

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Tie and Dyeing
Course Code:	15-FDM306-3C
Pre-requisite Course:	-----

Course Objectives:

1. To impart knowledge about the history, cultural significance, and techniques of tie and dye.
2. To develop proficiency in various traditional and contemporary tie-dye techniques.
3. To explore the creative application of tie and dye in textile and fashion design.
4. To encourage experimentation with patterns, colors, and materials to create innovative designs.

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:

Sr No.	Topic	Total Hours	Weightage (%)
THEORY CONTENT			
1	Introduction to Tie and Dye - History and origin of tie and dye across cultures (e.g., Bandhani, Shibori, Ikat). - Importance and relevance in contemporary fashion and textiles. - Overview of raw materials: Fabrics, dyes, and tools.	6	20%
2	Dyes and Chemicals Types of dyes used in tie and dye: Natural and synthetic dyes. Use of chemicals for fixing and finishing.	12	40%
3	Techniques and Patterns - Classification of tie-dye techniques: Knotting, folding, stitching, pleating, and binding. - Traditional methods (e.g., Bandhani of India, Tritik of Africa, Shibori of Japan). Exploration of modern tie-dye techniques and innovations	12	40%
PRACTICAL CONTENT			
1	Preparing Materials - Selection and preparation of fabrics for tie-dye. - Practice in preparing dye solutions. Basic Techniques - Hands-on practice with basic techniques: Spiral, crumple,	60	100%

	stripes, and sunburst. • Use of resist methods like tying, folding, and clamping.		
4	Advanced Techniques - Traditional techniques: Bandhani, Shibori (Arashi, Kumo, Itajime), and Tritik. - Exploration of mixed techniques to create innovative patterns. Designing and Execution - Development of personalized design concepts for tie-dye products. - Execution of at least two projects: A garment or accessory using tie-dye techniques. A home textile product (e.g., cushion cover, bedsheet).	20	33%

Reference Books:

Sr. No.	Books
1	<i>Tie-Dye: Dye It, Wear It, Share It</i> by Shabd Simon-Alexander
2	<i>Shibori: The Inventive Art of Japanese Shaped Resist Dyeing</i> by Yoshiko Iwamoto Wada
3	<i>Indian Tie-Dye Techniques</i> by Jasleen Dhamija

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the cultural, historical, and technical aspects of tie-dye.	1, 2 Remembering, Understanding
CLO2	Acquire hands-on skills to create unique tie-dye patterns.	3, 6 Applying, Creative
CLO3	Be able to apply tie-dye techniques creatively in fashion and textile design projects.	3, 4, 5 Applying, Evaluate, Analyse,
CLO4	Gain confidence in presenting their work professionally to industry standards.	4, 5 Evaluate, Analyse

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		M	H				M	M	
CLO2	L	L		M			M					M
CLO3				M				H	H		H	H
CLO4						L			H	M	M	

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Design Process-III
Course Code:	15-FDM307-3C
Pre-requisite Course:	-----

Course Objectives:

1. To develop an advanced understanding of the fashion design process, focusing on conceptualization, research, and execution.
2. To refine technical and creative skills in designing complete fashion collections.
3. To encourage exploration of trends, themes, and innovative design approaches.
4. To build a portfolio that demonstrates design thinking and professional presentation.

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.	
0	-	8	4	-	-	-	-	18	50	18	50	100

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Advanced Design Processes Review of previous design process stages (Design Process I & II). Understanding the holistic approach to fashion collection development. Introduction to industry-based challenges and client-driven projects. Activities: Case studies of iconic fashion collections. Brainstorming and mood board creation.	25	25%
2	Create a detailed trend analysis report. Develop an inspiration board with images, sketches, and materials.	25	25%
3	Sketching multiple design variations based on a chosen theme. Exploring fabric manipulation and surface embellishment techniques.	25	25%
4	Develop detailed technical drawings for selected designs. Experiment with digital design tools (e.g., Adobe Illustrator or CLO 3D).	25	25%

Reference Books:

