

BranchName:	B.Sc.inFashionDesigning&Management
ProgramCode:	MS102
CourseName:	History of Fashion and Indian traditional textile
CourseCode:	14-FMM308-2C
Pre-requisite Course:	-----

CourseObjectives:

History of Fashion and theory concentrates on developing student understand of the history of western and India fashion, and the development of a sound theoretical framework within which to analyse this knowledge.

Teaching and Examination Scheme:

Teaching Scheme(Hoursperweek)				EvaluationScheme(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.	
3	-	2	4	18	50	09	25	-	-	09	25	100

SubjectContents:

SrNo.	Topic	Total Hours	Weight age (%)
1	History of Fashion Costumes - costume components for men, women and children, hair and hairdresses in Indus Valley Civilization, Vedic age, Mughals, Guptas, Mauryan Period.	12	25%
2	Costumes of -Egyptian, Greek, Roman civilizations	12	25%
3	Traditional Indian costumes of Jammu and Kashmir, Punjab, Himachal Pradesh, Rajasthan, Gujarat, Madhya Pradesh, Uttar Pradesh and Maharashtra.	12	25%
4	Indian Traditional Textile- Ikat – Gujarat, Odisha, Andhra Pradesh (Colour, Pattern, Raw Material, Process) Bandhani – Gujarat & Rajasthan (Historical background, Pattern & Motif, Raw Material, Process)	12	25%

Reference Books:

Sr.No.	Books
1	An Intricately Illustrated 19th-Century Study of Global Fashions, Carey Dunne July 22, 2016
2	Traditional Indian Textiles, CBSE in collaboration with NIFT.
3	Jamila Brij Bhushan "The Costumes and Textiles of India", Taraporevala, Bombay.

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

CLO	Description	Bloom'sTaxonomy Level
CLO1	Gain knowledge in historical textiles and design from the historicaltimetilldate	2Understanding
CLO2	Understand about traditional woven textiles of different states of India	1Remembering
CLO3	Learn about the traditional costumes of different states ofIndia.	1Remembering
CLO4	Apply with design concepts inspired by Traditional woven textiles	3 Applying
CLO5	To Analyse the Ikat & Bandhani work of different state of India.	4,5 Evaluate Analyse
CLO5	ToCreateNewdesignwithdifferentTechniques of traditional textile.	6Creative

Mappingof CLOs withPos &PSOs

Course	ProgramOutcomes(POs)										Program SpecificOutcomes(PSOs)	
LearningO utcomes	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			H							M	
CLO2		M				L	L					
CLO3			H		M					H		M
CLO4	H			M				M			M	
CLO5		M			L				L			L
CLO6				H	H	H			H	M	H	

H:High, M:Medium,L: Low

Branch Name:	B.Sc.in Fashion Designing & Management
Program Code:	MS102
Course Name:	Computer Application in Designing
Course Code:	14-FMM309-2C
Pre-requisite Course:	-----

Course Objectives:

This Course helps students to understand the fundamentals and principles of computer application in designing, to provide students with the knowledge of computer application in designing and their applications.

Teaching and Examination Scheme:

Teaching Scheme(Hoursperweek)				EvaluationScheme(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	Computer Application in Designing: CAD definition, Fundamentals of CAD – Introduction, general process of design, application of computers for design, Benefits of CAD, Computers & the Fashion Industry, Quick response technology, CAD in Today's Fashion Industry	12	25%
2	Hardware in Computer Application in Designing: Introduction, the design workstation, the graphics terminals, operator, input devices, plotters and other output devices, the Central processing unit, secondary storage.	12	25%
3	Computer Graphics Software and Data in Apparel Industry: Introduction, the software configuration of a graphics systems, functions of a graphics package, Database structure & content, Geometric modeling – 3D modelling, other CAD software Feature.	12	25%
4	Photoshop & Corel Draw: Introduction, features and its applications	12	25%

ReferenceBooks:

Sr.No.	Books
1	Renee Weiss Chase, CAD for Fashion Design, Prentice Hall Publication.
2	Mikell P. Groover & Mory W. Zimmers, CAD/CAM/Computer Aided Design Manufacturing, Person Education Publication.
3	R. Radhakrishnan, S. Subramanyan, V. Raju, CAD/CAM/CIM, New Age International Publication.

