and trend analysis. • Create trend presentations and reports to communicate insights effectively. • Use different techniques and tools in forecasting trend analysis. • Understand the role of color forecasting, fabric selection, and textile innovation in trend forecasting.			
Course Content			
Unit – 1			10 Hours
Trend forecasting- Introduction, Objectives. Importance of forecasting, Elements of forecasting, Principles of forecasting, Theories of forecasting, Steps in forecasting, Major areas of forecasting, Advantages, and limitations in forecasting.			
Fashion forecasting, Role of fashion forecaster, Long- term forecasting, Short- term forecasting. Direction of fashion change, Forecasting with Trend, Seasonality and Cycles, Time Series and Trends, Constant pattern, Linear pattern. Role of internet in fashion forecasting.			
Unit – 2			10 Hours
Innovation and Trend - Basic Needs, drivers of change invention, design and innovation-product design. Innovation Spectrum- the four lenses of innovation- automaticity, Innovation – Incremental, Radical and Disruptive innovation and trends.			
Fashion forecasting process - Market research, Consumer research, Shopping, Sales records, Evaluating the collections- Fashion trends, Trends for target markets, Colour forecasting, textile development and sales forecasting.			
Unit – 3			12 Hours
Fashion forecasting services and resources- Collection forecasting reports, Trend reports, Consulting services, Fashion editing, Trade publications using online service.			
Forecasting methods- Subjective approach- Qualitative methods, Objective approach- Quantitative methods. Fashion forecasting techniques- Delphi technique, Scenario writing, Subjective approach, Time series forecasting. Forecast accuracy, Forecast error measures.			
Unit – 4			16 Hours

Colour Forecasting- Steps in Colour forecasting - Colour forecast reports Colours in Marketing, Consumers, and the Psychology of Colours.

Cultural and Societal Influences on Fashion Trends - Cultural, Social and economic factors influencing fashion, the impact of Art, Music, Film, and Subcultures on trends. Case Studies on global Fashion Trends and their origins.

Future of Fashion Forecasting. Social Responsibility & Sustainability Related to Fashion Trends and Forecasting.

References:

1. Barry Keating, J Holton Wilson, "Forecasting and predictive analytics", 2019, Mc Graw Hill, ISBN: 978-1260-085235.
2. Gilbson R, "The 4 lenses of Innovation: A power tool for Creative thinking, Wiley publications, 2015, ISBN: 978-1-118-74024-8.
3. Kim, Eundeok., et al. Fashion Trends: Analysis and Forecasting. English ed., Berg, 2011.
4. Lorynn Divita "Fashion Forecasting", Fairchild Books, 5th Edition, ISBN: 978-1-5013-3898-4.
5. McKelvey, Kathryn., and Janine. Munslow. "Fashion Forecasting", Wiley-Blackwell, 2008.
6. Raina Delisle, "Fashion Forward Striving for Sustainable Style", Orca Book Publishers, 2022, ISBN: 978-145-9825802.
7. Rita Prerna "Fashion Forecasting", Fairchild Publications, New York.
8. Rousso, Chelsea, and Nancy Ostroff., "Fashion Forward: A Guide to Fashion Forecasting, Second edition., Fairchild Books, 2018, ISBN-13: 978-15636-79247.
9. Scully, Kate., and Debra Johnston. Cobb. "Colour Forecasting for Fashion", Laurence King Publishing, 2012.