Sr. No.	Books
1	"Fashion Design: Process, Innovation, and Practice", Kathryn McKelvey & Janine Munslow, Fairchild Books, 2015
2	The Fashion Sketchbook, Bina Abbing, Fairchild Books, 2011 (7th Edition)
3	Fashion Illustration: Inspiration and Technique, Anna Kiper, Laurence King Publishing, 2011
4	Fashion Design: The Complete Guide, John Hopkins, Laurence King Publishing, 2012

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Apply advanced design thinking methodologies to analyze and solve complex design problems.	1 Remembering
CLO2	Develop professional-level design documentation, visual storytelling, and presentation skills.	2 Understanding
CLO3	Develop creative and original design concepts through iterative processes and prototyping.	3 Applying,
CLO4	Understand real-world applications of design by considering market trends, business needs, and feasibility.	4, 5 Evaluate, Analyse
CLO5	Experiment with different materials, technologies, and digital tools to enhance design output.	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			L		L		L			L	L	
CLO2		M		M	L						M	
CLO3	L				M	L		M				M
CLO4				L				L	M	M		
CLO5	L	M			M				M			M

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Textile Processing
Course Code:	15-FDM402-3C
Pre-requisite Course:	-----

Course Objectives:

1. To provide a comprehensive understanding of textile fibres, their properties, and processing techniques.
2. To familiarize students with dyeing, printing, and finishing methods in textiles.
3. To explore sustainable and innovative practices in textile processing.
4. To enhance practical skills related to textile processing for the fashion industry.

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.	
3	-	2	4	18	50	09	25	-	-	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
THEORY CONTENT			
1	Introduction to Textile Processing Overview of textile processing stages. Classification of textile fibers: natural, synthetic, and regenerated. Properties of textile fibers (physical, chemical, and mechanical). Identification techniques for textile fibers.	10	25%
2	Preparatory Processes Singeing, desizing, scouring, bleaching, and mercerization. Chemical and mechanical processes involved. Role of water quality and auxiliaries in preparatory processes.	14	35%
3	Dyeing Technology Principles of dyeing and classification of dyes. Natural dyes and their application. Synthetic dyes: reactive, vat, direct, acid, basic, and disperse dyes. Textile Printing Methods of printing: block, screen, roller, and digital printing. Styles of printing: direct, discharge, and resist.	16	40%
PRACTICAL CONTENT			
1	Fiber Identification: • Visual, burning, and chemical tests. Preparatory Processes: • Scouring and bleaching of cotton fabric. • Degumming of silk. Dyeing Techniques:	28	100%

	- Dyeing of cotton - Dyeing using natural dyes. Printing Methods: - Block printing on fabric.		
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Reference Books:

Sr. No.	Books
1	Textile science, Deepali Rastogi, Sheetal Chopra, orient black swan, 2023
2	Comdex Fashion Design, Volume I Fashion Concepts, Navneet Kaur, Vikas Gupta, Sarika Singh, SDR Printer, 2010
3	Textiles: Fiber to Fabric, Bernard P. Corbman, McGraw-Hill Education, 1983 (8th Edition)
4	Principles of Dyeing, V.A. Shenai, Sevak Publications, 2007

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Identify and classify different textile fibers and fabrics.	1, 2 Remembering, Understanding
CLO2	Explain the processes involved in fabric preparation, dyeing, printing, and finishing.	1, 2, 3 Remembering, Understanding, Applying,
CLO3	Apply theoretical knowledge to practical techniques in textile processing.	4, 5 Evaluate, Analyse
CLO4	Analyze and implement sustainable practices in textile production.	5, 6 Analyse, 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	L		M		M	H		M		M	M	
CLO2	L			M			M					M
CLO3		M		M				H			H	H
CLO4						L			H	M	M	

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Design Project-IV
Course Code:	15-FDE214-3C
Pre-requisite Course:	-----

Course Objectives:

1. To enable students to conceptualize and execute a comprehensive design project.
2. To encourage exploration of advanced design principles and techniques.
3. To develop skills in research, design development, and presentation.
4. To provide practical experience in creating fashion collections aligned with industry standards.