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

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Basic Application of computer.	2 Understanding
CLO2	To Understand General process & Software of design.	1 Remembering
CLO3	To Understand Hardware in computer Application design.	1 Remembering
CLO4	To Create new design on different software.	3 Applying
CLO5	To Analyse work for graphic system.	4,5 Evaluate Analyse
CLO5	To Innovate on computer Application 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			H							M	
CLO2		M				L	L					
CLO3			H		M					H		M
CLO4	H			M				M			M	
CLO5		M			L				L			L
CLO6				H	H	H			H	M	H	

H:High, M:Medium,L: Low

BranchName:	B.Sc.inFashionDesigning&Management
ProgramCode:	MS102
CourseName:	Pattern Making
CourseCode:	14-FMM401-2C
Pre-requisite Course:	-----

Course Objectives: Exhibit basic skills in pattern making/draping and garment construction to support their design. To undertake independent study and research, self and peer evaluation and provide appropriate response to any professional situation. Demonstrate personal design philosophy. Exhibit full range of transferable skills. Exhibit their innovative design collection with the specified target market foremost in design process

TeachingandExaminationScheme:

Teaching Scheme(Hoursperweek)				EvaluationScheme(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.	
1	-	6	4	09	25	-	-	18	50	09	25	100

SubjectContents:

SrNo.	Topic	Total Hours	Weightage(%)
1	Basic principles of pattern making: figure analysis, Body measurement, Preparing Basic bodice blockfemale Front &Back	08	16%
2	Draft basic Bodice Blocks: Dartvariations and Manipulations by pivot & slash method (Combining of dart, Splitting Dart, converting dart in to gathers, converting dart to seam line)	14	28%
3	Collars – Peter pan collar, Shirt collar, Cape collar, Ruffle collar, Tie collar, flat collar	14	28%
4	Sleeves -Set-in Sleeve, Kimono, Raglan, Petal, Cap, Puff	14	28%

Reference Books:

Sr.No.	Books
1	The complete guide to pattern-Making,by Barbara K. Nordquist, Drake Publishers, 1974
2	Patterns for Theatrical Costumes,Fashion Design (5th Edition) by Helen Joseph Armstrong
3	Patternmaking for Fashion Design (with DVD) / Edition 5, Helen Armstrong , Pearson Education ,10/16/2009

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

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand structure of a garment design using Pattern Making method.	2Understanding
CLO2	To Understand the pattern preparation & Pattern Tools.	1Remembering
CLO3	To Understand importance of garment construction method.	1Remembering
CLO4	To make creative Collar & Sleeve design.	3 Applying
CLO5	To Analyze work about different pattern.	4,5 Evaluate Analyse
CLO5	Creativenewbasicpatternsetsofndesign.	6Creative

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			H							M	
CLO2		M				L	L					
CLO3			H		M					H		M
CLO4	H			M				M			M	
CLO5		M			L				L			L
CLO6				H	H	H			H	M	H	

H:High, M:Medium,L: Low

BranchName:	B.Sc.inFashionDesigning&Management
ProgramCode:	MS102
CourseName:	Embroidery and surface
CourseCode:	14-FME212-1C
Pre-requisite Course:	-----

Course Objectives: To teach the basic hand embroidery techniques, surface designing and other ornamentation techniques. To introduce the students to various traditional embroidery techniques of India.

