

Branch Name:	B.Sc. in Fashion Designing & Management
Program Code:	MS102
Course Name:	Fashion Jewellery Making
Course Code:	15-FMM310-3C
Pre-requisite Course:	-----

Course Objectives:

1. To equip students with knowledge about materials and tools used in fashion jewellery making.
2. To develop technical and creative skills to design and craft various types of fashion jewellery, including earrings, necklaces, bracelets, and more.
3. To introduce and practice various jewellery-making techniques, such as paper quilling, beadwork, embroidery, and metal crafting.
4. To prepare students to create quality handmade jewellery for personal use, gifting, or starting their own business.

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 Jewellery Design History and evolution of jewellery. Types of jewellery (ethnic, modern, contemporary). Trends in fashion jewellery.	3	20%
2	Materials and Tools Overview of commonly used materials (beads, metals, wires, stones, clay, etc.). Types of tools: pliers, cutters, molds, adhesives, etc. Safety and maintenance of tools.	6	40%
3	Types of Fashion Jewellery Earrings, necklaces, bracelets, anklets, rings, and hair accessories. Statement pieces vs. minimal designs.	6	40%
PRACTICAL CONTENT			
1	Prepare various types of jewellery- Necklaces, earrings, bracelet, ring, bangles, anklets hair accessories etc. by using techniques like Paper quilling, beads, embroidery, metal and other trendy methods.	80	100%

Reference Books:

Sr. No.	Books
1	Comdex Fashion Design, Volume I Fashion Concepts, Navneet Kaur, Vikas Gupta, Sarika Singh, SDR Printer, 2010
2	The Complete Jewelry Making Course: Principles, Practice and Techniques, Jinks McGrath, DK, 2017
3	Making Jewelry with a Handful of Beads, Marthe Le Van, Lark Books, 2005
4	The Art of Jewelry Design: Principles of Design, Rings, Earrings, Necklaces, and Bracelets, Elizabeth Olver, Thames & Hudson, 2009

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand jewellery design fundamentals	2 Understanding
CLO2	Master material and tool usage	2 Understanding
CLO3	Design and create fashion jewellery	6 Creative
CLO4	Demonstrate creative and technical skills	3, 6 Applying, Creative
CLO5	Develop entrepreneurial skills	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		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:	B.Sc. in Fashion Designing & Management
Program Code:	MS102
Course Name:	Fashion Product Development
Course Code:	15-FMM311-3C
Pre-requisite Course:	-----

Course Objectives:

1. Provide an in-depth understanding of the processes involved in fashion product development, from concept to production.
2. Develop students' skills in market research, trend analysis, and customer profiling.
3. Equip students with knowledge of fabric selection, prototyping, and manufacturing techniques.
4. Foster creativity and technical proficiency in designing and developing fashion products for a competitive market.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Mark)
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 Fashion Product Development Definition and importance of product development in fashion. The product development cycle: concept to consumer. Roles and responsibilities of a product developer.	3	10%
2	Market Research and Trend Analysis Conducting market research: methods and tools. Identifying target customers and understanding their needs. Trend forecasting: color, fabric, and style trends. Competitor analysis and positioning strategies	9	30%
3	Concept Development and Line Planning Idea generation and brainstorming techniques. Developing a theme or story for a fashion line. Planning a collection: number of styles, categories, and price points. Creating a seasonal line plan.	9	30%
4	Fabric and Material Understanding fabric properties and their application in fashion. Selection of trims, embellishments, and accessories. Sustainable and eco-friendly material choices in fashion. Technical Design and Prototyping Developing fashion sketches and flats. Technical design documents: tech packs and spec sheets. Pattern making and draping techniques.	9	30%

	Prototyping and sample creation.		
PRACTICAL CONTENT			
1	Conduct market research and present a trend analysis report. Develop a themed fashion product line, including mood boards and color palettes. Create sketches and technical drawings for a mini collection (3–5 pieces). Prototype one fashion product from the collection. Prepare a tech pack and costing sheet for the prototype.	60	100%

Reference Books:

Sr. No.	Books
1	The Fashion System, Roland Barthes, University of California Press, 1990
2	Fashion Forecasting, E. L. K. (Ellen Lupton & Jennifer Cole Phillips), Thames & Hudson, 2009
3	Fashion Design Process: From Idea to Product, P. M. (Patricia J. T. Moore), Fairchild Books, 2011
4	Fashion Design Drawing and Presentation, J. R. (Jane Hamill), Laurence King Publishing, 2010