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		Continuou s Assessment		
				Min	Max.	Min	Max	Min	Max	Min.	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
THEORY CONTENT			
1	Research and Concept Development Identifying target markets and customer profiles. Researching current fashion trends, cultural influences, and sustainability. Creating mood boards and color stories	10	33.33%
2	Advanced Design Development Translating research into design concepts. Sketching and technical drawings. Fabric selection and sourcing materials.	10	33.33%
3	Collection Planning Defining the theme and narrative for the collection. Creating storyboards and lookbooks. Line development: balance, harmony, and functionality. Budgeting and time management for production.	10	33.33%
PRACTICAL CONTENT			
1	Practical: Hand-drawn and digital fashion illustrations. Technical flat sketches with details. Creation of mood boards and inspiration boards. Drafting and cutting patterns for selected designs. Constructing garments for the collection. Styling and accessorizing for the collection.	50	100%

Reference Books:

Sr. No.	Books
1	Comdex Fashion Design, Volume I Fashion Concepts, Navneet Kaur, Vikas Gupta, Sarika Singh, SDR Printer, 2010
2	Fashion Design: Process, Innovation, and Practice, Kathryn McKelvey & Janine Munslow, Fairchild Books, 2015
3	Fashion Illustration: Inspiration and Technique, Anna Kiper, Laurence King Publishing, 2011
4	Fashion Design: The Complete Guide, John Hopkins, Laurence King Publishing, 2012

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Conduct thorough research and generate inspiration for design concepts.	2 Understanding
CLO2	Create and refine design sketches and technical drawings.	1, 3 Remembering, Applying,
CLO3	Develop and produce a cohesive fashion collection.	6 Creative
CLO4	Effectively present and showcase their work through professional portfolios and presentations.	4, 5 Evaluate, Analyse

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	L		M			H		M		M	M	
CLO2	L				M		M					M
CLO3		M		M				H			H	
CLO4			L			L			H	M	M	

H:High,M:Medium,L:Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD201
Subject Name:	Fashion Printing Design
Subject Code:	15-FDE215-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the principles, techniques, and processes of printing in fashion.
2. To develop creative skills in designing prints for various textiles.
3. To explore traditional, modern, and digital printing methods.
4. To encourage innovation in surface design and sustainable printing practices.

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		Continuou s Assessment		
				Min	Max.	Min	Max	Min	Max	Min.	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
THEORY CONTENT			
1	Introduction to Textile Printing Definition, history, and importance of printing in fashion. Types of printing: direct, discharge, resist, and transfer. Printing vs. dyeing: Differences and applications.	8	27%
2	Printing Techniques and Methods Traditional Methods: Block printing, stencil printing, and batik. Screen Printing: Types of screens, preparation, and execution. Digital Printing: Overview, advantages, and process. Heat transfer and sublimation printing. Rotary and flatbed printing.	12	40%
3	Sustainable Practices in Printing Eco-friendly dyes and pigments. Waterless printing technologies. Waste management in textile printing.	10	33%
PRACTICAL CONTENT			
1	Familiarity with printing tools, screens, blocks, and stencils. Understanding fabrics suitable for various printing techniques. Stencil printing: Design and execution. Batik and tie-and-dye: Wax application and dyeing processes. Developing theme-based print collections. Application of prints on garments and accessories.	60	100%

Reference Books:

Sr. No.	Books
1	Principles of Dyeing, V.A. Shenai, Sevak Publications, 2007
2	"Fashion Design: Process, Innovation, and Practice", Kathryn McKelvey & Janine Munslow, Fairchild Books, 2015
3	Comdex Fashion Design, Volume I Fashion Concepts, Navneet Kaur, Vikas Gupta, Sarika Singh, SDR Printer, 2010
4	Fashion Design: Process, Innovation, and Practice, Kathryn McKelvey & Janine Munslow, Fairchild Books, 2015