Program Title	B.Sc. Fashion Design	Semester	V	
Course Code	BFDFDES504	Course Credits	3	
Course Name	Fashion Marketing & Merchandising (Theory)	Contact hours	48 Hours	
Formative Assessment Marks		20	Summative Assessment Marks	80
Duration of Exam	3 Hours			
Course Outcomes (COs): On successful completion of the course, the students will be able to				
• Understand the principles of fashion marketing. • Analyse market segmentation and targeting strategies for fashion products. • Develop a brand identity and marketing strategy for a fashion product. • Evaluate the effectiveness of different marketing channels, such as social media, advertising, and public relations.				
Course Content				
Unit – 1			8 Hours	
Fashion Marketing – Meaning, Classification, environment, Definition- customer relationship, global fashion, marketplace, Market Mix 4Ps and 4Cs,				
Functions of Marketing - Product planning and development, new product development, Product mix and Range planning. Pricing planning and strategies – Functions, Factors influencing pricing,				
Methods of setting price for new product.				
Unit – 2			12 Hours	
Merchandising – Definition, Terminology, Qualities of a Merchandiser, Roles and Responsibilities, Functions of a Merchandiser, Types of Merchandising,				
Merchandise Planning - Definition, types, Process of Merchandising, Analysis and Comparisons of Past sales to forecast demand, Assortment Planning; Challenges and Importance of Merchandise Planning.				
Marketing Channels and Product Analysis - Marketing Budget, Idea Generation, Quick Reaction, Just-In-Time, Merchandiser Calendar, Trend Analysis, Forecast Analysis, Ideas for Product Line, Point of Purchase (POP) and Point of Sale (POS), Planning, Directing, Lead Time Coordinating, and Regulating.				
Unit – 3			14 Hours	

Fashion Market Plan - Introduction, benefits and drawbacks, business knowledge, funding, planning, industry analysis, product identification, ideal location, establishment of Market plan. Distribution Channel - Ware Housing, Inventory Control and Order Processing.

Consumer Behaviour in Fashion –Factors influencing Consumer Behaviour – Age, Trend, Socio-economic strata, Analysis of Consumer market and Buyer behaviour, Role of Fashion Marketer, Consumer identification and fashion Lifecycle, Strategy Creation, Consumer Insights, Forecast, Track Trends, Psychological and Sociological factors influencing purchase decisions, Consumer segmentation and target market.

Unit – 4	14 Hours
Retail Branding and Positioning: Definition, Importance of branding, Functions, Building and managing retail brand identity, Positioning strategies and differentiation in retail. Fashion Retail Store Operations - Retail mapping, Store mapping, Rate Analysis, and Market Analysis. Retail Fashion Promotions -Marketing Channels, Planning and Direction, Retail Advertising, Publicity, Special Events, Visual Merchandise, Personal Selling, Promotion Ethics, and Relationship Marketing.	
References: 1. Ellen Diamond, “Fashion Retailing – A Multi-Channel Approach”, Pearson Publications, 2012. 2. Gibson G Vedamani, “Retail Management: Function, Principles and Practices”, J. Co. Publications, 4th Edition, 2012, ISBN-13: 978-817-9921-517. 3. Leslie Davis Burns, Kathy K Mullet, “The Business of Fashion”, Fairchild Books, 1997. 4. Mike Easey, “Fashion Marketing”, Blackwell Publications, 3rd edition, 2009. 5. Nancy J Rabolt, Judy K Miler, “Concepts and Cases in Retail and Merchandise Management”, Fairchild Books, 1997, ISBN-13: 978-1563670862. 6. Patricia Mink Rath, Richard Petrizzi, Penny Gill, “Marketing Fashion – A Global Perspective”, Bloomsbury Publishing India Private Limited, 2012. 7. Philip Kotler, Gary Armstrong, “Principles of Marketing”, Pearson; 17th edition, 2017, ISBN-13 : 978 0134492513	