Teaching and Examination Scheme:

Teaching Scheme(Hoursperweek)				EvaluationScheme(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. .	
3	-	2	4	18	50	09	25	-	-	09	25	100

Subject Contents:

SrNo.	Topic	Total Hours	Weightage(%)
1	Introduction, History & Importance of different state embroidery.	06	12%
2	Hand embroidery: Outline stitch; Border stitch; Variation of cross stitches; Composite band stitches; Types of isolated stitches; Open filling stitches; Solid filling stitches; Insertion stitches; Edging stitches; Cut and drawn stitches; Ribbon embroidery	16	32%
3	State embroideries: Northern India: Kashida; Phulkari; Chamba Rumal, Western India: Mochi Bharat; Soof Bharat; Abhla Bharat; Moti, Bharat; Kathiawar, Central India: Chikankari; Zardozi, Southern India: Kasuti; Lambadi, Eastern India: Kantha; Sujani; Pipil	20	40%
4	Other textile techniques of surface ornamentation: Fur, beads, lace, chord embroidery etc.	08	16%

Reference Books:

Sr.No.	Books
1	Traditional embroideries of India; by Dr.Shailja D. Naik; published by A.P.H Publishing corporation, New Delhi
2	The Art of Embroidery: Inspirational Stitches, Textures and Surfaces By Francoise
3	1000 new embroidery designs; by Joan Waldman; published by American Quilter's Society 2014

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

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Basic Design Transferring Technique.	2 Understanding
CLO2	To Understand application of different embroidery technique.	1 Remembering
CLO3	To Understand and practice their ideas of surface ornamentation techniques.	1 Remembering
CLO4	To Create new design 2D and 3D effects design sample.	3 Applying
CLO5	To Analyze Indian heritage fabric surface ornamentation methods.	4,5 Evaluate, Analyse
CLO5	To Innovate New Embroidery 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			H							M	
CLO2		M				L	L					
CLO3			H		M					H		M
CLO4	H			M				M			M	
CLO5		M			L				L			L
CLO6				H	H	H			H	M	H	

H: High, M: Medium, L: Low

BranchName:	B.Sc.in Fashion Designing & Management
ProgramCode:	MS102
CourseName:	Fashion and Marketing Management
CourseCode:	14-FME213-1C
Pre-requisite Course:	-----

Course Objectives: To develop managerial skills in the students' and to develop aesthetic, intellectual and technological abilities through this subject and also subject that integrates theory and practice for designers and merchandise.

Teaching and Examination Scheme:

Teaching Scheme(Hoursperweek)				EvaluationScheme(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.	
3	-	2	4	18	50	09	25	-	-	09	25	100

SubjectContents:

SrNo.	Topic	Total Hours	Weightage(%)
1	Fashion Marketing- Introduction -Definition - Function of Fashion marketing, Fashion Marketing and buying at Industry Trade shows- Definition- Types of trade shows - What happens at trade shows –Tips of trade show Fashion shows- Definition- Types of fashion shows – Tips of Promoting fashion shows Advertisement- Types of advertisement- Objectives- Applies of Advertisement -5m of advertisement- Styling for Advertising	16	32%
2	Fashion marketing Strategies- Introduction to Apparel marketing and merchandising - Concepts 4Ps of MarketingProduct- Price - Place and Promotion-CRM Concept	14	28%
3	Market Segmentation- Definition – Types of segmentation- Basis of segmentation	08	16%
4	Media- Types of Media- Radio- Television- Newspaper – Magazine- Internet – Activity of media- Role of media in fashion Industry Importance of Media in fashion Industry	12	24%

Reference Books:

Sr.No.	Books
1	Fashion Design Felicity Everlett EDC publishing, 1987
2	Fashion Forecasting by Kathryn Mckelvey Jennie Munslow, 2008
3	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	To Understand Basics of Fashion Marketing.	2 Understanding
CLO2	To Understand application of different Marketing strategies in Fashion.	1 Remembering
CLO3	To Understand and practice the ideas of fashion show.	1 Remembering
CLO4	To Create new ideas for trade & fashion show.	3 Applying
CLO5	To Analyse Role of media in fashion industry.	4,5 Evaluate, Analyse
CLO5	To Innovate New fashion marketing & fashion show trends.	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			H							M	
CLO2		M				L	L					
CLO3			H		M					H		M
CLO4	H			M				M			M	
CLO5		M			L				L			L
CLO6				H	H	H			H	M	H	

H: High, M: Medium, L: Low

BranchName:	B.Sc.inFashionDesigning&Management
ProgramCode:	MS102
CourseName:	Photography&Editing
CourseCode:	14-SEC121- 2C
Pre-requisite Course:	-----

Course Objectives: The Course Objective Is to Provide an Opportunity to Undertake Supervised Research Leading to Design Intervention Showcase their collections and design work through digitalmedia.Through the understanding of fashion photography student will be able to apply their knowledgeinidentifying the trends of fashion. Learn to create still life models and backdrops.