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the theoretical and technical aspects of textile printing.	2 Understanding
CLO2	Design and develop original prints for fashion collections.	1 Remembering
CLO3	Apply various printing techniques, including traditional and digital methods.	3, 6 Applying, Creative
CLO4	Demonstrate knowledge of sustainable and eco-friendly printing practices.	4, 5 Evaluate, Analyse

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	L		M			H		M		M	M	
CLO2	M				M		M					M
CLO3		M		M		M		H			H	
CLO4			L			L			H	M		L

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Fashion CAD&CAM Application
Course Code:	15-FME216-3C
Pre-requisite Course:	-----

Course Objectives:

1. Provide students with an in-depth understanding of CAD (Computer-Aided Design) and CAM (Computer-Aided Manufacturing) applications in the fashion industry.
2. Equip students with skills to design, modify, and render garments and patterns using CAD software.
3. Introduce CAM technologies for garment production and explore their integration with CAD systems.
4. Enhance proficiency in digital workflows for design, pattern-making, and production.

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.	
1	-	6	4	09	25	-	-	18	50	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
THEORY CONTENT			
1	Introduction to CAD & CAM in Fashion Overview of CAD and CAM technologies. Importance and advantages of CAD & CAM in the fashion industry. Historical development and future trends in fashion technology.	03	20%
2	CAD Applications in Fashion Design Tools and software for CAD in fashion (e.g., Adobe Illustrator, CorelDRAW, Clo3D, Optitex, Gerber). Digital fashion illustration and garment design. Virtual prototyping and 3D garment visualization.	06	40%
3	CAM Applications in Fashion Manufacturing CAM technologies: automated cutting, sewing, and finishing. Integration of CAD and CAM systems in production workflows. Role of CAM in mass production and customization.	06	40%
PRACTICAL CONTENT			
1	Creating digital sketches and flat drawings using CAD software. Applying colors, patterns, and textures digitally. Designing a collection of garments with CAD tools. Collaborative project integrating CAD design and CAM production.	80	100%

Reference Books:

Sr. No.	Books
1	Digital Fashion Design, Susan M. J. Snow, Fairchild Books, 2011
2	CAD for Fashion Design and Merchandising, Robert E. D., Fairchild Books, 2013
3	3D Fashion Design: Techno Craft, Remco J. R. S, Bloomsbury Visual Arts, 2019
4	Fashion CAD and CAM, Pradip S. Mehta, Woodhead Publishing, 2014

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Use CAD tools for fashion design, pattern drafting, and rendering.	1 Remembering
CLO2	Understand CAM technologies and their role in garment production.	2 Understanding
CLO3	Integrate CAD and CAM systems for efficient and accurate fashion production.	3, 6 Applying, Creative
CLO4	Develop digital design portfolios showcasing advanced CAD work.	4, 5 Evaluate, Analyse
CLO5	Apply CAD and CAM workflows to solve real-world fashion production challenges	3, 6 Applying, 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			L		M		L			L		M
CLO2		M		M	L				M		M	
CLO3	L				M	L		M				L
CLO4			M	L				L		M	M	
CLO5	L	M			M				M			M

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Digital Marketing
Course Code:	15-FME217-3C
Pre-requisite Course:	-----

Course Objectives:

1. Introduce students to the fundamentals of digital marketing and its relevance to the fashion industry.
2. Equip students with practical skills in leveraging digital platforms for brand promotion and customer engagement.
3. Develop strategies for effective online advertising, content creation, and e-commerce in fashion.
4. Analyze data-driven insights to optimize digital marketing efforts.