Program Title	B.Sc. Fashion Design	Semester	V
Course Code	BFDFDES505	Course Credits	3
Course Name	Digital Fashion Marketing (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs) : On successful completion of the course, the students will be able to			
• Understand the fundamentals of digital marketing and its relevance to fashion industry. • Develop comprehensive digital marketing strategies for fashion brands. • Utilize social media platforms effectively to build brand awareness and engage target audiences. • Create compelling visual content for fashion marketing campaigns.			
Course Content			
Unit – 1			12 Hours
Digital Marketing for Fashion Brands - Overview of the fashion industry in the digital era, key components of digital fashion marketing, evolution and impact of digital marketing, digital marketing strategies.			
Digital Marketing Channels and Platforms for Fashion - Websites, Email, social media, Mobile, video marketing, affiliate marketing, instant messaging marketing, influencer marketing, online public relations, leveraging search engine optimization (SEO) and search engine marketing (SEM) for fashion brands.			
Digital Transformation of Fashion Retail - E-commerce and Digital Retailing – User interface and user experience, Customer journey and Optimization of online shopping experience – product visualization and information, payment gateway, return, exchange and refund process.			
Unit – 2			12 Hours
Social Media Platforms and Influencer for Fashion Marketing – Analysing platform demographics and Consumer behaviour and perception relevant to the fashion industry- Methods, Process, and benefits; Influencer marketing and collaborations in the fashion industry, Analysing tools of social media campaigns: Insights and Analytics of Instagram, Facebook, Twitter, LinkedIn, and YouTube.			
Social Media Analytics and Performance Measurement – Media metrics and analytics tools; Tracking engagement, reach, impressions, conversions, and other performance indicators; data evaluation and optimization in fashion social media campaign. Social Media Advertising - Facebook Ads, Instagram Ads; Process involved in Creating targeted ads, setting budgets, and optimizing campaign performance; Return on Investment (ROI) measurement for fashion campaigns for targeted audience.			

Unit – 3	10 Hours
Fashion Influencer Marketing –Role of influencers in fashion social media marketing; Identifying and partnering with influencers to promote fashion brands; Influencer collaboration strategies, negotiations, and campaign management. Content Creation and Curation -Methods of Crafting compelling and visually appealing content for fashion social media campaigns – Call-to-Action (CTA), 5 Visual Consistency, Branding and User-Generated Content (UGC); Content Creation Techniques: storytelling, and visual branding.	
Unit – 4	14 Hours
Ethical and Sustainable Digital Fashion Marketing - Practices in digital fashion marketing; Importance of transparency and responsible marketing; Applying ethical and sustainable principles to digital marketing campaigns. Ethical Considerations and Brand Reputation Management – Ethical guidelines for fashion social media marketing; handling negative feedback on social media; Promoting brand values and maintaining authenticity in social media campaigns. Copyright and legal considerations on Digital Marketing - Importance, Definitions and Key. Elements of – Copyright Ownership, Licensing and Usage Rights, Fair Use, Branding and Trademarks, Intellectual Property Infringement, Terms of Service.	
References 1. Amresh Bharathi, “Digital Marketing”, Invincible Publication, 2022, ISBN-13: 978-9394-200 661. 2. Clare Harris “Fundamentals of Digital Fashion Marketing”, Bloomsbury Visual Arts 2017. ISBN-13: 978-1474220859. 3. Gaynor Lea-Greenwood “Fashion Marketing Communications” Wiley-Blackwell (an imprint of John Wiley & Sons L); 1st edition 2012 ISBN-13: 978-1405150606. 4. Nancy J. Rabolt & Judy K. Miller, “Concepts & cases – in retail & merchandise Management”, Fairchild Books, 2008. 5. Paul Tolme “The New Rules of Fashion Marketing” Published by Elsevier Ltd, Second edition 2007 ISBN–13: 978-0-7506-6897-2. 6. Puneet Singh Bhatia, “Social Media and Mobile Marketing”, Wiley Publisher, 2019, ISBN 13: 978-8126-578078. 7. Wilson Ozuem, Silvia Ranfagni, “The Art of Digital Marketing for Fashion and Luxury Brands: Marketspaces and Marketplaces”, Springer Nature, 2021. ISBN: 9783030703240	