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Conduct market research and trend analysis to identify opportunities for fashion product development.	4 Evaluate
CLO2	Develop a fashion product line, including conceptualization, sketching, and prototyping.	4, 5 Evaluate, Analyse
CLO3	Select appropriate fabrics and trims for various fashion products.	4, 5 Evaluate, Analyse
CLO4	Create technical design documents and specifications for manufacturing.	6 Creative
CLO5	Understand the production and quality control processes in the fashion industry.	1, 2 Remembering, Understanding
CLO6	Present and market fashion products effectively to target audiences.	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		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
CLO6	M		L			L		M			M	

H: High, M: Medium, L: Low

Branch Name:	B.Sc. in Fashion Designing & Management
Program Code:	MS102
Course Name:	Advance Pattern Making
Course Code:	15-FMM402-3C
Pre-requisite Course:	-----

Course Objectives:

1. Provide advanced knowledge and skills in pattern-making techniques for complex garment designs.
2. Develop proficiency in drafting, draping, and manipulating patterns to achieve innovative styles.
3. Enhance understanding of industrial pattern-making standards and technologies.
4. Prepare students to create accurate, high-quality patterns for contemporary 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.	
1	-	6	4	09	25	-	-	18	50	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
THEORY CONTENT			
1	Advanced Pattern-Making Concepts Principles of advanced pattern development. Types of patterns: tailored, asymmetrical, and contour patterns. Overview of body types and fitting techniques.	8	50%
2	Pattern Manipulation and Style Development Advanced dart manipulation: pivot, slash, and spread techniques. Design details: pleats, gathers, tucks, godets, yokes, and panels. Patterns for asymmetrical and draped designs.	8	50 %
PRACTICAL CONTENT			
1	Advanced Bodice Development Creating bodices with princess seams, pleats Developing patterns for off-shoulder, halter neck, and asymmetrical bodices.	27	30%
2	Skirt Variations Patterns for advanced skirts: circular, layered, mermaid, and asymmetrical designs. Incorporating pleats, flounces, and gathers in skirt patterns. Trousers and Jumpsuits Drafting patterns for trousers: palazzo, culottes, and slim-fit styles.	63	70%

Reference Books:

Sr. No.	Books
1	Patternmaking for Fashion Design, Helen Joseph-Armstrong, Pearson, 2010
2	The Complete Guide to Patternmaking for Fashion Designers, Teresa Gilewska, Fairchild Books, 2011
3	Patternmaking for Menswear, Jennifer Lynne Matthews-Fairbanks, Fairchild Books, 2013
4	The Pattern Making Primer: All You Need to Know About Pattern Making for Fashion Design, Johanna L. & T. J, CreateSpace Independent Publishing Platform, 2015

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Apply advanced pattern-making techniques to create innovative and customized designs.	6 Creative
CLO2	Manipulate basic blocks for complex styles and garments.	1, 3 Remembering, Applying
CLO3	Draft patterns for various body shapes and sizes, including plus size and couture.	4 Evaluate
CLO4	Use draping techniques to develop creative and high-quality garment patterns.	3, 6 Applying, Creative
CLO5	Understand and apply industrial standards in pattern making and grading.	2 Understanding
CLO6	Create patterns with precision using both manual and digital methods.	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	M		M			L			L			M
CLO2		M		M	L						M	
CLO3	L				M	L		M				M
CLO4				L				L	M	M		
CLO5	L	M			M				M			M
CLO6			L		M		L			L	H	

H: High, M: Medium, L: Low

Branch Name:	B.Sc. in Fashion Designing & Management
Program Code:	MS102
Course Name:	Advance Fashion Illustration
Course Code:	15-FME214-3C
Pre-requisite Course:	-----

Course Objectives:

1. Provide advanced knowledge of fashion illustration techniques to communicate creative ideas effectively.
2. Develop skills in rendering fabrics, textures, and intricate garment details.
3. Enhance proficiency in illustrating dynamic poses, expressions, and themed collections.
4. Introduce digital illustration tools for professional-level fashion rendering.

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	Advanced Figure Drawing Proportions for advanced and stylized figures. Dynamic poses, movement, and expressions. Illustrating diverse body types.	12	40%
2	Fabric Rendering and Texture Techniques Techniques for rendering fabrics like silk, denim, leather, fur, chiffon, and velvet. Illustrating embellishments, prints, and patterns. Light, shadow, and drape effects in fashion illustration.	18	60 %
PRACTICAL CONTENT			
3	Advanced Figure Illustration Drawing stylized and expressive figures. Creating detailed facial expressions and hairstyles. Illustrating intricate garment designs, seams, and closures. Rendering accessories like bags, shoes, and jewelry.	24	40%
4	Thematic Collection Designing a collection based on a chosen theme. Illustrating key looks with detailed front and back views.	36	60 %