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.	
1	-	6	4	09	25	-	-	18	50	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
THEORY CONTENT			
1	Fundamentals of Digital Marketing Overview of digital marketing and its importance in fashion. Digital marketing channels: SEO, SEM, email marketing, social media, and content marketing. Understanding customer behavior in the digital age.	05	33.33%
2	Social Media Marketing Social media platforms for fashion marketing (Instagram, Facebook, Pinterest, TikTok). Strategies for audience engagement and community building. Influencer marketing and collaborations.	05	33.33%
3	E-commerce and Online Advertising Setting up and managing online stores (Shopify, WooCommerce, etc.). Basics of pay-per-click (PPC) advertising and Google Ads. Retargeting campaigns and customer acquisition strategies.	05	33.33%
PRACTICAL CONTENT			
1	Designing visually appealing posts and stories for fashion brands. Writing captions and creating hashtags for maximum reach. Setting up a basic fashion website or blog. Creating product listings and managing an online store. Optimizing website performance for better user experience. Creating email marketing campaigns using different tools Designing banner ads and sponsored posts.	90	100%

Reference Books:

Sr. No.	Books
1	Digital Marketing for Fashion: Industry Insights and Challenges, Shalini Verma, Springer, 2021
2	Digital Marketing: Strategy, Implementation, and Practice, Dave Chaffey & Fiona Ellis-Chadwick, Pearson, 2019 (8th Edition)
3	SEO 2023: Learn Search Engine Optimization with Smart Internet Marketing Strategies, Adam Clarke, CreateSpace Independent Publishing Platform, 2023
4	E-commerce 2021: Business, Technology, Society, C. Laudon & Carol Guercio Traver, Pearson, 2021 (16th Edition)

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the principles and techniques of digital marketing.	2 Understanding
CLO2	Apply digital marketing tools and strategies to promote fashion brands.	1 Remembering
CLO3	Create engaging content for social media, websites, and email campaigns.	3, 6 Applying, Creative
CLO4	Utilize analytics to measure the effectiveness of marketing campaigns.	4 Evaluate
CLO5	Develop and execute a comprehensive digital marketing strategy for a fashion brand.	5, Analyse

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			L		M		L			M		M
CLO2		M		M	L				M		M	
CLO3	L				M	L		M				L
CLO4			M	L				L		L	M	
CLO5	L	M			M		L		M			M

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Innovation & Entrepreneurship
Course Code:	15-SEC110-3C
Pre-requisite Course:	-----

Course Objectives:

1. Provide foundational knowledge of innovation and entrepreneurship with a focus on the fashion industry.
2. Encourage creative problem-solving and idea generation for fashion-related ventures.
3. Develop entrepreneurial skills for starting and managing a fashion business.
4. Introduce the concept of sustainable and socially responsible innovation 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:

Sr No.	Topic	Total Hours	Weightage (%)
1	Fundamentals of Innovation in Fashion Definition and types of innovation: product, process, service, and business model. Importance of innovation in the fashion industry. Case studies of innovative fashion brands and startups.	06	20%
2	Entrepreneurship in Fashion Characteristics of successful entrepreneurs. Entrepreneurial mindset and skillset. Identifying business opportunities in the fashion industry.	06	20%
3	Business Planning and Development Basics of writing a business plan: vision, mission, objectives, and strategies. Market research and competitive analysis. Financial planning and funding options for fashion startups.	09	30%
4	Sustainability and Ethics in Fashion Entrepreneurship Incorporating sustainability in fashion innovation and entrepreneurship. Ethical practices in business operations. Social entrepreneurship in the fashion domain.	09	30%

Reference Books:

Sr. No.	Books
1	Fashion Entrepreneurship: Retail Business Planning, Michele M. Granger & Tina M. Sterling, Fairchild Books, 2011
2	Creative Confidence: Unleashing the Creative Potential Within Us All, Tom Kelley & David Kelley, Crown Business, 2013
3	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Eric Ries, Crown Business, 2011
4	Sustainable Fashion and Textiles: Design Journeys, Kate Fletcher, Earthscan, 2008

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the role of innovation in driving the fashion industry forward.	2 Understanding
CLO2	Develop a business idea and formulate strategies for its execution.	1 Remembering
CLO3	Analyze the entrepreneurial ecosystem and identify opportunities in the fashion domain.	5, Analyse
CLO4	Create a basic business plan for a fashion enterprise.	3, 6 Applying, Creative
CLO5	Recognize the importance of sustainability and ethics in entrepreneurial ventures.	4, 5 Evaluate, Analyse

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

H: High, M: Medium, L: Low