Program Title	B.Sc. Fashion Design	Semester	V
Course Code	BFDFDES506	Course Credits	3
Course Name	Business Ethics and Corporate Social Responsibility (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to • Understand the role of ethics and social responsibility in the business world. • Identify the principles of ethical decision-making and stakeholder theory. • Analyse the impact of social responsibility and sustainability on business practices. • Apply best practices in business ethics and corporate social responsibility to real-world scenarios.			
Course Content			
Unit – 1			14 Hours
Business ethics – Concept, characteristics, importance, and need for business ethics, ethics and values, work ethics. Sources of ethics, concept of corporate ethics, code of ethics – guidelines for developing code of ethics, ethics management programme, emergence of new values in Indian industry. Corporate governance – Definition, principles of Corporate Governance, significance. Ethics in marketing and advertising, human resource management and production.			
Unit – 2			12 Hours
Fashion business ethics – Introduction, ethical issues in fashion industry, laws protecting and regulating fashion in India, values and principles, environmental laws and conservation. Fashion laws in India – Copy right act, Trade mark act, Geographical Indication (registration and protection) act, consumer protection act, advertising laws, Textile Committee act, the textile labeling act.			
Unit – 3			10 Hours
Fashion and intellectual property rights in India – Introduction, importance types of IPR applicable to fashion industry – trademarks, copyrights and designs, patents. Corporate social responsibility – Concept, scope relevance and importance of CSR, Corporate Philanthropy, drivers of CSR, prestigious awards for CSR in India.			
Unit – 4			12 Hours

CSR towards stakeholders, shareholders, creditors, financial institutions, Government, consumers, employees, workers, local community and society. CSR and environmental concerns. Role of HR professionals in CSR.

Consumer Protection law and Corporate Responsibility, Global Recognitions of CSR – ISO 14000, SA8000, AA1000, CSR and Sustainable Development.

References:

1. Crane, A. Et al., “The Oxford handbook of Corporate Social Responsibility”, New York: Oxford University Press Inc.2008.
2. Ellington. J. “Cannibals with forks: The triple bottom line of 21st Century business”, New Society Publishers, 1998.
3. Joseph A. Patrick and John F. Quinn, Management Ethics Integrity at work, Sage Publication, 1997.
4. Philip Kotler and Nancy Lee, CSR: doing the best for Company and your cause, Wiley 2005.
5. Sharma J.P, “Corporate Governance, business ethics and CSR”, Ane Books Pvt Ltd, New Delhi 1978
6. Subhabrata Bobby Banerjee, CSR: the good, the bad and the ugly. Edward Elgar Publishing 2007.
7. William B. Werther, Jr. David Chandler, Strategic Corporate Social Responsibility, stakeholders’ a global environment, Sage Publication, 2009.

Program Title	B.Sc. Fashion Design	Semester	V
Course Code	BFDFDSS501	Course Credits	2
Course Name	BASICS OF COMPUTERS APPLICATION	Contact hours	42 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	2 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to • Develop a basic concept of computers & its structure. • Enable students to understand the working of commonly used software and their use in business organizations. • Create small design using tools in Ms. Paint			
Course Content			
Unit – 1			8 Hours
COMPUTER ORIENTATION: Introduction to Computer Hardware & Software: Basic functions of File Management: Introduction to the Internet.			
Unit – 2			8 Hours
MICROSOFT WORD: Using templates to create new documents.			
Unit – 3			8 Hours
MICROSOFT EXCEL: Working with the Excel.			
Unit – 4			8 Hours
MICROSOFT PRESENTATION SOFTWARE: Understanding presentation, types of presentation and creating presentation.			
Unit – 4			8 Hours
SCANNING AND PHOTOSHOP: Scanning Techniques. Explore drawing skills using Photoshop, Design develop of flat sketches along with stitch specification for the following: Kids (Dress) Women’s (Top, gown), Men’s (Shirt, Kurta, Trouser)			
References 1. Comdex Computer Course, Vikas Gupta, PM Publications, 2015. 2. Mastering MS Office – 2000 by Tech Media			

Note: Record should be spiral or book binded in A4 size.