Teaching and Examination Scheme:

Teaching Scheme(Hoursperweek)				EvaluationScheme(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	2	-	-	-	-	09	25	09	25	50

SubjectContents:

SrNo.	Topic	Total Hours	Weightage (%)
1	Introduction to fashion photography , History of fashionphotography , Types of fashion photography ,Basics of Fashion and Glamour Photography	08	25%
2	Types of Videography	08	25%
3	Shooting and makeup.	08	25%
4	Indoor model photography .fashion portfolio	08	25%

ReferenceBooks:

Sr.No.	Books
1	IntroductiontoFashion Design–PatrickJohn Ireland
2	FashionSketchBook –BinaAbling,BloomsburyAcademic
3	AdvancedPhotoEditing:TurnGoodImagesintoGreatOnes(LearnPhotographyBook2)KindleEdition

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 importance of visualization and observation In Fashion Photography and Editing.	2 Understanding
CLO2	To Understand Incorporate various media for visual imagery From technical and artistic points of view	1 Remembering
CLO3	To Understand Showcase their collections and design work through digital media.	1 Remembering
CLO4	Student will be able to apply their knowledge in identifying the Trends of fashion.	3 Applying
CLO5	To Analyze the types of photography and videography for Various uses.	4,5 Evaluate Analyze
CLO5	To Innovation on New photography & Editing 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			H							M	
CLO2		M				L	L					
CLO3			H		M					H		M
CLO4	H			M				M			M	
CLO5		M			L				L			L
CLO6				H	H	H			H	M	H	

H: High, M: Medium, L: Low

BranchName:	B.Sc.in Fashion Designing &Management
ProgramCode:	MS102
CourseName:	PersonalityDevelopment
CourseCode:	14-VAC004-1C
Pre-requisite Course:	-----

CourseObjectives:

- PersonalityDevelopmentisasubjectfromstudentswilllearnin-depthwhatpersonalityis?.
- Information about personalities. Fashion Designing and Management students will gain a better understanding about those around them and also more about who they are and how to get ways to come out of the various problems with accurate behavior in various situations and proper decisions.

TeachingandExaminationScheme:

Teaching Scheme(Hoursperweek)				EvaluationScheme(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

SubjectContents:

SrNo.	Topic	Total Hours	Weightage(%)
1	IntroductiontoPersonalityDevelopment: The concept of personality TheconceptofsuccessandfailureOvercomingObstacles Causes of failure	08	25%
2	Attitude &Motivation: Concept of Attitude Positive attitude Concept of motivation	08	25%
3	Self-Esteem: Termself-Esteem -Symptoms Symptoms - Personality having low self-esteem - Positive andnegativeself-esteem	08	25%
4	BodyLanguage: Introduction- Emotions displayed by body language- Handshake-Eyes- Bodylanguage exhibitedduringprofessionalinteraction	08	25%

ReferenceBooks:

Sr.No.	Books
1	Business Communication -K.K.Sinha–Galgotia-Publishing Company, New Delhi
2	MediaandCommunicationManagement-C.S.Rayudu-HimalayaPublishingHouse, Bombay.
3	Personalitydevelopmentandsoftskills,BarunK.Mitra-OxfordUniversitypress,New Delhi.

