

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	Fundamentals of Fashion Industry
Course Code:	22-FMM102-1C
Pre-requisite Course:	

Course Objectives:

- To provide a comprehensive understanding of the fashion industry and its structure.
- To familiarize students with the evolution, sectors, and functioning of the fashion business.
- To develop awareness of fashion products, markets, and industry practices.
- To introduce students to current trends, sustainability, and career opportunities in 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.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to the Fashion Industry • Meaning, Definition, and Scope of Fashion • Evolution and History of the Fashion Industry • Structure and Segments of the Fashion Industry • Global and Indian Fashion Industry Overview • Fashion Cycle and Fashion Adoption Process • Key Stakeholders in the Fashion Industry • Career Opportunities in Fashion and Lifestyle Industries	6	25%
2	Fashion Products and Production Systems • Classification of Fashion Products 1. Apparel 2. Accessories 3. Footwear 4. Lifestyle Products • Fashion Product Development Process • Apparel Manufacturing Process • Textile and Garment Industry Linkages • Production Planning and Quality Control • Introduction to Fashion Supply Chain	6	25%
3	Fashion Business, Marketing and Retail • Introduction to Fashion Business • Fashion Marketing Concepts • Fashion Consumer Behavior • Fashion Branding and Brand Positioning	6	25%

	- Fashion Merchandising Basics - Retail Formats and Retail Operations		
4	Contemporary Fashion Industry and Sustainability - Fashion Forecasting and Trend Analysis - Role of Media and Technology in Fashion - Sustainable Fashion and Ethical Practices - Fast Fashion vs. Slow Fashion - Circular Fashion Economy - Social and Environmental Impact of Fashion Industry - Future Trends and Innovations in Fashion	6	25%

Reference Books:

Sr. No.	Books
1	Elements of Fashion and Apparel Design – Sumathi G. J., New Age International Publishers, 2022.
2	Fashion Technology – S. P. Arora & S. Arora, S.K. Kataria & Sons, 2018.
3	Apparel Manufacturing Technology – T. Karthik, P. Ganesan & D. Gopalakrishnan, CRC Press India, 2017.

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

CLO	Description	Bloom's Taxonomy Level
CLO1	The structure, segments, and functioning of the fashion and apparel industry.	2 Understanding
CLO2	Analyze the roles of design, manufacturing, merchandising, retailing, and marketing within the fashion value chain.	1 Remembering
CLO3	Examine the impact of consumer behavior, market trends, and global influences on the fashion industry.	3 Applying
CLO4	Evaluate business practices, supply chain processes, and sustainability initiatives in the fashion sector.	4,5 Evaluate, Analyse
CLO5	Identify career opportunities, entrepreneurial prospects, and emerging developments in the fashion industry.	6, Creative
CLO6	Apply industry knowledge to develop informed design and business decisions in fashion-related contexts.	3, Applying

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		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