VI Semester

Program Title	B.Sc. Fashion Design	Semester	VI
Course Code	BFDFDCS601	Course Credits	4
Course Name	Apparel Quality Management (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to			
• Understand the importance of quality management in apparel industry. • Develop knowledge of quality control techniques and their applications. • Learn about industry standards and regulations related to apparel quality. • Understand the importance of environmental management system.			
Course Content:			
Unit – 1			12 Hours
Introduction to quality, need for quality, evolution of quality, definition of quality, dimensions of quality, importance of quality. Total Quality Management – Definition, principles of TQM, 7 tools of TQM, application of TQM tools in the apparel industry, service quality, and customer retention. Concepts of TQM – bench marking process, quality circle, QFD, Juran Trilogy, PDCA cycle, 5S, Kaizen, 6 Sigma.			
Unit – 2			14 Hours
QC - Definition, importance of QC in apparel industry. Fabric and garment defects Fabric – yarns defects, woven defects, processing defects, and finishing defects. Garment defects – Pattern defects, spreading defects, sewing defects, finishing defects, ways to minimize defects in the garment. Classification of the defects - major, minor, and critical defects in men’s shirts and trouser, women’s shirt and pants, and kids wear. Types of inspection - Raw material inspection, Fabric inspection - 4 point and 10 point system. Garment trims and accessory inspection – Buttons, zippers, labels, threads, snap Fasteners, buckles, elastic.			

Unit – 3	12 Hours
IPQC in apparel industry (spreading, cutting, sewing and finishing departments). JIT, poka-yoke and inspection loop. Quality assurance - Definition, importance, concepts of QA, AQL, zero defects, difference between QC and QA. Labels – Definition, types of labels, (brand, size, care label, content/composition label, price label. Importance and types of international care labeling systems.	
Unit – 4	10 Hours
Quality standards and certification - Need for ISO 9000, major elements in ISO 9001, importance of 17020 and 17022, Internal auditing. AATCC and ASTM standards, significance, and its importance. Environmental Management System (EMS) – Meaning and Definitions, Elements of EMS, benefits of EMS. Environmental Policies – Implementation of ISO 14000. World-class manufacturing, - Introduction, techniques, implementation, principles and aspects of WCM.	
References 1. Aravin Prince Periyasamy, “Apparel Quality Control”, Omni Scriptum GmbH & Co. KG, 2014, ISBN NO: 978 - 3659 – 573385. 2. Booth J.E, “Principles of Textile Testing”, CBS Publishers and Distributors, New Delhi, First Edition. 3. Elliot B. Grover, D.S. Hamby “Handbook of Textile Testing and Quality Control”, Wiley India Pvt Ltd, 2011. ISBN-13: 978-8126531752. 4. Fairhurst. C. “Advances in Apparel Production”, Manchester Metropolitan University, UK, Woodhead Textiles Series No. 69. 5. Hoyle, D. (2009). ISO 9000 Quality Systems Handbook - updated for the ISO 9001:2008 standard (6th ed.). Routledge. 6. Kothari V.K. Testing and Quality Management, IAF L Publications, New Delhi, First Ed, 1999. 7. Pradeep V Mehta, “Quality Management Handbook for The Apparel Industry”, Newage International private LTD. 2012. ISBN: 978-8122-434286. 8. Solinger, Jacob, “Apparel manufacturing analysis”, New York, textiles books, 1961. 9. Stanley Bernard Brahams, “The fundamentals of Quality Assurance in The Textile Industry” Taylor and Francis, 2016, ISBN NO: 978-1498-777889. 10. Usha Chowdhary, “Textile Analysis, Quality Control and Innovative Uses”, Linus Learning, 3rd edition, ISBN No 13- 978-1- 60797-967-8.	