CourseLearningOutcomes(CLO):On completionof thiscourse,thestudents willbeable to:

CLO	Description	Bloom'sTaxonomy Level
CLO1	ToUnderstandStudentswillbeacquaintedwiththebasic Knowledge of personality development theory.	2Understanding
CLO2	ToUnderstandStudentswillgetthe understandingvarious Factors of personality development.	1Remembering
CLO3	To Understand positive and negative, success and failureattitude.	1Remembering
CLO4	ToCreativeConceptofmotivation.	3 Applying
CLO5	To Analyse work for self-esteem.	4,5 EvaluateAnalyse
CLO5	ToInnovationonNewPersonality &Bodylanguage.	6Creative

Mappingof CLOs withPos &PSOs

Course	Program Outcomes(POs)										Program SpecificOutcomes(PSOs)	
LearningO utcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M			H							M	
CLO2		M				L	L					
CLO3			H		M					H		M
CLO4	H			M				M			M	
CLO5		M			L				L			L
CLO6				H	H	H			H	M	H	

H:High, M:Medium,L: Low

BranchName:	B.Sc.inFashionDesigning&Management
ProgramCode:	MS102
CourseName:	BusinessCorrespondence
CourseCode:	14-AEC112-2C
Pre-requisite Course:	-----

CourseObjectives:

The main objective of this subject is to improve the writing and presentation skills for effective businesscommunications. The student will compose, produce, and present effective business documents to meet industry values; apply critical evaluation techniques to business documents; and demonstrate the importance of coherent, ethical communication principles in business and industry.

TeachingandExaminationScheme:

Teaching Scheme(Hoursperweek)				EvaluationScheme(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	2	09	25	09	25	-	-	-	-	50

SubjectContents:

SrNo.	Topic	Total Hours	Weightage(%)
1	GroupCommunication: Meeting,Committees-Typesofcommittees,Conference,OtherDiscussion groups- Seminar, Symposium, Panel discussion,Convention	08	25%
2	ReportWriting: Business report - Extension of business - Functioning of a firm - Starting of a new business - Grievances of workers - Minutes ofMeeting	08	25%
3	LettersofApplicationandAppointmentandOtherPersonalLetters ApplicationinresponsetoaNewspaperadvertisementforaJob,Applicatio n forthe post ofFashionDesign CallLetter, AppointmentLetter-FashionTrainingOfficer, Fashion Designer, Fashion Stylist, Jewellery Designer, Fashion Consultant, Accessories Designer. PersonalLetter-ReferenceLetter,ResignationletterandMemos	08	25%
4	PresentationSkill: Introduction- Definition-Objectives- Preparation-Structure-Aidsof presentation Portfolio: Introduction- Types- Subjects- Keywords- Details of portfolio-Layout-Annexurein portfolio and its importance	08	25%

ReferenceBooks:

Sr.No.	Books
1	RajenraPal&J.S.Korlahali:Essentialsofbusinesscommunication,SultanChand&Sons, NewDelh
2	GuidetoReportWriting(Guidetobusinesscommunicationseries),NetzleyandSnow,Prentice-Hall, NewDelh
3	BusinessCorrespondenceandReportWriting,R.C.SharmaandKrishnaMohan,TataMcgrawHill PublishingCompany,NewDelhi

CourseLearningOutcomes(CLO):On completionof thiscourse,thestudents willbeable to:

CLO	Description	Bloom'sTaxonomy Level
CLO1	To Understand Communication method.	2Understanding
CLO2	To Understand Types & Importance of Communication method.	1Remembering
CLO3	To Understand Report writing Method.	1Remembering
CLO4	To Creative Report &presentation Skill.	3 Applying
CLO5	To Analyse work for presentation Skill.	4,5Evaluate,Analyse
CLO5	ToInnovationonNewPresentationSkill&Portfolio.	6Creative

Mappingof CLOs withPos &PSOs

Course	ProgramOutcomes(POs)										Program SpecificOutcomes(PSOs)	
LearningOutcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M			H							M	
CLO2		M				L	L					
CLO3			H		M					H		M
CLO4	H			M				M			M	
CLO5		M			L				L			L
CLO6				H	H	H			H	M	H	

H:High, M:Medium,L: Low*********