Reference Books:

S. No.	Books
1	Fashion Illustration: Inspiration and Technique, Anna Kiper, Rockport Publishers, 2013
2	Fashion Illustration for Designers, Kathryn K. (Kathryn J. Alexander), Harper Design, 2013
3	Fashion Illustration: Drawing and Presentation, Michael J., Talisman Publishing, 2015
4	Drawing Fashion: A Visual Guide to the Basics of Fashion Illustration, Veronica P., DK Publishing, 2016

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Create detailed and stylized fashion illustrations for various purposes.	4 Evaluate
CLO2	Illustrate garments with realistic fabric rendering and texture detailing.	1, 3 Remembering, Applying
CLO3	Develop cohesive thematic collections through advanced visual storytelling.	4 Evaluate
CLO4	Use digital tools for professional-quality fashion illustrations.	4, 5 Evaluate, Analyse
CLO5	Present portfolios with creative and technical illustrations tailored to industry standards.	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		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:	B.Sc. in Fashion Designing & Management
Program Code:	MS102
Course Name:	Philosophy & Management Studies
Course Code:	15-FME215-3C
Pre-requisite Course:	-----

Course Objectives

1. Introduce philosophical principles and their application to design thinking and creativity in fashion.
2. Provide knowledge of management principles, including leadership, teamwork, and decision-making.
3. Develop ethical and sustainable approaches to fashion business and design.
4. Foster critical thinking and problem-solving skills for managing fashion projects effectively.

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	Unit 1: Philosophy and Design Thinking Overview of key philosophical concepts: creativity, aesthetics, and ethics. Role of philosophy in shaping design perspectives.	8	25%
2	Ethical Practices in Fashion Understanding ethics in fashion design and business. Sustainability and its relevance to the fashion industry. Philosophical approaches to sustainable fashion	8	25%
3	Principles of Management Fundamentals of management: planning, organizing, leading, and controlling. Leadership styles and their impact on team dynamics. Decision-making processes in the fashion industry.	8	25%
4	Project and Time Management Techniques for effective project management. Time management strategies for designers. Tools and software for managing fashion projects.	08	25%
PRACTICAL CONTENT			
1	Developing mood boards and concept statements inspired by philosophical ideas. Creating a mini sustainable fashion project using upcycled materials. Developing an ethical design manifesto for a fashion brand.	56	100%

Reference Books:

Sr. No.	Books
1	Philosophy and Design Thinking, Bryan Lawson, Routledge, 2006
2	Designing Sustainable Fashion: A Guide for the Fashion Industry, Jennifer B, Routledge, 2019
3	The Creative's Guide to Starting a Business: How to Turn Your Talent into a Career, Harriet Kelsall, Wiley, 2013

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Apply philosophical principles to enhance creativity and innovation in fashion design.	3, 6 Applying, Creative
CLO2	Understand and implement management strategies in fashion-related projects.	2 Understanding
CLO3	Integrate ethical and sustainable practices in design and business operations.	3 Applying
CLO4	Demonstrate leadership and teamwork skills in managing fashion projects.	1, 3 Remembering, Applying,
CLO5	Develop business plans and strategies tailored to the fashion industry.	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		M		L			L	M	
CLO2		M		M		M			L		M	
CLO3	L				M	L		M				M
CLO4				M				L	H	M		
CLO5		M			M				M			M

H: High, M: Medium, L: Low

Branch Name:	B.Sc. in Fashion Designing & Management
Program Code:	MS102
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.	3	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.	6	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.	6	40%
PRACTICAL CONTENT			
4	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		M	H		M		M	M	
CLO2	L			M			M					M
CLO3		M		M				H			H	H
CLO4						L			H	M	M	
CLO5	L		M		M	H		M		M	M	L

H: High, M: Medium, L: Low

Branch Name:	B.Sc. in Fashion Designing & Management
Program Code:	MS102
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.	5	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.	5	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.	5	33.33%
PRACTICAL CONTENT			
1	Practical 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.	1, 2 Remembering, Understanding
CLO2	Apply digital marketing tools and strategies to promote fashion brands.	4, 5 Evaluate, Analyse
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.	4, 5 Evaluate, Analyse

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
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:	B.Sc. in Fashion Designing & Management
Program Code:	MS102
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.	4 Evaluate
CLO3	Analyze the entrepreneurial ecosystem and identify opportunities in the fashion domain.	4, 5 Evaluate, Analyse
CLO4	Create a basic business plan for a fashion enterprise.	6 Creative
CLO5	Recognize the importance of sustainability and ethics in entrepreneurial ventures.	2 Understanding

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
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