Program Title	B.Sc. Fashion Design	Semester	VI
Course Code	BFDFDPS601	Course Credits	2
Course Name	Apparel Quality Management (Practical)	Contact hours	48 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	3 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to			
- Understand the importance of quality management in apparel industry. - To acquaint students with the apparel total quality management by understanding different quality assurance practices.			
Course Content:			
Unit – 1			10 Hours
Introduction to fabric defects - Fabric inspection (4 and 10 points systems).			
Unit – 2			10 Hours
Designing and collection of apparel care labels - contents, dimensions and positioning of the labels for men and women (2 under each category).			
Unit – 3			10 Hours
Final Inspection of Garments. Checking points and methods of checking of Men’s Shirt, Trouser, Ladies Top, Trouser and Kids garment.			
a) Visual inspection (zonal method)			
b) Dimensional method.			
Unit – 4			18 Hours
Preparation of specification sheets for Men’s, Women and Kids wear.			
Note: The Final Inspection checking points as listed below for Men’s shirt, similarly the check list to be prepared for women wear and kids wear for practicing by the students.			
Shirt Inspection Check list:			
No	Location	Inspect For	
1	Collar	Both points are same or not, stripe or checks is matched accurately, stitch, collar flat or not, interlining, bubble presence, collar stick placement.	
2	Size	Size label is in correct place, and every part size is correct or not. Size as per the measurement chart, allowances etc.	
3.	Button & Button hole	Placed in right place or not, evenness of the gap between the buttons, Button stitches, finishing, matching, & to make sure button is not broken. Placement of spare button as per specification.	
4	Pocket	Pocket upper edge is horizontal or not, pocket position, size, stitch, and stripe or check match, flat or not.	
5	Hem	Stitch, puckering, edge free from stitch.	
6	Yoke & shoulder	Stitch, puckering, DNLS, matching of stripe or checks.	
7	Side seam	Pattern matching, stitch, free from raw edge, puckering, straight stitch.	

8	Cuffs	Stripes or checks matching, top stitch, flat or not., size of the cuff
9	Finished appearance	Trimming of edges and threads, oil marks, dirt, finger marks broken needle, stitch missing, fabric fault, colour matching, balancing of different components.
10	Buyers specifications	If the Buyer or the importer has given a separate checklist for the inspection, the inspection to be carried out to verify the sample from the bulk selected is matching to the requirement or not.

Note: Record should be spiral or book binded in A4 size.

Program Title	B.Sc. Fashion Design	Semester	VI
Course Code	BFDFDCS602	Course Credits	4
Course Name	Apparel Computer Aided Design (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On completion of the course, the student will be able to: - To help students to understand the fundamentals and principles of CAD. - To provide students with the knowledge of CAD and their applications. - Understand digital tools and technologies used in the fashion industry.			
Course Content:			
Unit – 1			14 Hours
Introduction to Fashion Design Software - Meaning and importance of Computer Aided Design (CAD) in today’s fashion industry. CAD – Definition, Fundamentals of CAD - Introduction, general process of design, application of computers for design, benefits of CAD. Introduction to design workstation, the graphics terminals, operator, input devices, plotters and other output devices, the central processing unit, secondary storage.			
Unit – 2			12 Hours
Computer graphics software in apparel industry - Introduction, software configuration of graphics systems, functions of a graphics package, geometric modeling - 3D modeling, CAD software features. Basic tools used in design software - Concepts of Image enhancement, Masking techniques, Transformations. Working with layers - Types of layers, merging and blending layers, text effects and typography in design. Principles of creating - Logo design, Brand label design, Care label design, Basics of brochure and visiting card design. Digital Image Editing and Rendering- Introduction to digital painting and rendering, fashion model drawing using software-Gradient application and its types, basics of 3D effects in fashion illustration. Image editing concepts - Image enhancement, retouching techniques, resizing and resolution. Image composition for- web media, print media.			
Unit – 3			10 Hours
CAD - Advantages and applications. Pattern design software (PDS), digitizing, grading and marker making systems. CAM - Introduction, categories - computer monitoring and control and manufacturing support, computer generated work standards - time standards and work measurements. CAPP - Retrieval type and generative type of CAPP systems and benefits of CAPP. Designing Tools and Techniques- Introduction to vector designing software, basic tools and their functions, use of shapes in designing. Transformations in design- scaling, rotation, duplication, cloning.			

