

Branch Name:	B.Sc. Fashion Design and Management
Program Code:	MS102
Course Name:	Elements & Principles of Design
Course Code:	13-FMM301-2C
Pre-requisite Course:	Basic Drawing

Course Objectives:

The foundation of Design skills is the vital part of the Fashion Design process, which develops the better understanding & skill to make a foundation for a design which is aesthetically good and expresses the specific meaning.

Teaching and Examination Scheme:

Teaching Scheme(Hours per week)				Evaluation Scheme(Marks)								Total(Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory(Marks)				Practical(Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min	Max.	Min	Max	Min	Max	Min	Max	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

SrNo.	Topic	Total Hours	Weightage (%)
1	Introduction to Design Structural design, applied design, Reducing and enlargement of design.	10	15%
2	Elements of Design Space, Shape, Form, Texture	12	35%
3	Principles of Design: Rhythm, Harmony, Emphasis, Balance, Repetition, Gradation, Radiation	12	25%
4	Lines & Color Line and its physical and psychological effect. (Horizontal, Vertical, Diagonal, Curve, Zigzag) Colour - Definition & psychological effects of colour. Primary, secondary, tertiary, grayed & neutral colour. Dimension of colour Hue, Value & Intensity. Tints and Shade. Warm and Cool colour. Colour scheme—Neutral, Analogous, Monochromatic, Complementary, Triad, Split complementary	12	25%

Reference Books:

Sr.No.	Books
1	Visual Design in Dress by Marian L. Devis Prentice Hall, 1980
2	Fashion Design Manual Pamela Stecker Palgrave Macmillan, 1996
3	Fashion Design Sue Jenkyn Jones Laurence King, 2005
4	Beyond Design by Sandra J. Keiser & Myrna B. Garner Fairchild publication, 2008

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Introduction to Design and Design as a process and a product.	2 Understanding
CLO2	History of Designing and Design Thinking.	1 Remembering
CLO3	Introduction to Design and Society, Design and Sustainability and Design Industry.	1 Remembering
CLO4	Apply to Design Build Collaboration and Creative and Functional Designing.	3 Applying
CLO5	Innovation of Designing .And Applying to Different Field.	4,5 Evaluate Analyse
CLO6	Create to Innovation and Many Types of Art and Design.	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H: High, M: Medium, L: Low

Branch Name:	B.Sc. Fashion Design and Management
Program Code:	MS102
Course Name:	Introduction of Fashion Industry
Course Code:	13-FMM302-2C
Pre-requisite Course:	-----

Course Objectives:

- To understand the nature of fashion business, elements and challenges associated with Fashion Industry.
- To understand the five areas of Fashion Business with its comprehensive study of Fashion terminologies
- To create awareness about overall nature of fashion and to acquire the knowledge regarding environment and movement of fashion so that to understand the various aspects of Fashion.
- The can choose Many Types of Careers Opportunity.

Teaching and Examination Scheme:

Teaching Scheme(Hours per week)				Evaluation Scheme(Marks)								Total(Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory(Marks)				Practical(Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min	Max.	Min	Max	Min	Max	Min	Max	
4	-	-	4	18	50	18	50	-	-	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction of Fashion Industry: Fashion Designer National fashion Designer International fashion Designer	14	30%
2	Infrastructure of Fashion industry Fashion capitals of the world -Describe the International fashion scenario with reference to specific fashion hubs. Fashion icons - Appreciate the influence of style icons on fashion Across the globe	12	25%
3	Environment of Fashion - Market segmentation (Demographics, Geographic Psychographics & Behavioral)- Economic Environment- Social Environment, Fashion Categories	12	25%
4	Career Opportunity Fashion designer, Garment technologist Textile designer, Fashion illustrator Personal stylist/personal shopper Fashion buyer, Fashion merchandiser	11	20%

Reference Books:

Sr. No.	Books
1	Jaeil Lee, Committee Steen, "Technical Source Book for Designers", Bloomsbury Academic USA, 2nd edition, 2015.
2	Clothing technology by H. Eberly Berger Verlag Europa Leher Mittel, 2010
3	Peacock J, "Fashion Source Books", Thames and Hudson, London, 1998.
4	The Business of Fashion by Leslie Davis Burns and Nancy O. Bryant Fairchild Publication, 2010