Unit – 4	12 Hours
Fashion trend forecasting websites - Introduction, leading online trend-analysis and research service on creative and business intelligence for the apparel. Applications of CAD in multimedia and 3D presentation. Digital Design and AI in Fashion - Introduction to Digital Design in Fashion. Fundamentals of AI in Fashion- AI-Assisted Design Tools-Sustainability and Ethical Considerations. Collaboration Between Designers and AI-Future Trends in Digital Design and AI.	
References 1. Kathleen Colursy M, “Fashion Design on Computers”, Prentice Hall, 2004. 2. Taylor P, “Computers in Fashion Industry”, Heinemann Publication, 1990. 3. Voisinet Donald D. “Computer Aided Drafting & Design-Concept & Application”, McGraw-Hill, 1987. 4. Winfred Aldrich, “CAD in Clothing & Textiles”, Blackwell Science, 1994. 5. Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] 6. Radhakrishnan R, Subramanian S, Raju V, “CAD/CAM/CIM Computer Aided Design & Manufacturing”, New Age International Publications, 2000. 7. Renee Weiss Chase, “CAD for Fashion Design”, Prentice Hall Publications, 1997.	

Program Title	B.Sc. Fashion Design	Semester	VI
Course Code	BFDFDPS602	Course Credits	2
Course Name	Apparel Computer Aided Design (Practical)	Contact hours	48 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	3 Hours		
Course Outcomes (COs): On completion of the course, the student will be able to: • Use designing software's to develop patterns. • Create design by using different designing tools. • Develop skills in digital sketching and illustration techniques.			
Note: Fashion Studio software / Photoshop / Adobe illustrator/Corel Draw/ Jindex 3D fashion, 3D CLO software may be used.			
The handmade portfolio prepared during the 5th semester can be further developed and transformed into CAD software in the 6th semester.			
Course Content:			
Unit – 1			10 Hours
Introduction to Fashion Design Software's- Masking, transforms, working with layers. Merging & blending layers, text effects. Creating an advertising brochure, brand label, care label designing, logo designing, development of visiting card, letterhead.			
Unit – 2			10 Hours
Digital Image Editing and Rendering- Painting & rendering using software's, creating & manipulating Fashion Model drawings, gradient use for rendering & 3D effects, making collage in Photoshop, Applying filters. Digital Image Enhancement – Enhance and retouch fashion images using image editing software, resizing, and correction of colour. Optimize image, background removal and image composition for web and print. Creating various boards- Mood/Inspiration/client/customer/colour and Texture board using Photoshop on various themes.			
Unit – 3			20 Hours
Designing using digital tools and techniques- Creating fashion accessories like Necklace, bracelet, Anklets, Earring, and Head gear etc. Motifs development- Design and development of saree with boarder, pallu and all over design. Digital Fashion Illustration – Draping of garments on men's, women's & children casual, party, night, sports, office/formal wears with different fabric, color, texture, prints.			

Unit – 4	8 Hours
Virtual Fashion Showcasing – Plan and organize virtual fashion Show presentations, using digital tools for creating realistic models and avatars, presenting the developed digital collection of Garments in a virtual environment – Ramp, Music with Backdrops.	

Note: Record should be spiral or book binded in A4 size.

Program Title	B.Sc. Fashion Design	Semester	VI
Course Code	BFDFDCS603	Course Credits	2
Course Name	Research Methodology	Contact hours	42 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	3 Hours		
Course Outcomes (COs): On completion of the course, the student will be able to: • To understand the basic components of research design. • To gain an insight into the application of research methods. • To equip students with various research analytical tools used in research. • To provide the insights of IPR and IPR system in India			
Course Content:			
Unit – 1			6 Hours
Introduction to Research – Meaning, types, significances of research, process of research design, errors affecting research design.			
Exploratory Research- Meaning, purpose, method, literature search, experiences survey, focus groups and comprehensive case methods.			
Conclusive Research Design- Descriptive research, meaning, types, cross sectional studies and longitudinal studies.			
Experiment Research Design - Meaning, classification of experimental design, formal and informal, Pre experimental design, True experimental design, Quasi- experimental design.			
Unit – 2			6 Hours
Sampling - Concepts, Types of sampling, Process of sampling.			
Probability Sampling- Simple random sampling, systematic sampling, Stratified random sampling, cluster sampling.			
Non Probability sampling – Convenience sampling, judgmental sampling snowball, sampling, Quota sampling, Errors in sampling.			
Data Collection – Meaning, types, Data collection methods - Observations, survey and interview techniques.			
Questionnaire design – Meaning, process of designing questionnaire. Qualitative Techniques of data collection.			
Secondary data Sources – Meaning, advantages and disadvantages.			
Unit – 3			6 Hours
Data Analysis and Report Writing – Editing, Coding, Classification, Tabulation, Validation, Analysis and Interpretation, Report writing and presentation of results, Importance of report writing, types of research reports, report structure, Guidelines for effective documentation.			
Ethics in Research – Plagiarism - Definition, different forms, consequences, unintentional Plagiarism, copyright infringement, collaborative work. Qualities of good Researcher.			