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Introduction to Design and Design as a process and a product.	2 Understanding
CLO2	History of Designing and Design Thinking.	1 Remembering
CLO3	Introduction to Design and Society, Design and Sustainability and Design Industry.	1 Remembering
CLO4	Apply to Design Build Collaboration and Creative and Functional Designing.	3 Applying
CLO5	Innovation of Designing. And Applying to Different Role of Fashion Industry.	4,5 Evaluate, Analyse
CLO6	Create to Innovation and Many Types of Careers Opportunity.	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes(PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H: High, M: Medium, L: Low

Branch Name:	B.Sc. Fashion Design and Management
Program Code:	MS102
Course Name:	Design Ideal & Technical Fashion Illustration
Course Code:	13-FMM307-2C
Pre-requisite Course:	----

Course Objectives:

The ideas of Design skills are the vital part of the Fashion Design process, which develops the better understanding & skill to create ideas for design which is aesthetically good and expresses the specific meaning for themes and sketches

Teaching and Examination Scheme:

Teaching Scheme(Hours per week)				Evaluation Scheme(Marks)								Total(Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory(Marks)				Practical(Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max	Min	Max	Min	Max	
-	-	8	4	-	-	-	-	18	50	18	50	100

Subject Contents:

SrNo.	Topic	Total Hours	Weightage (%)
1	Inspirational Themes: Types of Inspirational Themes Importance of Inspirational Themes	12	25%
2	Introduction & Concept of Design ideal: Themes & Flat Sketch Selection of themes with appropriate key words Draw sketch of male and female based on the me sand keywords Selection of Sketches	12	25%
3	Flat sketch & Lineup Orientation	12	25%
4	Final Theme selection Theme selection based on Sketches and keywords Illustration with Accessories related with themes Finalized Illustration with regarding subject	12	25%

Reference Books:

Sr. No.	Books
1	Visual Design in Dress by Marian L. Devis Prentice Hall, 1980
2	Fashion Design Manual Pamela Steckes Palgrave Macmillan, 1996
3	Fashion Design Sue Jenkyn Jones Laurence King, 2005
4	Fashion Design Felicity Everlett EDC publishing, 1987

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Introduction to Design and Design as a process and a product.	2 Understanding
CLO2	History of Designing and Design Thinking.	1 Remembering
CLO3	Introduction to Design and Society, Design and Sustainability and Design Industry.	1 Remembering
CLO4	Apply to Design Build Collaboration and Creative and Functional Designing.	3 Applying
CLO5	Innovation of Designing .And Applying to Different Filed.	4,5 Evaluate Analyse
CLO6	Create to Innovation and Many Types of Art and Design.	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes(PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H:High, M:Medium,L: Low

Branch Name:	B.Sc. Fashion Design and Management
Program Code:	MS102
Course Name:	Fundamentals of Management
Course Code:	13-MDC211-2C
Pre-requisite Course:	-----

Course Objectives:

To develop managerial skills in the students' and to develop aesthetic, intellectual and technological abilities through this subject and subject that integrates theory and practice.

Teaching and Examination Scheme:

Teaching Scheme(Hours per week)				Evaluation Scheme(Marks)								Total(Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory(Marks)				Practical(Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min	Max.	Min	Max	Min	Max	Min	Max	
4	-	-	4	18	50	18	50	-	-	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction of Management, Meaning, Significance and Objectives, Levels of Management (Top, Middle and lower)	12	25%
2	Planning:- Introduction, meaning, Planning Premises and Constraints. Planning Process. Forecasting: Meaning and Importance	12	25%
3	Organizing: Meaning of Organizing. Principles of Organizing Delegation of authority Centralization and Decentralization Staffing: Introduction, Meaning, Importance, Brief Idea of Main Staffing Functions	12	25%
4	Directing: Introduction, Definition, Coordination, Importance, Brief Idea of Directing Tools (Leadership, Motivation, Communication) Controlling: Controlling, Importance and Functions of Control, Control Process	12	25%

Reference Books:

Sr. No.	Books
1	Visual Design in Dress by Marian L. Devis Prentice Hall, 1980
2	Fashion Design Manual Pamela Steckes Palgrave Macmillan, 1996
3	Fashion Design Sue Jenkyn Jones Laurence King, 2005
4	Fashion Design Felicity Everlett EDC publishing, 1987

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand the concepts related to Business management	2 Understanding
CLO2	To understand how Corporate Culture and Organizational types affect the management. And to apply the decision-making process	1 Remembering
CLO3	To understand how ethical and social practices are applied in Management and in life	1 Remembering
CLO4	To evaluate approaches to different issues of variation.	3 Applying
CLO5	To recognize theories of Motivation, Leadership, and communication.	4,5 Evaluate Analyse
CLO6	To describe different forms of organization with advantages, disadvantages and formation	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H: High, M: Medium, L: Low

Branch Name:	B.Sc. Fashion Design and Management
Program Code:	MS102
Course Name:	Communication Skills
Course Code:	13-AEC106-2C
Pre-requisite Course:	---

Course Objectives:

Communication affects all aspects of our lives. This introductory course is expected to teach the students communicate in a clear, courteous, concise, complete, and correct manner on both; personal and professional levels. The course aims at helping students for enhancing capabilities in written, oral and interpersonal communication. The students are exposed to basics of reading, listening and speaking. This course prepares students to communicate in effective way.

Teaching and Examination Scheme:

Teaching Scheme(Hours per week)				Evaluation Scheme(Marks)								Total(Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory(Marks)				Practical(Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min	Max.	Min	Max	Min	Max	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	SPEAKING SKILL Introducing oneself or expressing personal opinion – Simple oral or casual interaction–Dialogue-- Conversation–Participating in group discussions, role plays and Interviews, Addressing a small group or a large formal gathering. Debates, discussions and role plays on advanced topics, Brief Power point presentation	12	25%
2	READINGSKILL Basic Reading Comprehension and interpretation, Reading for the gist of a text, for information transfer and interpretation. Reading for specific information, instructions, recommendations, functional check lists, Reading comprehension exercises for multiple-choice questions, for contextual meaning--Reading newspapers, magazine articles of topical interest and events	12	25%
3	WRITING SKILL Writing emails, messages, notices, agendas, leaflets, brochures, minutes of a meeting Writing formal business and official Letters	12	25%

	Inviting, accepting, and declining the Invitation, Requesting permission for industrial visits or implant training.		
4	LISTENING SKILL Listening to short and extended dialogues, telephone conversations, discussion Listening to prose & poetry reading Listening to video clips, documentaries, feature films, presentations, interviews -- Listening for the gist of the text, for identifying a topic, general meaning and specific information—Listening for multiple-choice questions, for positive & negative comments, for interpretation	12	25%

Reference Books:

Sr. No.	Books
1	Employ non-verbal communication techniques, including body language and gestures, to Enhance message delivery.
2	Never Split the Difference: Negotiating as If Your Life Depended on It" by Chris Voss. While focused on negotiation, this book provides valuable communication techniques Applicable in various situations.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Demonstrate effective verbal communication by expressing ideas Clearly and concisely.	2 Understanding
CLO2	Demonstrate cultural sensitivity and awareness in cross-cultural Communication scenarios	1 Remembering
CLO3	Adapt communication styles to different audiences, fostering Inclusivity and understanding.	1 Remembering
CLO4	Apply feedback receptively, continuously improving communication Abilities.	3 Applying,
CLO5	Employ non-verbal communication techniques, including body Language and gestures, to enhance message delivery.	4,5 Evaluate Analyse
CLO6	Collaborate efficiently within teams, fostering open and transparent Communication.	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes(PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H: High, M: Medium, L: Low

Branch Name:	B.Sc. Fashion Design and Management
Program Code:	MS102
Course Name:	Fundamentals of Textile Material
Course Code:	13-SEC109-2C
Pre-requisite Course:	----

Course Objectives:

The course imparts the knowledge about the fabric characteristics due to its component's fiber, yarn and construction that develops the foundation for fabric application in fashion.