References

1. Donald Cooper and PS Schindler (2009) Business Research Methods, 9th edition, Tata McGraw Hill.
2. Kothari C. R Research Methodology
3. Uma Sekaran (2010) Research Methods for Business, 4th edition, Wiley.
4. Ranjit Kumar (2009) Research Methodology, 2nd edition, Pearson Education
5. Naresh Malhotra and S Dash (2009) Marketing Research, 5th edition, Pearson Prentice Hall.
6. Michael V.P Research Methodology.
7. Fred N. Kerlinger : Foundations of Behavioural Research.

Program Title	B.Sc. Fashion Design	Semester	VI
Course Code	BFDFDPS 603	Course Credits	10
Course Name	Project Work/ Internship	Contact hours	---
Formative Assessment Marks	50	Summative Assessment Marks	200
Duration of Exam	3hrs		
Course Outcomes (COs): On successful completion of the course, the students will be able to • Understand the working structure of the industry/ company / Craft Cluster. • Analyse the methods adopted in the industry/ Craft Cluster. • Correlate to the theoretical knowledge gained in the classroom. • Discover the nuances of the workplace and appreciate it.			
Internship is to be carried out in a garment factory / textile craft cluster for a minimum period of 30 days after the completion of IV /V Semester. The student must submit a detailed Internship report / craft documentation report furnishing all the details along with the work he/she has carried out during the period. • Students must select the topic of-his/her interest in the field of Garment Design (Individual project) • Students are free to take any technical topic as a 'case' related to study and developments or modifications or improvements in productions (fabric selection, pattern making, cutting stitching), quality control, inspection, merchandising, etc., of apparels in garment industry by taking guidance from any technical staff of the selected industry as an external guide. So that, it will help both the Industry as well as student's career. OR Students are free to take any traditional professional topic as a 'case' related to recognition & developments or modifications or improvements in designs or production of different state's embroidery, painting, costumes and accessories to complete with the present day fashion trend by taking Guidance of the faculty. If required student can take guidance from the experts as an External guide. So that it will help in the recognition of traditional fashion design. Reporting: • After completing a thorough work on a selected topic as; approved by the Internal guides, students must report it to the principal of the concerned college with duly signed by the in -charge and Head of Department. If student is guided by the external, he/she must take work done certificate from the external guide and same should be included in the report. • Students should submit the report in 2 copies (One is for College and One is for Student's reference) • The reports should be computer typed. • The reports should be well binded with A4 size, so that its durability will be more for runny years to refer. • The colour of the outer cover of the bind should be same for the particular batch of			

FD. So that, the reports of that batch can be identified by anybody.

- The outer cover of the bind should contain details like University name, College name, Project title, Candidate Name, Name of the Internal Guide with his/her qualifications & designation, Name of the External Guide with his/her qualifications & designation and Academic year of submission of the report.

The Internship Report should include:

- Aim & objective
- Organizational structure
- Process flow chart / sequence of operation
- Product specifications
- Design features
- Quality systems
- Summary
- References

Project work Report should include:

- History of cluster
- Products of cluster
- Size of cluster
- Design features & diversification
- Product range
- Supply chain & promotional technique
- Summary
- References.

Examination – Project report will be judged during Viva-Voce exam (Viva with presentation). **50 marks** are allotted for internal assessment and **200 marks** for External assessment exam.