Teaching and Examination Scheme:

Teaching Scheme(Hours per week)				Evaluation Scheme(Marks)								Total(Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory(Marks)				Practical(Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min	Max.	Min	Max	Min	Max	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

SrNo.	Topic	Total Hours	Weightage (%)
1	Fibers: classification, i. Introduction, properties and end uses of natural and man-made fibers.	08	25%
2	Yarns: Introduction-i. Types-ply yarns, novelty yarn, textured yarn.-ii. Manufacturing process-spinning systems-iii. Properties-Yarn twist, yarn numbering	08	25%
3	Fabric forming methods -i. Weaving, knitting and non-woven Introduction to basic weaves: plain, twill and satin- I. Classification, introduction, advantages and disadvantages.	08	25%
4	Comparison between knits and woven -Introduction to basic knits: warp and weft knitted Classification, introduction, Advantages and disadvantages	08	25%

Reference Books:

Sr.No.	Books
1	Textile from fibert of abric-Sixth edition Berard Cobman Mcgrew-hill international edition1983
2	Textile from fiberto fabric-Sixth edition Berard Cobman Mcgrew- hill international edition1983
3	Clothing Technology H.Eberle, M.Hornberger, D.Menzer, H.Hermling ,R.Kilgus, W.Ring Europa Lehrmittal 2002
4	Fabricreference-FourthEditionMaryHumphriesPearsonPranticeHall2009

Course Learning Outcomes (CLO):On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Introduction of basics of textile.	2 Understanding
CLO2	To understand about the various fibers.	1 Remembering
CLO3	Learn the various Yarn Manufacturing process.	1 Remembering
CLO4	Application of different weaves in Fabric construction.	3 Applying
CLO5	Applications of designer weave in fashion garments.	4,5EvaluateAnalyse
CLO6	Create to Innovation and Many Types of Fabric Construction techniques.	6 Creative

Mapping of CLOs with Pos &PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes(PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H:High, M:Medium,L: Low

Branch Name:	B.Sc. Fashion Design and Management
Program Code:	MS102
Course Name:	History of Indian Traditional Art& Culture
Course Code:	13-IKS003-2C
Pre-requisite Course:	----

Course Objectives:

History of Fashion and theory concentrates on developing student understands of the history of western and India fashion, and the development of a sound the cortical framework within which to analyze these knowledge students will graduate with the skills and cultural insight necessary to produce authentic and globally relevant fashion designs rooted in India's traditional art and culture

Teaching and Examination Scheme:

Teaching Scheme(Hours per week)				Evaluation Scheme(Marks)								Total(Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory(Marks)				Practical(Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min	Max.	Min	Max	Min	Max	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr No.	Topic	Total Hours	Weight age (%)
1	Introduction to Indian Art & Culture: Overview of India's rich artistic heritage Evolution of traditional art form sand the insignificance in fashion design	08	25 %
2	Traditional Indian Garments: Costume of Eastern India Costume of Northern India Costume of Western India Costume of Southern India	08	25%
3	Different Types of sarees of India Benarasi Saree, Kasavu Saree ,Paithani saree , Kanjivaram saree, Bandhani saree , Chanderi saree , Muga silk saree, Lehariya saree, Jamdani saree , Sambalapuri saree, Pohampally saree , Baluchari saree.	08	25%
4	Indian Paintings on Costume: Kalamkari, Pichwai, Madhubani, Mandala, Warli, Phad	08	25%

Reference Books:

Sr.No.	Books
1	Fashion from Concept to consumer by Gini Stephens Pearson, 2005
2	The Dynamics of Fashion by Elaine Stone Fair child Publication, 2008
3	The Dynamics of Fashion by Elaine Stone Fair child Publication, 2008

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Gain knowledge in historical textiles and Art from the historical time till date	2 Understanding
CLO2	Understand about traditional sarees of different states of India	1 Remembering
CLO3	Learn about the traditional costumes of different states of India.	1 Remembering
CLO4	Apply various paintings concepts inspired by Traditional Culture	3 Applying
CLO5	To Analyse work Indian Culture & Art.	4,5 Evaluate Analyse
CLO6	To Create New Culture & Art with different categories	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H: High, M: Medium, L: Low